

ISDM Media Player Project

Scope: Technicians will be replacing one existing Seneca HDn-515MYBE media player with new Micro DMPN-7i5 media player.

- Current player is mounted to back of big screen TV's on TV Wall (see install guide)
- Two techs are required to get the TV off the mount for access to the media player.
- Technicians will follow instructions for replacement in the ISDM Installation Guide.
- TM or PML needs to assist technician to identify 24-hour power outlet on TV Wall or TV Valley.
 - o The new DPM must plug into this 24 hr power outlet and all other plugs should be moved to powerstrip or other outlets.
- Upon arrival, locate 24 hr power outlet. Check with PML on location of this outlet.
 - o Should be the lower receptacle in middle of Section 7, usually next to the data jack.

NOTE: When installing the new DMP, do not supply power to the player until all other connections have been made and downstream devices (DA, monitor, etc) have been powered on. Failure to do so may cause configuration issues.

Equipment: Week before the install: Equipment arrives; store to hold in control room for technician.

- Engineer/technician will replace 1-4 media players. Says the location on the outside of the box.
- Media player on the TV Wall or TV valley will be replaced in all stores.
- Media player for screens in Beauty, Disney castle, front of the store or Video Game endcap will be replaced in select stores.
- Tech is required to bring a mouse and keyboard for the configuration.
 - o If the technician does not have one, the store has been notified to let tech borrow the mouse, keyboard and monitor from a Chromebox to configure the media players.
- TV wall = standard orange label
- Disney/Clubhouse = pink
- Beauty = neon yellow
- Video game endcap = green
- Front of store = yellow

Equipment issues or OBFs -> Escalate to Sam via tag / @mention in Smartsheets comments.

Date Changes: All date changes must be communicated to Sam or Lucy.

- Smartsheet work start date should be updated by PC once date change is approved.

Deliverables: Photos uploaded by tech must be labeled per below recommendation.

- If tech does not follow, PC must download the photos and rename. Upload all to Smartsheets.
- All photos also need store # and date shown in photo (on a piece of paper or cardboard).
- These are examples. The key theme is to have store # and location of the TV/DMP addressed.

TXXXXDMPYYYYTVWall

TXXXXDMPYYYYBEAUTYMEN

TXXXXDMPYYYYBEAUTYWOMEN

TXXXXDMPYYYYFOS

TXXXXDMPYYYYDISNEY

Disposal and Return: Items marked for CRC disposal or HQ Return are noted throughout install guide.

- **Disposal should be placed on the CRC pallet.**
 - o AX6959 DMP security cover
 - o StarTech mini-DisplayPort cable
 - o AX7010 DMP mounting bracket
 - o cable retention strap/bracket
 - o mDP-HDMI cable from both monitors (Disney)
 - o existing video cable between DMP and Epson HDbaseT transmitter (beauty)
 - o towel bar from gondola and monitor brackets from back of monitor (Video Game)
- **Return to HQ should be safely packaged in a single box.**
 - o Return DMP and power cord to HQ.
 - o Blue USB-DB9 Serial adaptor (Disney)
 - o USB-DB9 Serial adaptor (Disney)
 - o USB key from back of monitor (video game)
- A return label will be provided in the box containing the new DMPs and brackets.

*****Once an install is complete, we must update Smartsheets.**

- Upload photos ensuring the naming is correct.
- When final content appears, post "TxxxxDMPyyyy replacement complete" in the #ISDM-Refresh slack channel.
- Update Smartsheet status to complete Only if photos are added.

TV Descriptions:

TV Wall and TV Valley located in Electronics section

- Replace DPM. Tech to configure on with mouse and keyboard.
- Contact level 2 to confirm VLAN and validation per DS doc.

Disney/Clubhouse:

- These sites already have a new DPM. All we are doing is installing the Quick Release Plate and DMP Quick Release Bracket.
- Tech install the plate onto the existing DMP and the bracket into the castle. 8 screws and done!
- The 4 screws that they will use to screw the bracket to the bottom of the Disney castle are the very same screws they use to secure the bracket to the AX6826 mounting panel on the TV Wall.
 - o They are provided in a little baggie inside the box holding the bracket.
 - o The 4 screws used to attach the plate to the DMP are the same as the screws used to attach the plate all of the other DMPs.
 - o As long as an extra bracket and plate are included in these 23 stores, the screws will be there since Lynx has included them.

Front of Store:

- Replace DPM. Tech to configure on with mouse and keyboard.
- Contact level 2 to confirm VLAN and validation per DS doc.

Beauty:

- Replace DPM in CONTROL ROOM.
- DO NOT UNPLUG Cat6A CABLE FROM THE EPSON TRANSMITTER as it provides the video signal to the projector on the sales floor.
- For stores that have **two** DMPs, a new rack shelf has been provided since two DMPs cannot fit on one shelf. Mount new rack above or below existing rack and install the 2nd player on it.
- Tech to configure on with mouse and keyboard.
- After configuration is complete and Beauty still images are playing:
 - o Power off DMP.
 - o Remove temporary monitor and plug HDMI cable into the Epson HDBaseT transmitter.
 - o Power on DMP.
 - o Manage cables appropriately.
- Contact level 2 to confirm VLAN and validation per DS doc.

Video Game Endcap:

- Install new DMP mounting bracket in the center of the pegboard and vertically position it as close to the towel bar as possible.
- Tech to configure on with mouse and keyboard.
- Contact level 2 to confirm VLAN and validation per DS doc.

Installation Document

NowMicro DMPN-7i5F DMP Player

Target Technology Services

Last updated: **October 7, 2020**

Installation Document

Overview

Target is executing Small Format Stores, Full Remodels, and Multi-Location Special Projects across the nation. This will take the unwavering commitment and proactive collaboration of the entire team. Challenges will be encountered, but please utilize this document as a guide to resolve these challenges and achieve success in every implementation.

This document provides a broad range of information around Target NowMicro DMPN-7i5F DMP Player installation. If further clarification is needed, please reach out to the appropriate Rollout and Deployment resource from the [Contacts](#) information.

Table of Contents

- PURPOSE 4
- DEVICE OVERVIEW 4
 - Owner.....4
 - Platform and Device Description.....4
 - Manufacturer.....4
 - Vendor4
 - Network4
 - Additional Information4
 - Device Images5
 - OTHER component Images6
 - ISDM Experiences & Configurator codes.....7
- PRE-INSTALL AND DEPENDENCIES 10
 - PRE-CONFIGURATION.....10
 - Tools Required10
 - Lift Required?10
 - ACCESS.....10
 - Software Access10
 - Other Access.....10
 - Prepare for Arrival10
 - List of Inventory Required for Installation10
 - TV Wall / TV Valley10
 - Disney Store11
 - Front of Store11
 - Beauty.....11
 - Video Games Endcap11

DEPENDENCIES.....12

- New Stores.....12
- Bundle.....12
- Remodel12

LIST OF POTENTIALLY RELATED DEVICES OR INVENTORY12

ON-SITE INSTALL PROCESS 13

- CHECK IN13**
- DMP Preparation13**
- INSTALLATION.....13**

 - TV Wall/TV Valley14
 - Disney Store.....25
 - Front of Store37
 - Beauty.....37
 - Video Games Endcap40

- DMP Configuration Process.....44**

TROUBLESHOOTING 47

SUPPORT AND ESCALATION 48

DEPLOYMENT SUPPORT..... 49

- deployment support assistance49
- deinstallation and removal49

DEFINITION OF DONE 50

- VERIFICATION AND VALIDATION.....50**
- Verification Photos50**

 - TV Wall / Valley50
 - WIDE SHOT OF TV WALL /TV VALLEY RUNNING.....50
 - ENTIRE 4FT SOURCE SECTION SHOWING DMP AND SOURCE DA50
 - Close up of DMP showing the cables and link lights on the right side.52

| | |
|--|-----------|
| Close up of the serial number sticker | 52 |
| Disney Store | 54 |
| Entire Lower Component Area | 54 |
| Close up of DMP and cables connected on the left side. | 54 |
| Close up of the serial number sticker | 54 |
| Close up of the network port on DMP. | 55 |
| Complete castle with content playing..... | 55 |
| Video Games Endcap..... | 57 |
| Complete Endcap..... | 57 |
| View of area between monitor and pegboard shot from LEFT side. | 57 |
| View of area between monitor and pegboard shot from RIGHT side. | 58 |
| Back side of pegboard behind monitor | 59 |
| Close up of the serial number sticker | 60 |
| Close up of the network port on DMP. | 61 |
| Front of Store..... | 62 |
| Overall shot of interior wall box..... | 62 |
| Completed monitor with content showing..... | 63 |
| Close up of the serial number sticker | 63 |
| Close up of the network port on DMP. | 64 |
| Beauty..... | 66 |
| View from front of rack..... | 66 |
| View from back of rack..... | 66 |
| Wide shot of screen(s) on the sales floor | 66 |
| Close up of the serial number sticker | 67 |
| Required Information | 67 |
| CHECK OUT | 67 |
| DELIVERABLES | 68 |
| RELATED DOCUMENTS | 69 |
| UPDATES | 70 |

PURPOSE

This document describes the following for NowMicro DMPN-7i5F DMP Player:

- Device information
- Installation instructions
- Support resources
- Deinstallation and removal

DEVICE OVERVIEW

OWNER

Geoffrey Bock

PLATFORM AND DEVICE DESCRIPTION

Platform: ISDM

Product Category: Select the Product Category

MANUFACTURER

Manufacturer Name: Now Micro

Target's Universal Part Number: DMPN-7i5F-1602

Link to Target UPN List: (Not a user field, forthcoming)

VENDOR

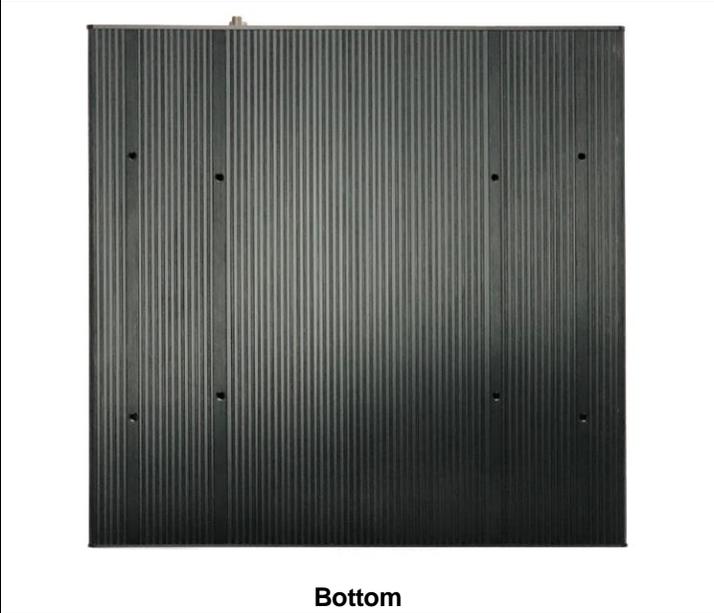
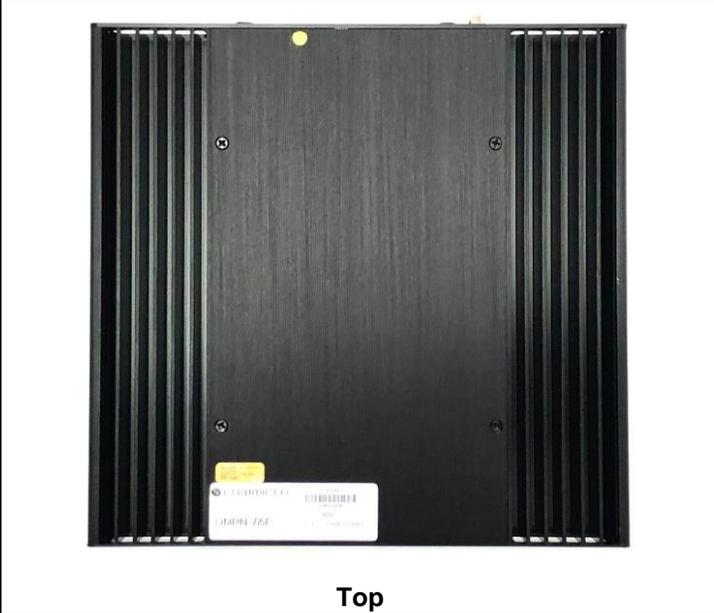
Now Micro

NETWORK

VLAN 50

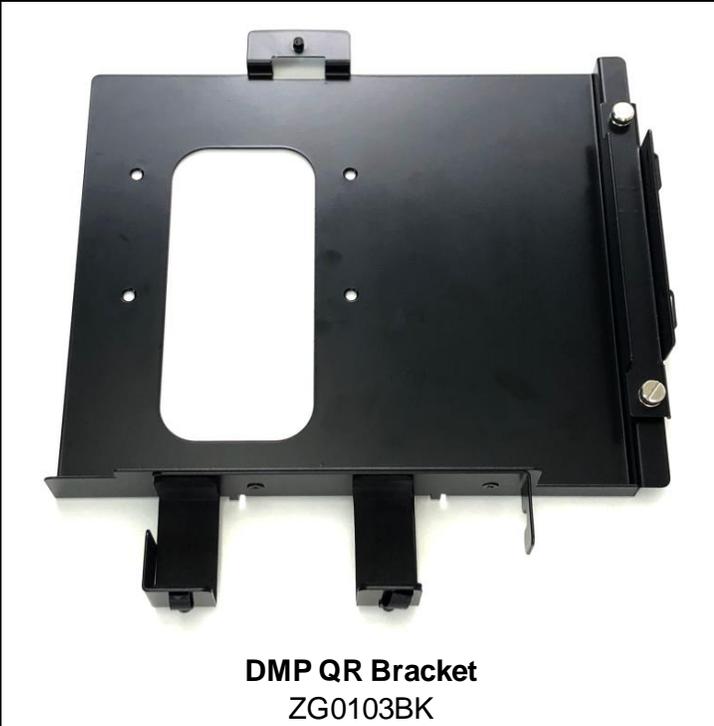
ADDITIONAL INFORMATION

DEVICE IMAGES





OTHER COMPONENT IMAGES





ISDM EXPERIENCES & CONFIGURATOR CODES

| TV Wall | TV Valley |
|--|---|
| <p>3YVZ40</p>  | <p>3YVZ40</p>  |
| <p>Disney</p> | <p>Video Games Endcap</p> |

Z8WVZT



6HTX12



Women's Beauty

QB0GNW



Men's Beauty

FRIFJB



Beauty DMPs in Control Room

Front of Store

Growler Station

1HKKF2



TBD



PRE-INSTALL AND DEPENDENCIES

PRE-CONFIGURATION

Ensure these items are covered PRIOR to arriving at the store.

Tools Required

- Phillips screwdriver
- small diagonal cutting pliers
- 3 mm security Torx key – provided in the DPM QR bracket (ZG0103BK) and the DPM QR bracket – pegboard (ZG0104BK) boxes
- 1/8" Drill bit
- zip ties
- masking tape
- USB keyboard & mouse

Lift Required?

no

ACCESS

Software Access

Other Access

PREPARE FOR ARRIVAL

Call store and coordinate installation time with the ETL - Specialty Sales. The annual TV Wall transition will be occurring in the month of October so coordination is vital to ensure there are no collisions with merchandising work by the store team.

LIST OF INVENTORY REQUIRED FOR INSTALLATION

| Item | Qty. | Included in the box? Enter Yes or No |
|------|------|--------------------------------------|
| | | |

TV Wall / TV Valley

| PARTS LIST | | |
|------------|-----------|---------------------------|
| Qty | Part # | Description |
| 1 | DMPN-7i5F | Now Micro DMP |
| 1 | ZG0102BK | DMPN-7i5F DMP QR Plate |
| 1 | ZG0103BK | DMP QR Bracket |
| 1 | ZG0100BK | 4' HDMI 2.0b Source Cable |

Disney Store

| PARTS LIST | | |
|------------|-------------|--|
| Qty | Part # | Description |
| 1 | DMPN-7i5F | Now Micro DMP |
| 1* | ZG0102BK | DMPN-7i5F DMP QR Plate |
| 1* | ZG0103BK | DMP QR Bracket |
| 2* | ZG0101BK | 10' HDMI 2.0b Source Cable |
| 1 | ICUSBAUDIOB | StarTech USB to Stereo Audio External Sound Card |

* In 23 stores, a Now Micro DMP is already present and will only need a QR plate and QR bracket.

Front of Store

| PARTS LIST | | |
|------------|-----------|---------------------------|
| Qty | Part # | Description |
| 1 | DMPN-7i5F | Now Micro DMP |
| 1 | ZG0102BK | DMPN-7i5F DMP QR Plate |
| 1 | ZG0103BK | DMP QR Bracket |
| 2 | ZG0100BK | 4' HDMI 2.0b Source Cable |

Beauty

For stores that have two Seneca DMPs on the same rack, a 2nd rack (provided) needs to be installed as the new DMP is significantly larger and two units will not fit on a single rack.

| PARTS LIST - 1 st Player | | |
|-------------------------------------|-----------|---|
| Qty | Part # | Description |
| 1 | DMPN-7i5F | Now Micro DMP |
| 1 | ZG0102BK | DMPN-7i5F DMP QR Plate |
| 1 | ZG0100BK | 4' HDMI 2.0b Source Cable |
| 1 | 6AS10-10L | 10' Cat6a Patch Cable |
| 2 nd Player | | |
| Qty | Part # | Description |
| 1 | DMPN-7i5F | Now Micro DMP |
| 1 | ZG0102BK | DMPN-7i5F DMP QR Plate |
| 1 | ZG0100BK | 4' HDMI 2.0b Source Cable |
| 1 | 6AS10-10L | 10' Cat6a Patch Cable |
| 1 | UFA-14.5 | Middle Atlantic UFA Rack Shelf, 1RU, 14.5"D |

Video Games Endcap

| PARTS LIST - 1 st Player | | |
|-------------------------------------|-----------|---------------------------|
| Qty | Part # | Description |
| 1 | DMPN-7i5F | Now Micro DMP |
| 1 | ZG0102BK | DMPN-7i5F DMP QR Plate |
| 1 | ZG0104BK | DMP QR Bracket - Pegboard |
| 1 | ZG0100BK | 4' HDMI 2.0b Source Cable |

| | | |
|---|-----------|---|
| 1 | 6AS10-10L | 10' Cat6a Patch Cable |
| 1 | AX8142 | Video Games Endcap Monitor Mount Kit |
| 1 | 52174 | C2G 3ft Serial RS232 DB9 Null Modem Cable |
| 1 | | LG 3.5mm-DB9 Adaptor |

DEPENDENCIES

New Stores

Bundle

Remodel

LIST OF POTENTIALLY RELATED DEVICES OR INVENTORY

NA

| Item | Included in the box? Enter Yes or No |
|------|---|
| | |

ON-SITE INSTALL PROCESS

Follow the [Pre-Install and Dependencies](#) instructions before starting the installation.

CHECK IN

Do the following upon arrival:

- Check in with and introduce yourself to the store Service and Engagement leader or store lead.
- Confirm the store number.
- Locate the new equipment being installed. Document any missing devices and communicate them to the deployment support vendor.
- Establish a work plan for install with the store lead.
- List any additional arrival steps here or delete this box

DMP PREPARATION

For each Now Micro DMP, attach the DMPN-7i5F QR Plate (ZG0102BK) onto the back of the new DMP with the four supplied screws. **The orientation must match the picture below.**



INSTALLATION

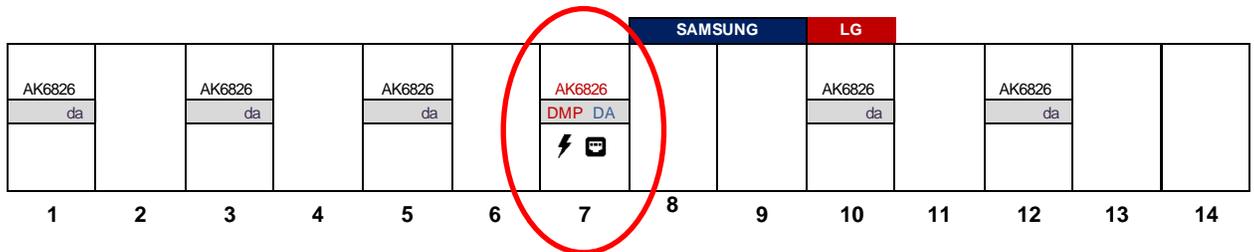
IMPORTANT: When installing the new DMP, all cables must be connected before plugging the power cord into the power outlet. Failure to do so may result in a dark screen or incorrect resolution and can affect the DMP configuration process.

Notes –

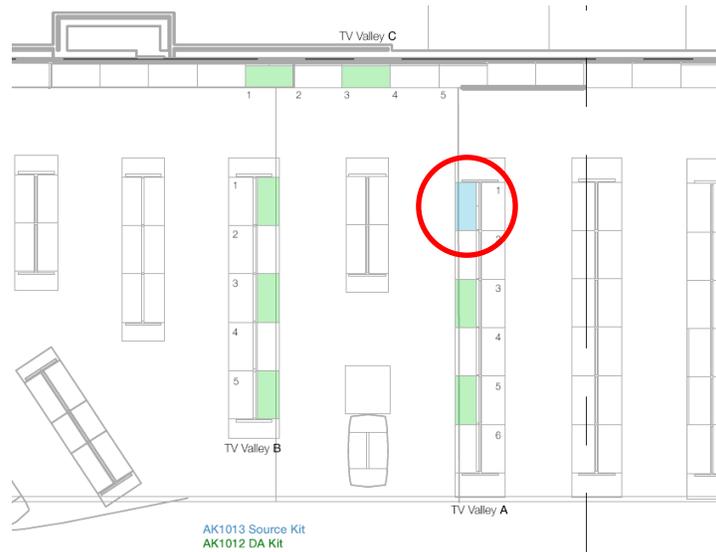
- When installing the new DMP, do not supply power to the player until all other connections have been made and downstream devices (HDMI distribution amplifier, monitor, etc) have been powered on. Failure to do so may cause configuration issues.
- While there are multiple HDMI distribution amplifiers on the TV Wall / TV Valley, the only one that should be touched is the one that is located on the same mounting panel as the DMP, about 3' to the right of the DMP.
- All items marked for disposal should be placed on the CRC pallet.
- Safely package all items marked for return to HQ in the box that the new DMP(s) and bracket(s) were shipped in and affix the provided return label.

TV Wall/TV Valley

1. Locate existing DMP. The digital media player will be mounted on the left hand side of the AK6826 mounting panel. While there are several mounting panels present, DMP location is standardized.
 - a. **TV Wall** – Typically located in Section 7. DMP may have a security cover over it.



- b. **TV Valley (Electronics 2.0 stores)** – Typically located in the section closest to the back corner of the Electronics floor pad.



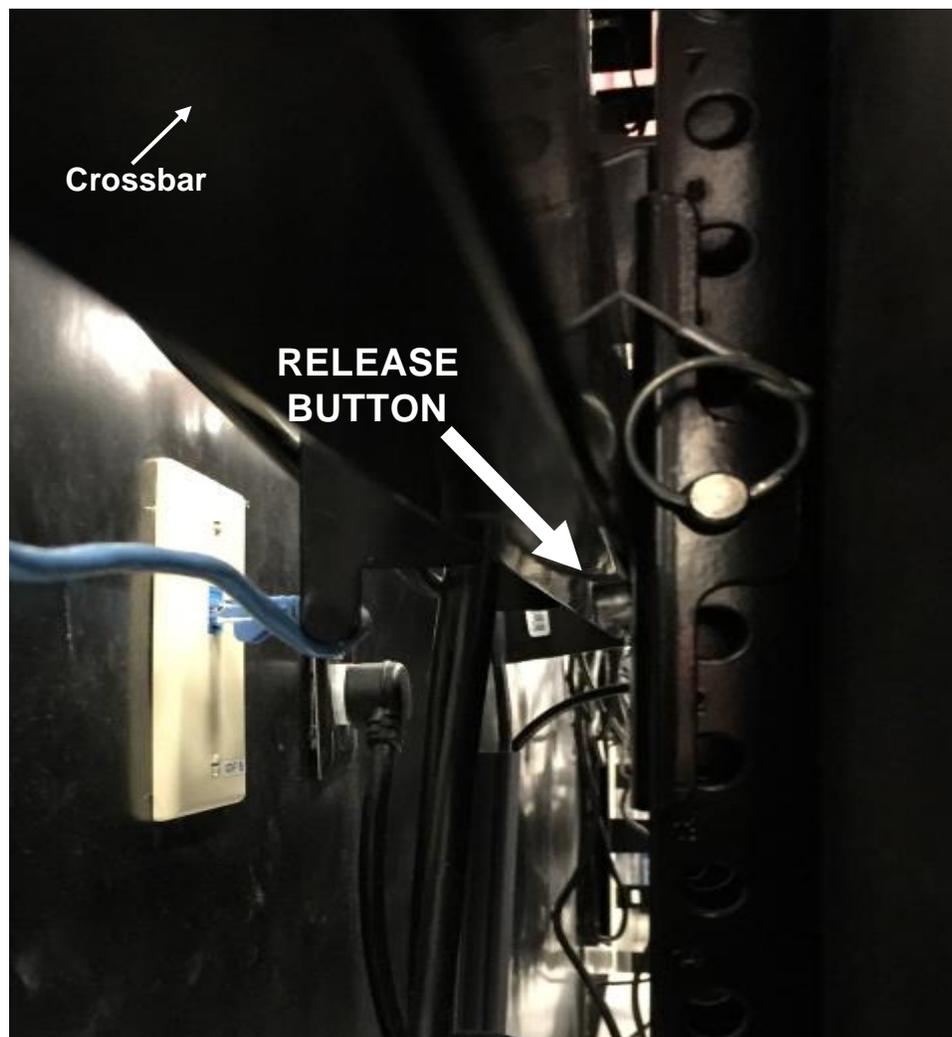
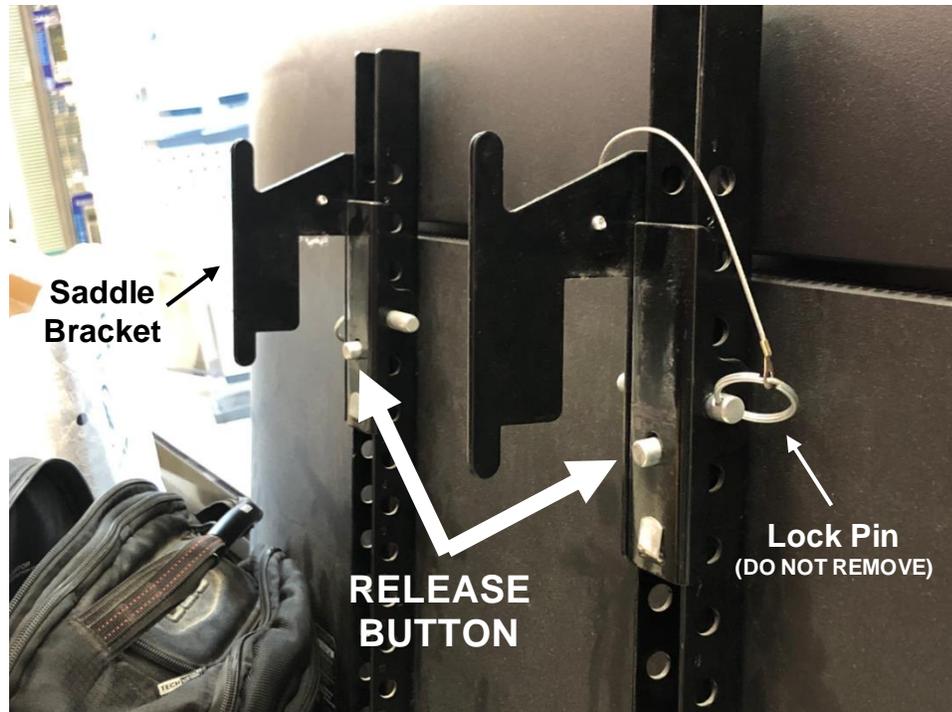
DMP Security Cover AX6986

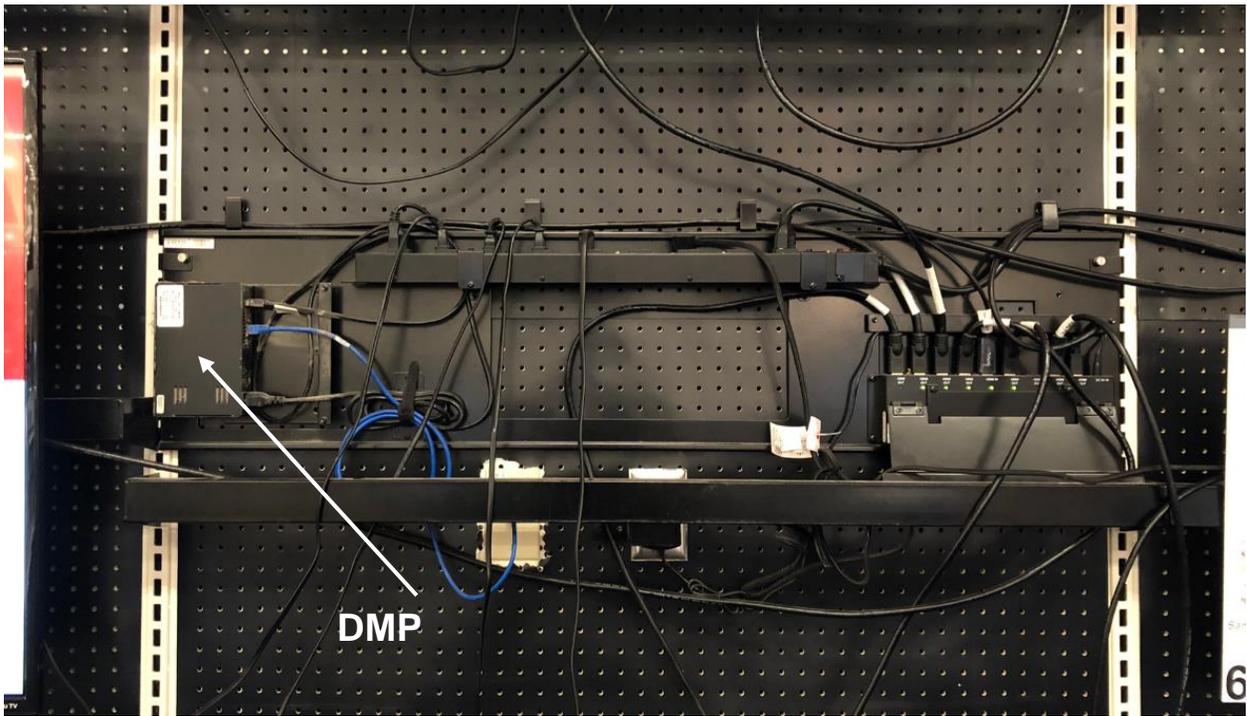


Seneca DMP

2. Engage the store team to find an individual to assist with the team list. This store action was outlined in the store communication.
3. Prepare to remove the TV in front of the DMP by removing any sign bars/holders above it that can be bumped while removing the TV. These fall easily and pose a safety hazard when bumped.

4. Remove TV in front of the DMP by pressing the silver release button behind each of the bracket saddles (just under the crossbar) and lifting up on the TV. **Two man lift required.**





5. Power off DMP by tapping the power button on the lower left-hand facing side of the unit. Wait up to 30 seconds for DMP to power down. If the unit does not shut off within 30 seconds, press and hold the button until the unit powers off.

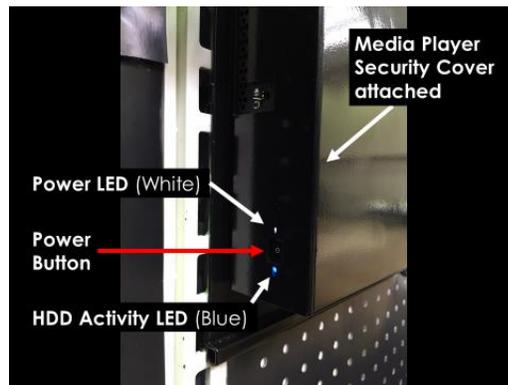
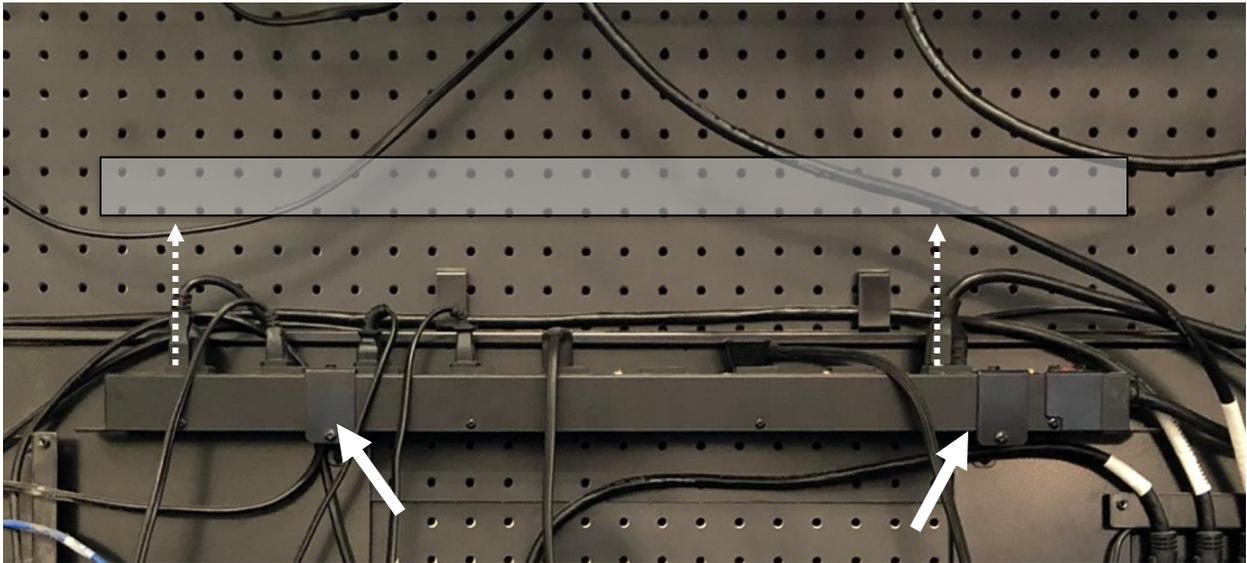
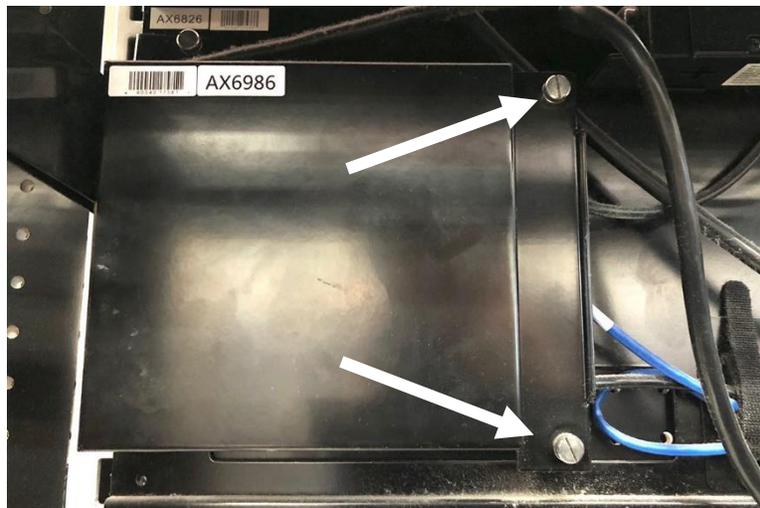


Figure 1: **DMP** power button

6. Separate AX6859 power strip from the AX6826 mounting panel by unscrewing the two short screws that attach the brackets to the mounting panel. Do not unscrew the two long screws that hold the bracket to the power strip.
 - a. Re-mount power strip in pegboard about 6" above prior location by inserting the tabs of the bracket into the pegboard.

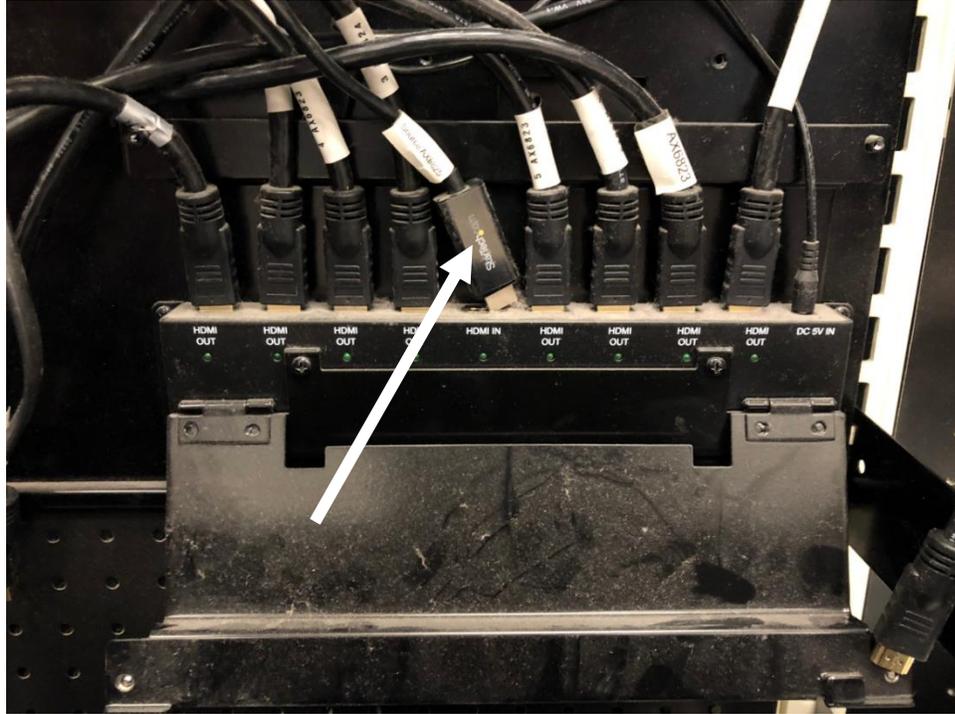


7. If present, remove and dispose of AX6959 DMP security cover by unscrewing the 2 silver thumb screws on the right side.

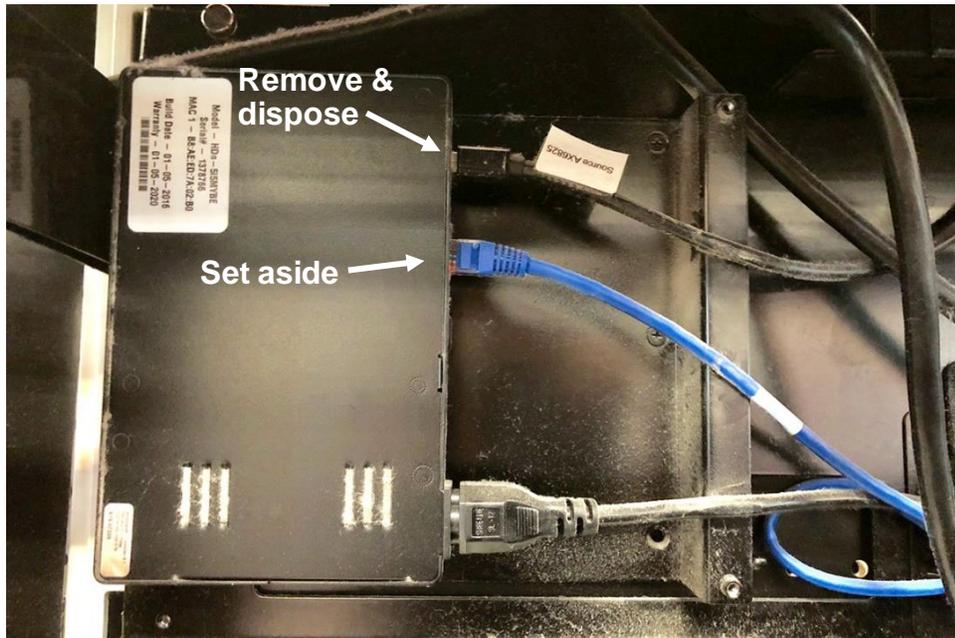


8. Unplug mini-DisplayPort and network cables from DMP.

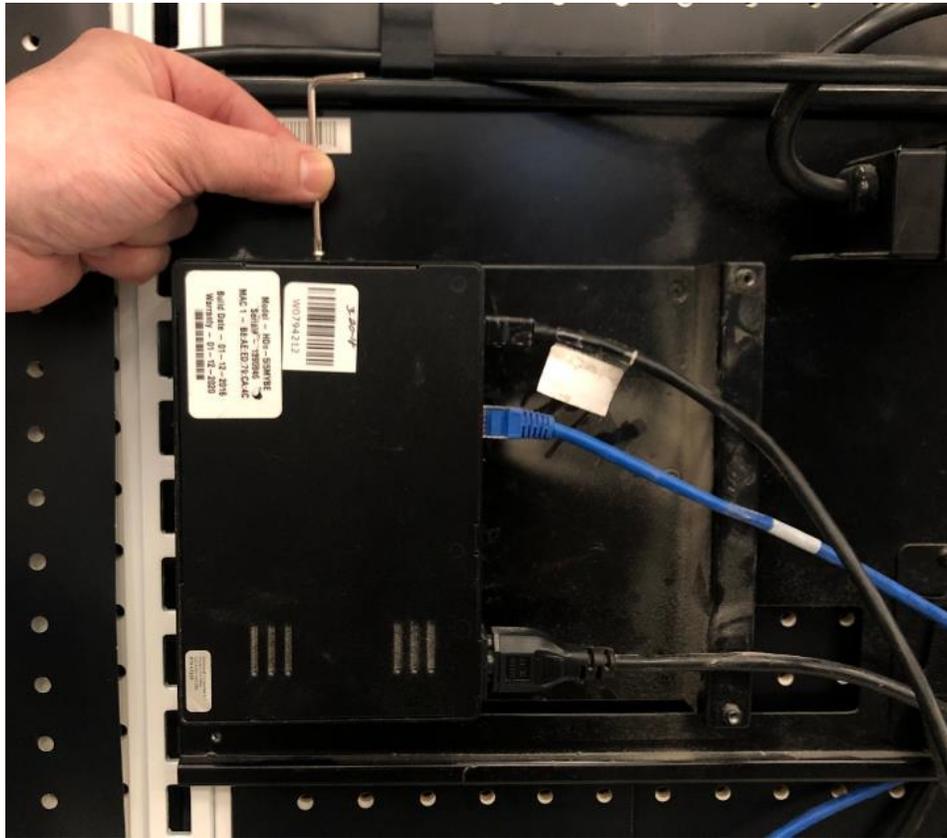
- a. Unplug other end of StarTech mini-DisplayPort cable (AX6825 Source) from the AX6830 HDMI 4K Distribution Amplifier and dispose.



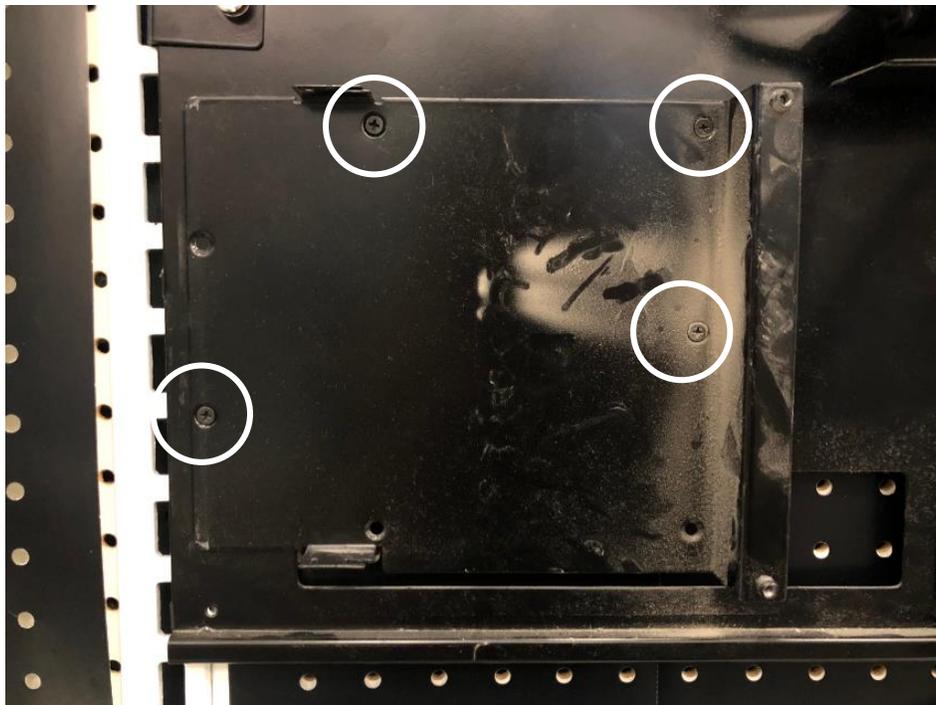
- b. Set network cable aside.



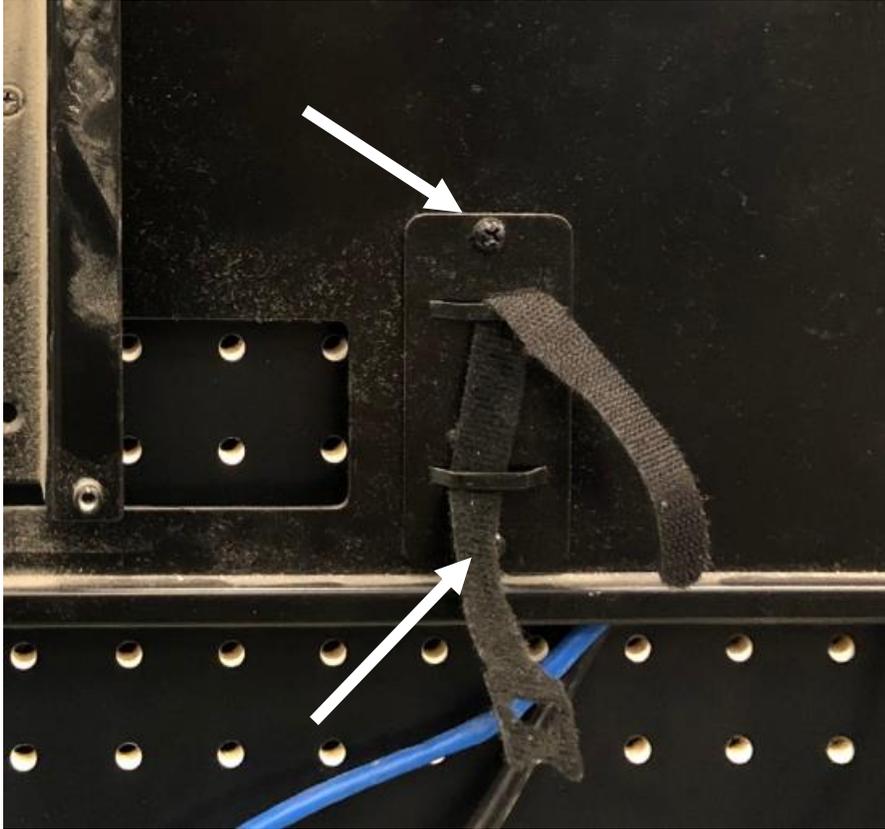
9. Remove DMP and power cord by unscrewing the 2 Torx security screws securing it to the bracket. A Torx security key is provided in the DMP QR Bracket (ZG0103BK) box. Return DMP and power cord to HQ.



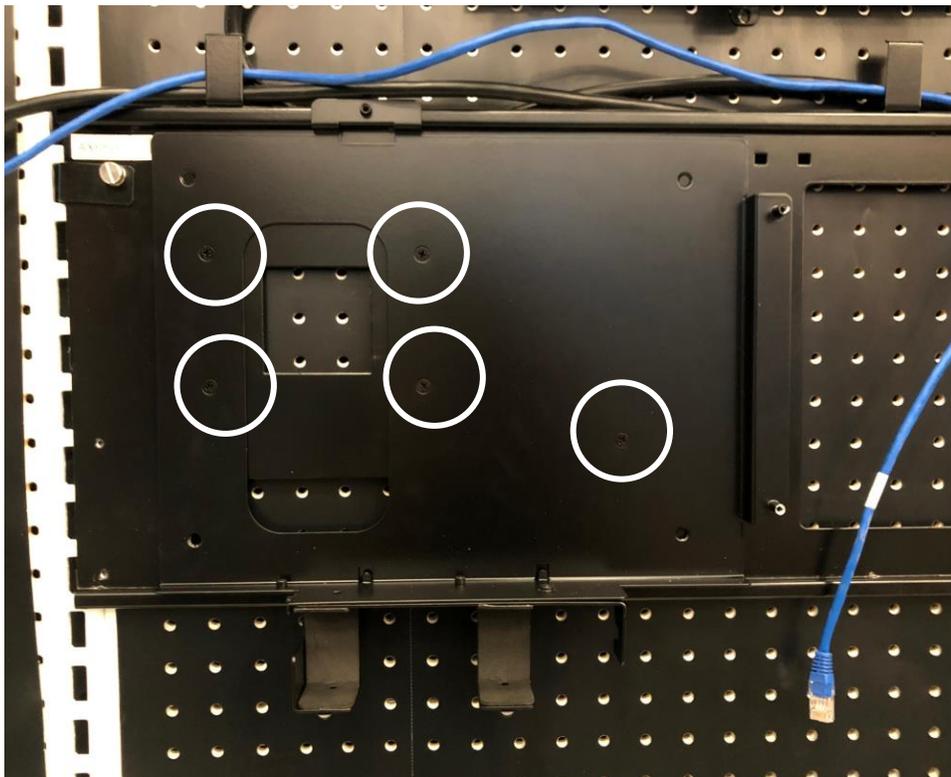
10. Remove and dispose of AX7010 DMP mounting bracket by unscrewing the 4 screws holding it to the mounting panel.



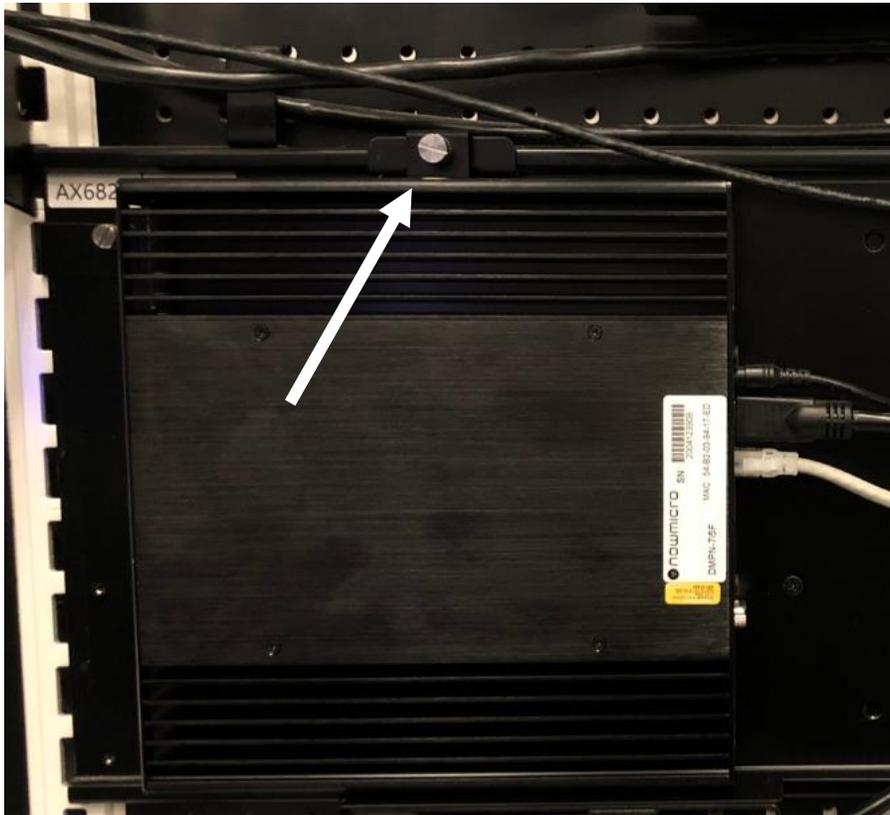
11. Remove and dispose of cable retention strap/bracket immediately to the right of the AX7010 DMP mounting bracket unscrewing two screws.



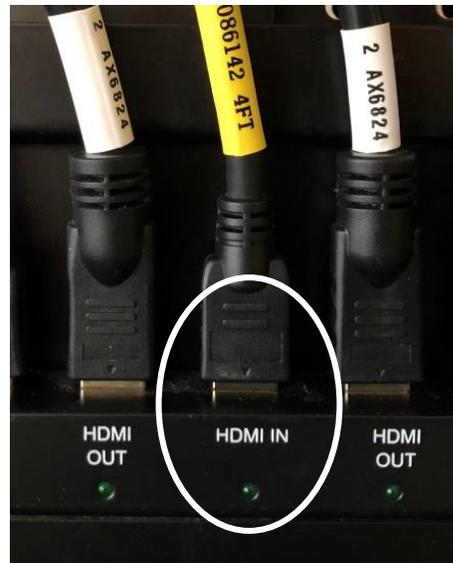
12. Install new DMP QR Bracket (ZG0103BK) at the same location on the AX6826 mounting panel using five supplied screws.
a. The side with the cable retention bar must be on the **right** side.

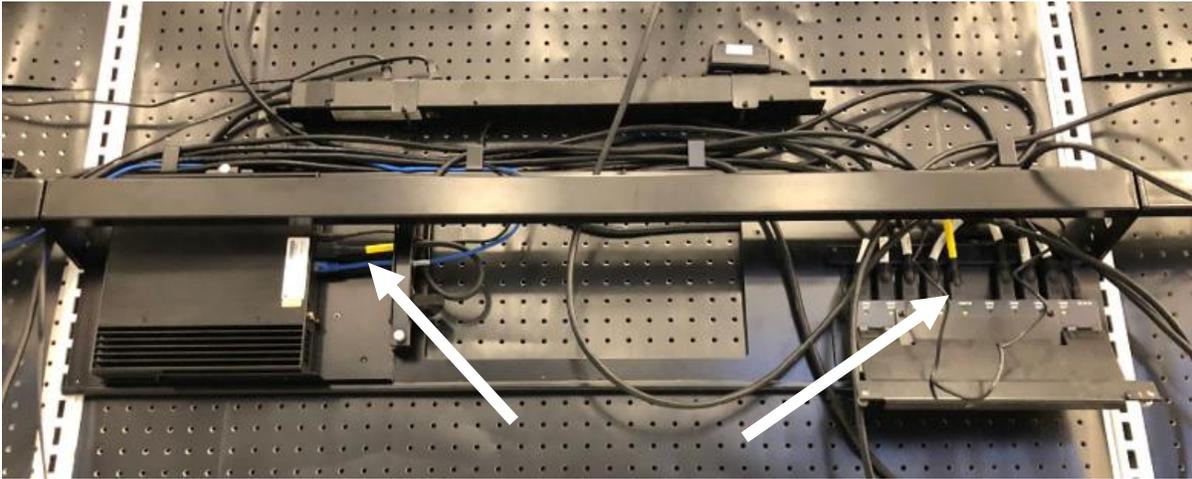


13. Mount Now Micro DMPN-7i5 DMP with quick release plate onto the DMP QR Bracket (ZG0103BK) and secure thumbscrew.



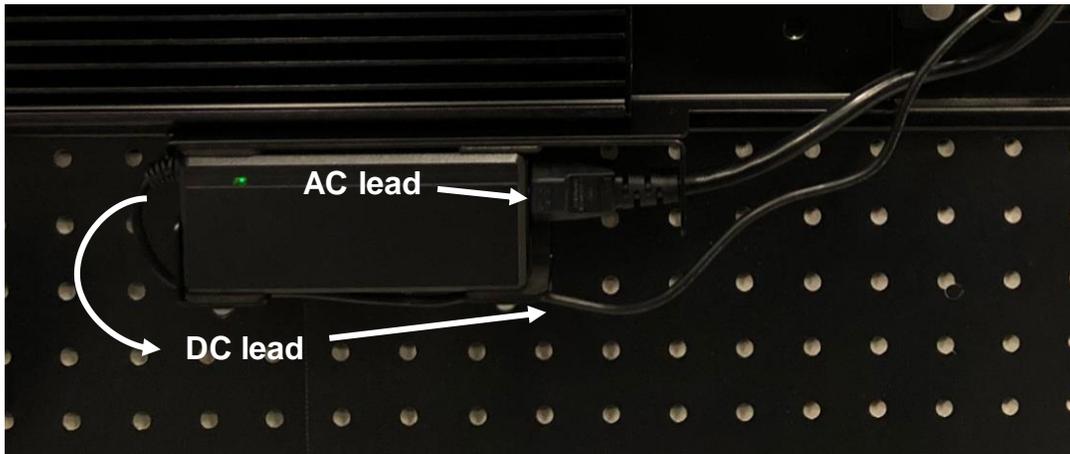
14. Install new 4' HDMI 2.0b Source Cable (ZG0100BK) between DMP and HDMI IN port of the AX6830 Distribution Amplifier mounted on the same AX6826 panel. Cable must be plugged into the DMP HDMI port denoted with a yellow dot. Connect network cable.



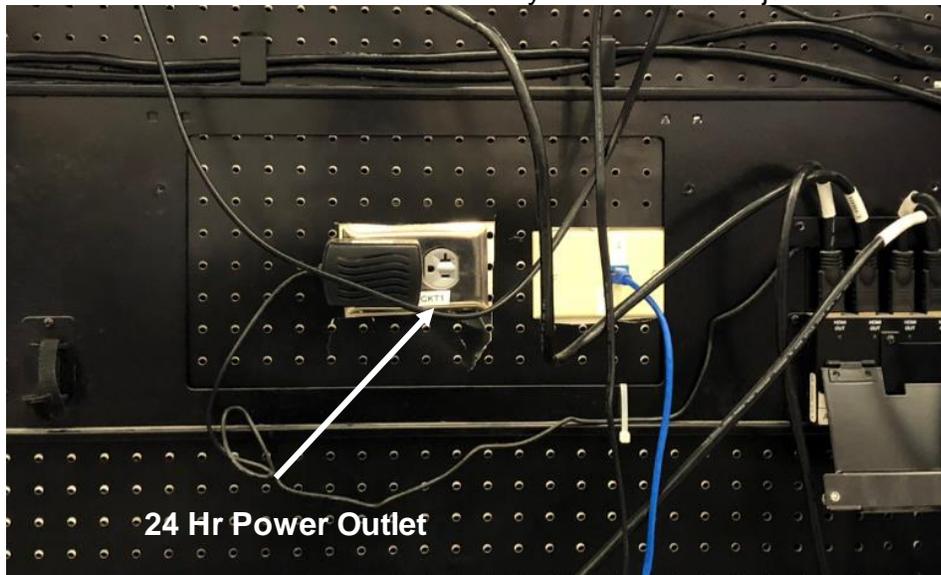


15. Connect the self-provided keyboard and mouse to USB ports of new DMP.

16. Mount power supply onto bracket by sliding the AC lead into the retention slot from behind first then pressing the power adaptor into place. Return DC lead to the right and slide into retention clips on the underside of the bracket. Plug DC lead into DMP but **do not plug AC end into power outlet yet.**



17. Locate 24 hr power outlet. Check with PML on location of this outlet. Per prototype, it should be the lower receptacle in the middle of Section 7 and is usually next to the data jack.



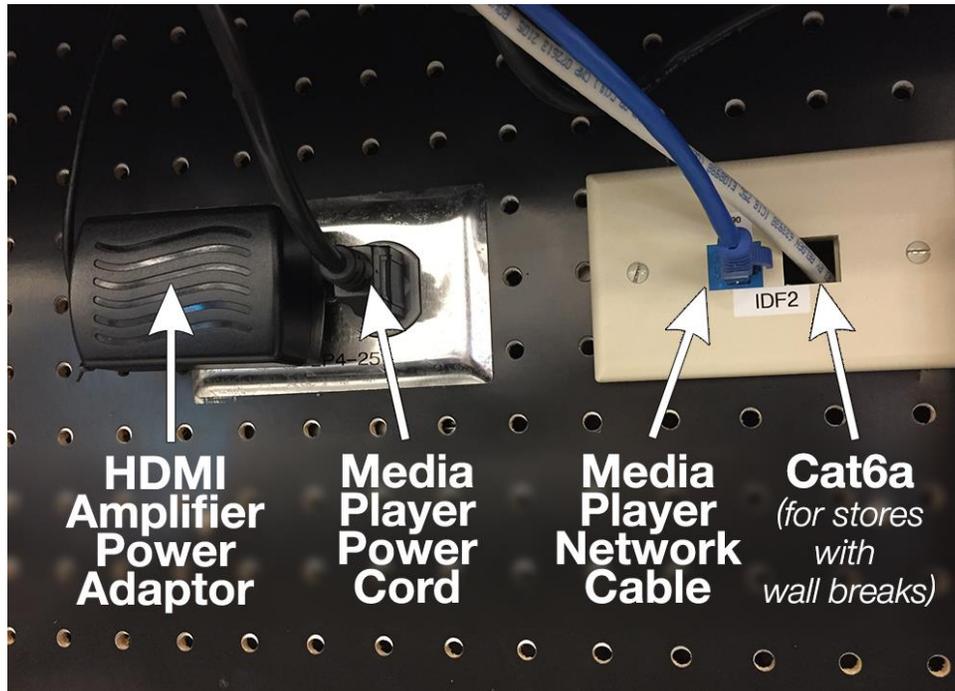
- a. If 24 hr power outlet is in an adjacent gondola section, separate the power supply bracket by removing the screw that secures it to the DMP bracket. Insert separated power supply bracket directly into the pegboard.



18. Ensure distribution amplifier power supply is plugged into the 24 hr power outlet. If there is anything else plugged into the receptacle, remove it and plug it into the power strip or a different outlet on the wall. Only the DMP and distribution amplifier power supply should be plugged into the 24 hr power outlet.

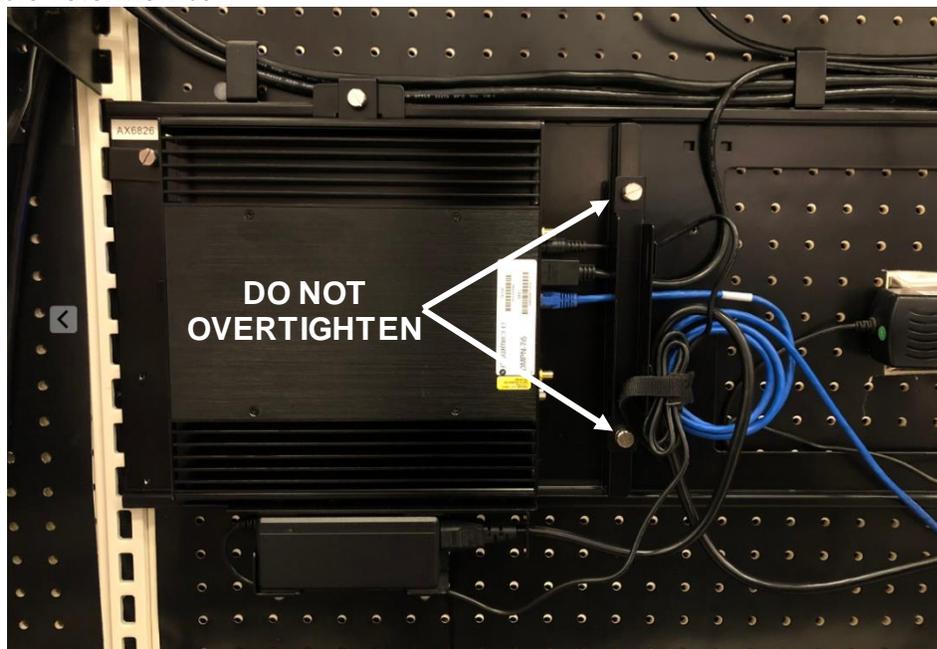


19. Plug power adaptor into the 24 hr power supply. DMP will automatically boot.



20. After about 1 minute, evergreen content (colorful shapes) will appear on screen. Ensure content is playing on TVs throughout the wall. There may be TVs playing different content (this is acceptable), but the majority of the TVs should be playing the evergreen content.

21. Manage cables and secure with Velcro strips included with the DMP QR Bracket (ZG0103BK). **Do not overtighten cable retention bar.**



22. Go to [DMP Configuration Process](#) section.

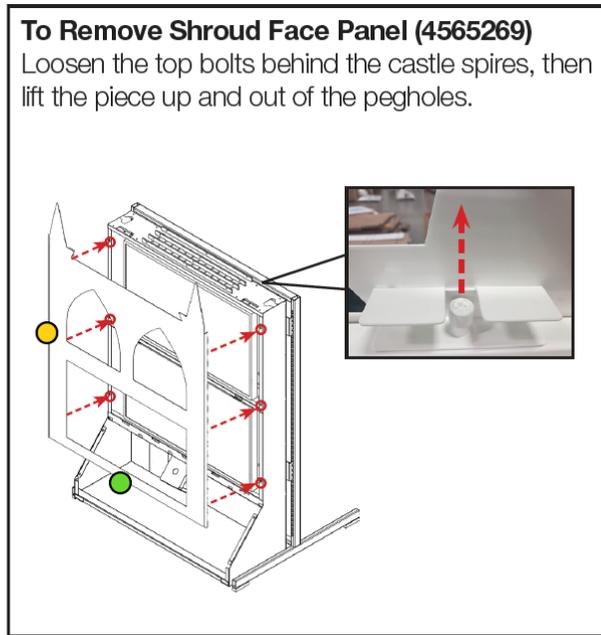
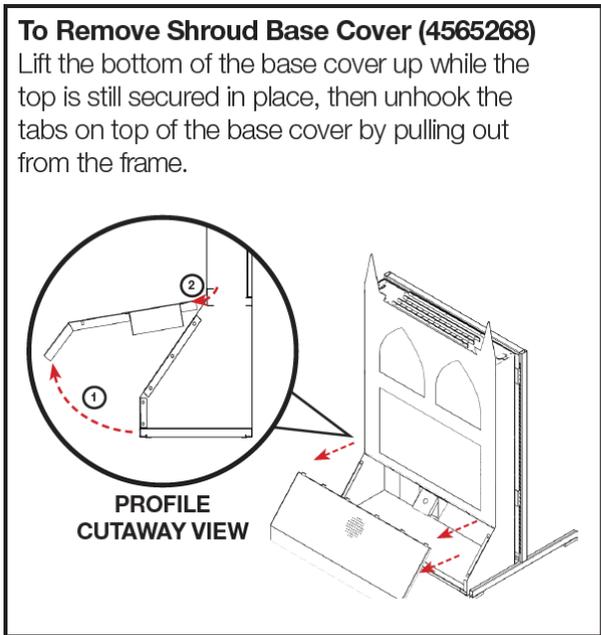
| PARTS LIST | | |
|------------|-------------|--|
| | Part # | Description |
| 1* | DMPN-7i5F | Now Micro DMP |
| 1 | ZG0102BK | DMPN-7i5F DMP QR Plate (pre-attached to DMP) |
| 1 | ZG0103BK | DMP QR Bracket |
| 2* | ZG0101BK | 10' HDMI 2.0b Source Cable |
| 1* | ICUSBAUDIOB | StarTech USB to Stereo Audio External Sound Card |

Note: The following stores already have a Now Micro DMP and will only need the DMPN-7i5F DMP QR Plate and DMP QR Bracket installed. The castles in these locations have PEM nuts that align with the holes in the bracket. Simply attach the quick release plate to the DMP, install the bracket using the provided screws, and then attach the DMP to the bracket, as outlined in Step 13.c.1.

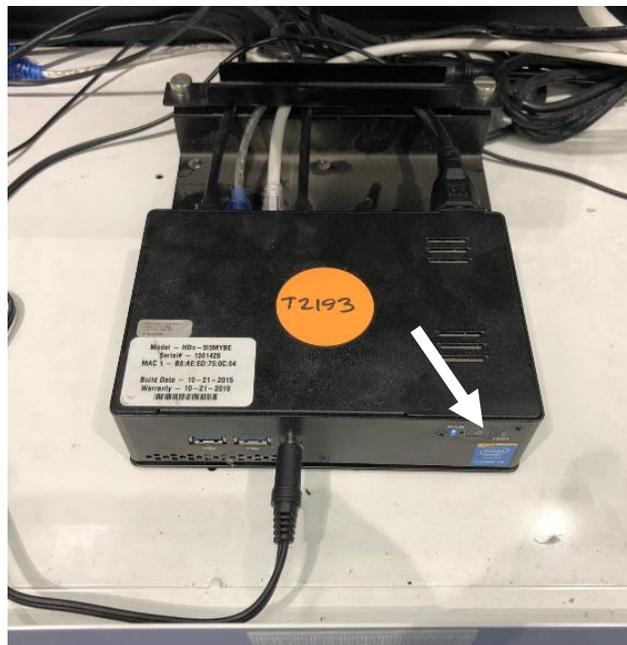
| | |
|--------|-----------------------|
| T-0350 | Flint |
| T-0356 | Albuquerque Wyoming |
| T-0363 | Scottsdale |
| T-0827 | Vacaville |
| T-1039 | Dadeland |
| T-1207 | Las Vegas Boca Park |
| T-1316 | Tucson SW |
| T-1397 | Quail Springs |
| T-1501 | Colorado Springs East |
| T-1517 | Flower Mound |
| T-1527 | Sacramento SW |
| T-1777 | Omaha West |
| T-1814 | American Fork |
| T-1862 | Stockton North |
| T-1873 | Gainesville |
| T-1891 | Conway |
| T-1912 | Mundelein |
| T-1920 | Flowood |
| T-1942 | Revere |
| T-2281 | San Jose Central |
| T-2478 | Richmond Far West |
| T-2520 | Lewisville |
| T-2572 | Mesquite |

1. Remove lower and upper shroud covers. Hint: To easily remove the upper shroud cover, place hand underneath the bottom edge of the metal cover (green dot) and pull straight up toward the ceiling while steadying the cover with the other hand (yellow dot). Do not pull up on the extruded window frame as it is held in place with light adhesive.

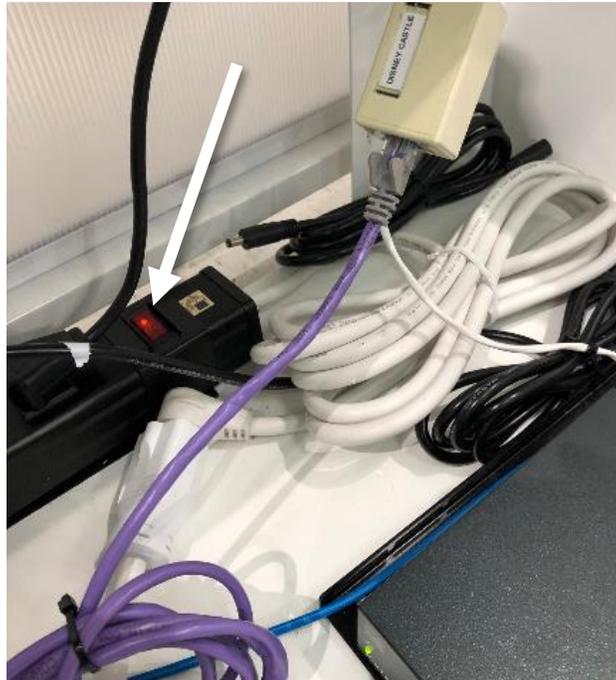
DMP will be located in the middle at the bottom component area.



2. Turn off Seneca DMP by tapping on the power button next to the white LED. Wait for white LED to turn off.



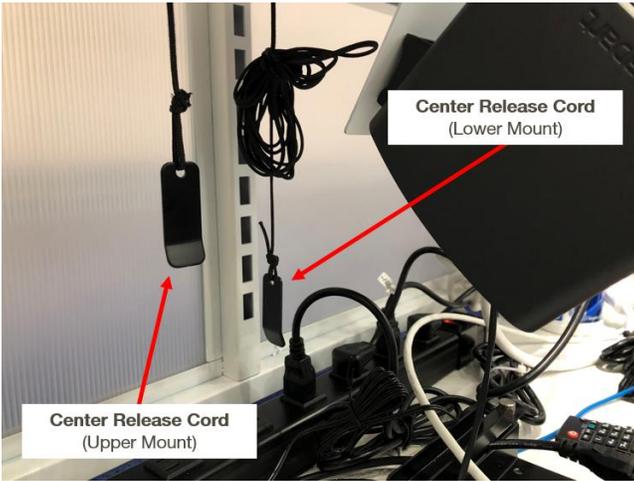
3. Turn off power strip located at the rear of the bottom component area.



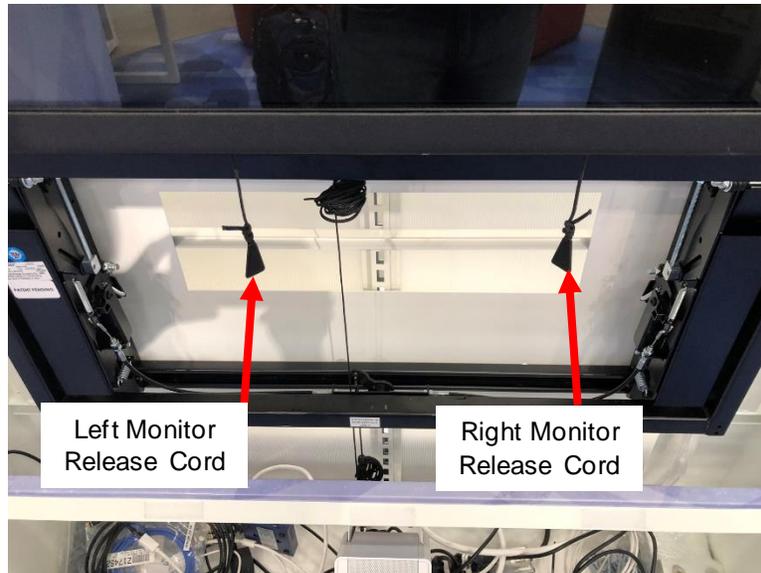
4. Place a piece of masking tape (or pencil mark) on the bar between the upper and lower monitors to mark the lateral location of the screens. When work is complete, you will need to ensure that the screens are in the same position.



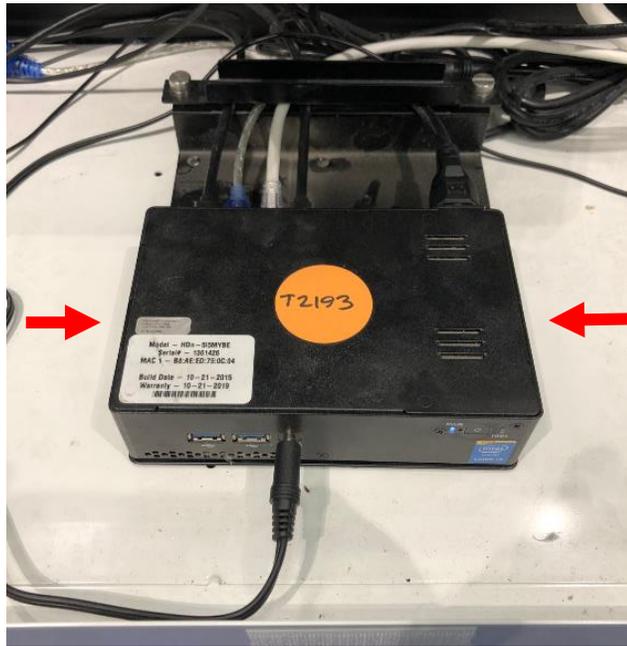
5. Pull release cords for both monitor mounts to unlatch. Release cords are located behind the display speaker just above the DMP. Extend monitors forward, being very careful not to put any strain on the cables behind the monitors.



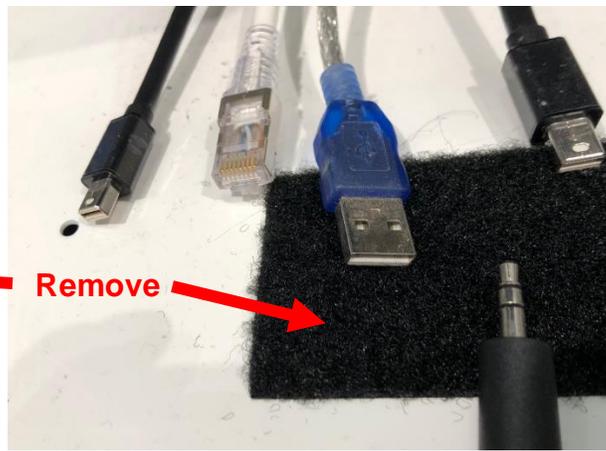
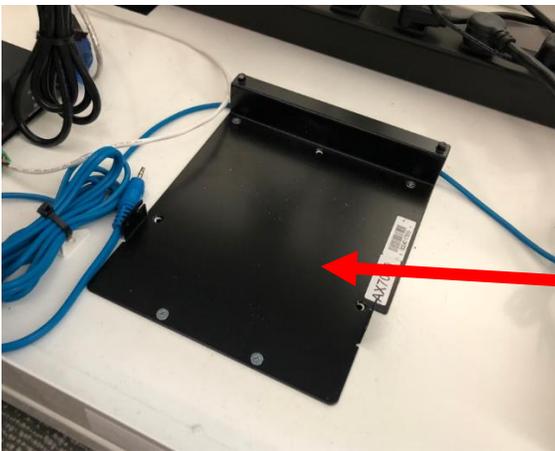
6. Pull **down** on left and right monitor release cords and pull bottom of monitor away from mount. Flip kickstands down to keep monitor propped open.



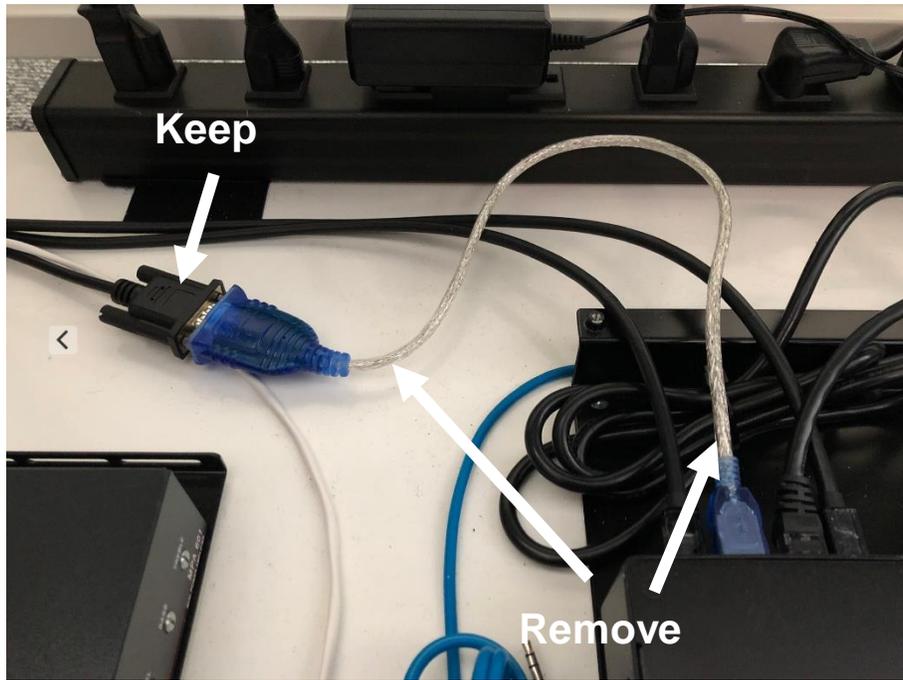
7. Unplug all cables from existing DMP.
8. Remove DMP and power cord by unscrewing the 2 Torx security screws securing it to the bracket. Return DMP and power cord to HQ.



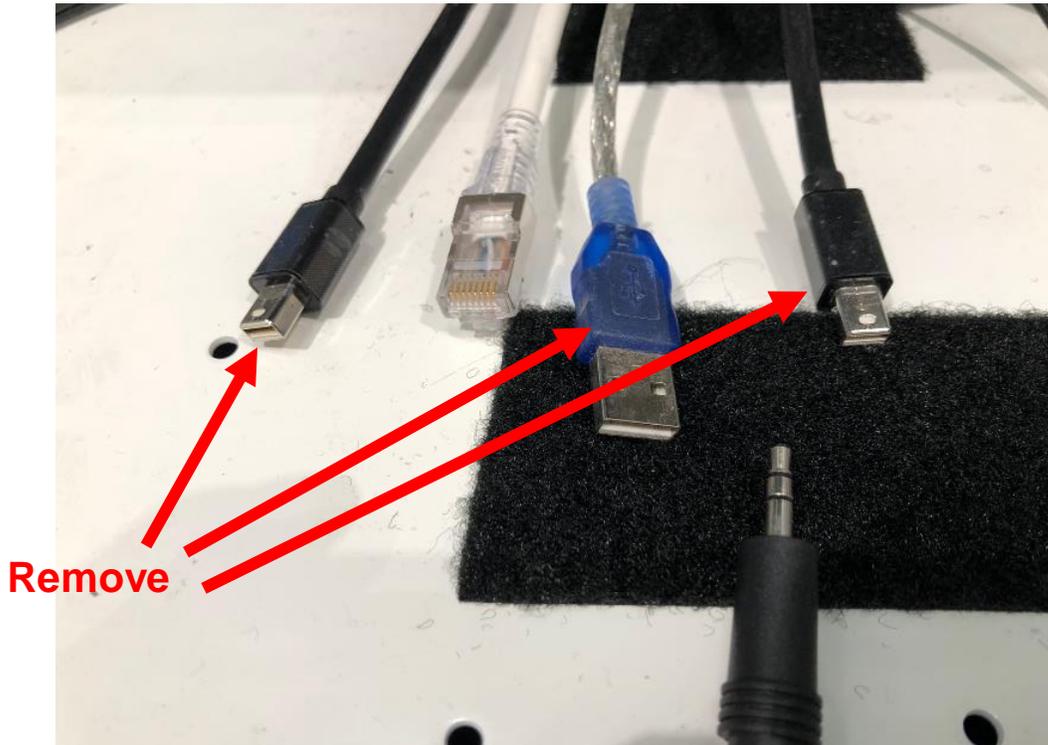
9. Remove existing DMP bracket and the Velcro on the bottom of the castle and dispose.

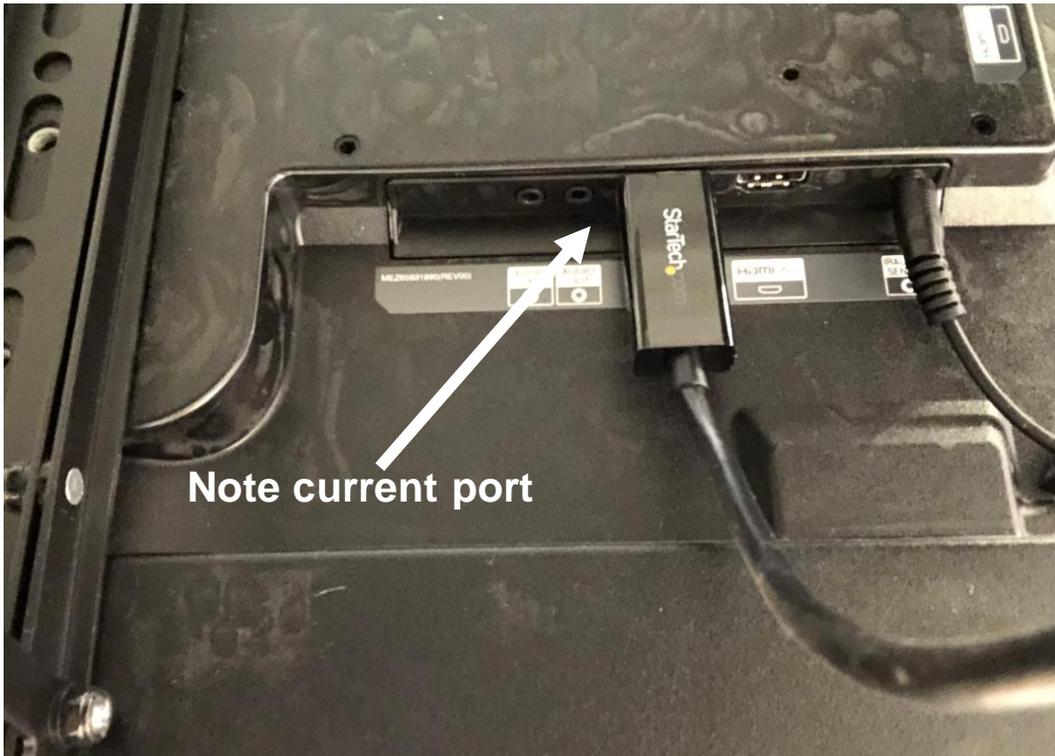


10. Separate the blue USB-DB9 Serial adaptor from the DB9 cable and return to HQ.



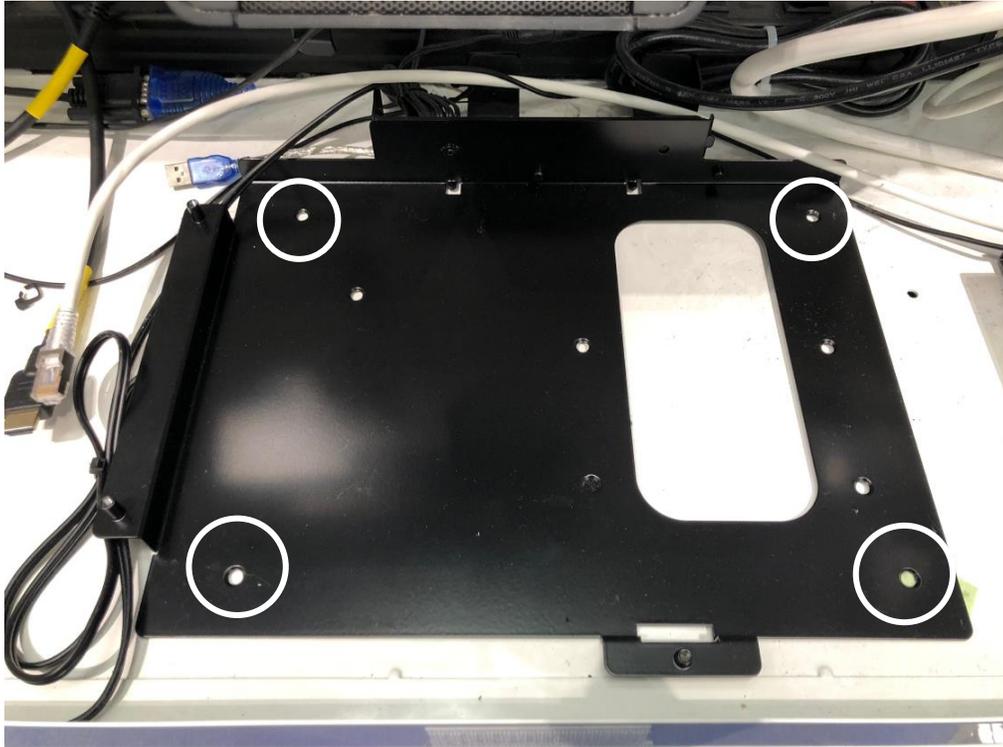
11. Remove mDP-HDMI cable from both monitors and dispose.
- a. Carefully snip existing zip ties used to manage the cables. Note locations as you will need re-manage cables after installing the new cables.
 - b. Also note which input port on the monitor the cable was plugged into. (Should be HDMI1)





12. Install new 10' HDMI 2.0b Source Cables (ZG0101BK). Be sure to plug cables into the same port that the prior cable was plugged into. Route cables down to DMP location.

13. Install new DMP QR Bracket (ZG0103BK) in over prior DMP location in the center of the bottom component area.
- The side with the cable retention bar must be on the **LEFT** side.
 - The bracket should be positioned back against the power strip to maximize the amount of space at the front of the bracket.
 - Drill pilot holes in the 4 corner holes and secure bracket with the provided screws.
 - NOTE:** The 23 stores listed on Page 26 already have threaded holes in place. Simply align the bracket and install the machine screws provided with the bracket.

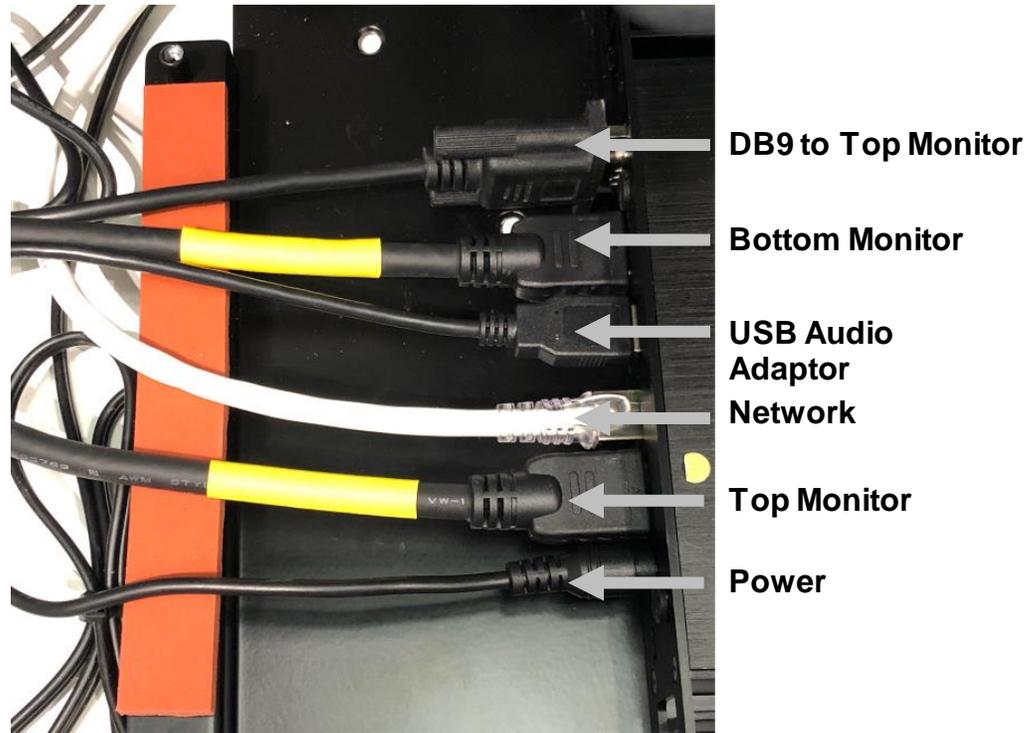


14. Mount Now Micro DMPN-7i5 DMP with quick release plate onto the DMP QR Bracket (ZG0103BK) and secure thumbscrew.



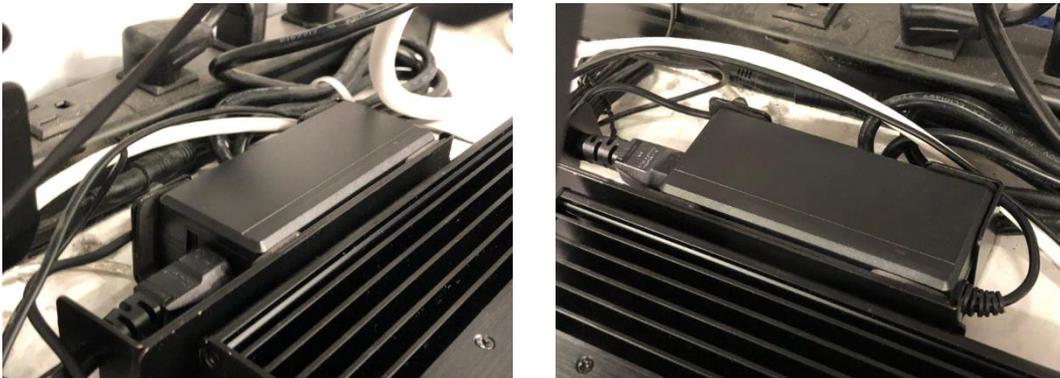
15. Reconnect all cables.

- a. **Top monitor HDMI cable must be plugged into the port denoted with yellow dot.** Plug bottom monitor HDM cable into the other HDMI port.
- b. Since new DMP does not have an audio jack, plug the blue 3.5mm audio cable into headphone jack of the enclosed StarTech audio adaptor. Plug audio adaptor into top USB port in the back of the DMP.
- c. Plug DB9 cable into serial port.



16. Connect keyboard and mouse to the front USB ports on the new DMP.

17. Install power supply onto bracket by sliding the AC lead into the retention slot from behind first then press the power adaptor into place. Return DC lead to the left and slide into retention clips at the very back of the bracket. Plug DC lead into DMP and plug other end into power strip.



18. Turn on power strip. DMP will automatically boot. While waiting, secure new HDMI cable at the same management points with zip ties.

19. After about 1 minute, evergreen content (colorful shapes) will appear on the top screen.

Note: If screens are reversed and the colorful shapes are on the bottom screen, the HDMI cables are reversed. Shut off DMP, flip HDMI cables at the DMP, and power unit back on.



20. Go to [DMP Configuration Process](#) section.

21. After DMP configuration is complete, reinstall both upper and lower shroud covers.

Front of Store

| PARTS LIST | | |
|------------|-----------|--|
| Qty | Part # | Description |
| 1 | DMPN-7i5F | Now Micro DMP |
| 1 | ZG0102BK | DMPN-7i5F DMP QR Plate (pre-attached to DMP) |
| 1 | ZG0103BK | DMP QR Bracket |
| 2 | ZG0100BK | 4' HDMI 2.0b Source Cable |

1. Carefully lift monitor up to unhook from wall mount strut. **Two man lift required.**
2. Disconnect HDMI cable and power cord from back of monitor. Be sure to note the input port the HDMI cable was plugged into. Set monitor on floor.
3. Unplug network cable from DMP and set aside.
4. Unplug mDP-HDMI cable and dispose.
5. Remove DMP and power cord and return to HQ.
6. Remove DMP mounting bracket and dispose.
7. Install new DMP QR Bracket (ZG0103BK) in the middle of the wall box.
 - a. The side with the cable retention bar must be on the **RIGHT** side.
 - b. Drill pilot holes in the 4 corner holes and attach with the provided screws.
8. Mount Now Micro DMPN-7i5 DMP with quick release plate onto the DMP QR Bracket (ZG0103BK) and secure thumbscrew. **Do not plug power cord into power outlet until all other connections have been made.**
9. Reconnect network cable.
10. Insert one end of the Lynx 4' HDMI 2.0b Source Cable (ZG0100BK) into the DMP's HDMI port with a yellow dot.
11. Connect keyboard and mouse to USB ports of new DMP.
12. Install DMP power supply. DMP will automatically boot.
13. Remount monitor and plug the Lynx 4' HDMI 2.0b Source Cable (ZG0100BK) into the same port as the prior cable.
14. After about 1 minute, evergreen content will appear on screen.
15. Go to **DMP Configuration Process** section.

Beauty

For stores that have two Seneca DMPs on the same rack, a 2nd rack (provided) needs to be installed as the new DMP is significantly larger and two units will not fit on a single rack.

| PARTS LIST - 1 st Player | | |
|-------------------------------------|--------|-------------|
| Qty | Part # | Description |

| 1 | DMPN-7i5F | Now Micro DMP |
|------------------------------|-----------|---|
| 1 | ZG0102BK | DMPN-7i5F DMP QR Plate |
| 1 | ZG0100BK | 4' HDMI 2.0b Source Cable |
| 1 | 6AS10-10L | 10' Cat6a Patch Cable |
| 2nd Player | | |
| Qty | Part # | Description |
| 1 | DMPN-7i5F | Now Micro DMP |
| 1 | ZG0102BK | DMPN-7i5F DMP QR Plate |
| 1 | ZG0100BK | 4' HDMI 2.0b Source Cable |
| 1 | 6AS10-10L | 10' Cat6a Patch Cable |
| 1 | UFA-14.5 | Middle Atlantic UFA Rack Shelf, 1RU, 14.5"D |

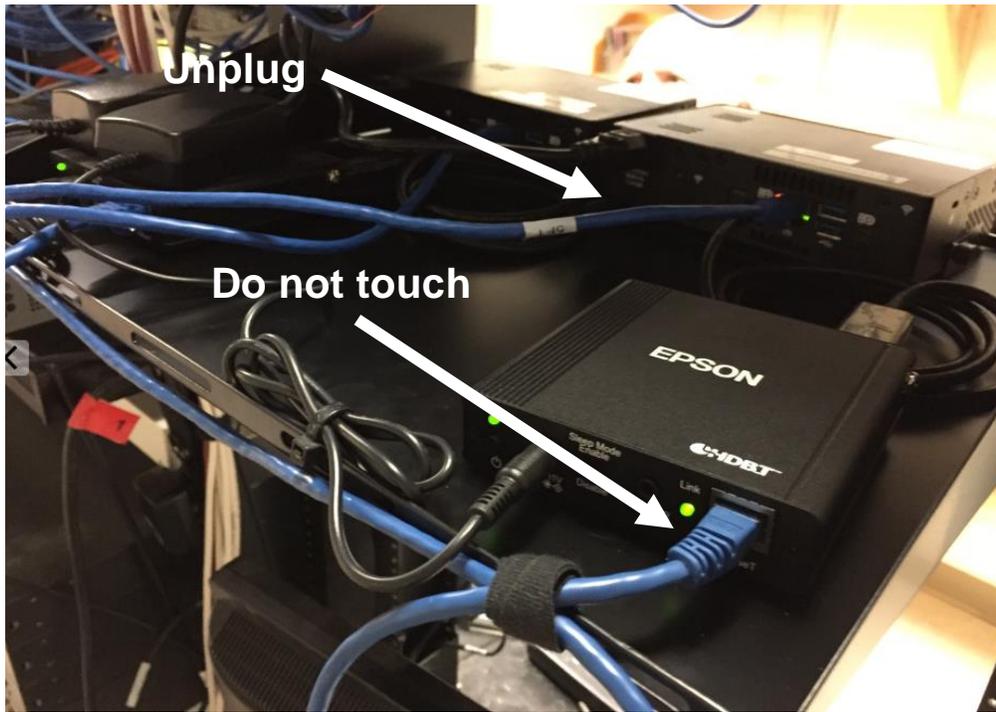
1. Locate existing DMP(s) in control room.



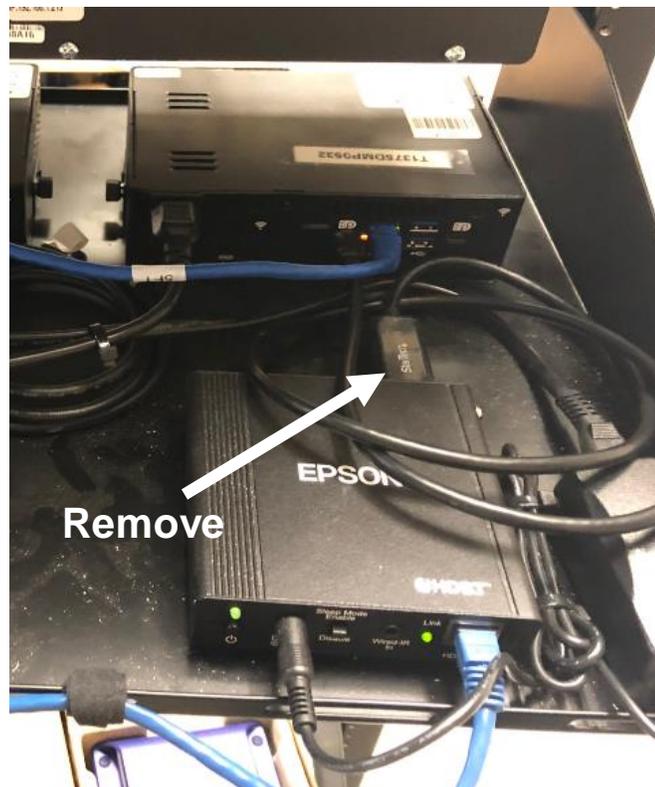
- a. Some stores will have BrightSign DMP(s) instead of a Seneca.



2. Unplug network cable from the Seneca DMP. BrightSign players will not have a network cable connected. **DO NOT UNPLUG Cat6A CABLE FROM THE EPSON TRANSMITTER as it provides the video signal to the projector on the sales floor.**



3. Unplug existing mDP-HDMI video cable between DMP and Epson HDbaseT transmitter and dispose.



4. Remove DMP and power cord and return to HQ.
5. Place the Now Micro DMPN-7i5 DMP with quick release plate onto the shelf and secure with zip ties.
 - a. This installation will NOT utilize the DMP QR Bracket (ZG0103BK)
 - b. **Do not install power supply yet.**

6. Reconnect network cable.
7. Insert new Lynx 4' HDMI 2.0b Source Cable (ZG0100BK) into the Now Micro DMP and connect to a temporary monitor.
8. Connect keyboard and mouse to USB ports of new DMP.
9. Install DMP power supply. DMP will automatically boot.
10. After about 1 minute, evergreen content will appear on screen.
11. Go to **DMP Configuration Process** section.
12. After configuration is complete and Beauty still images are playing:
 - a. Power off DMP.
 - b. Remove temporary monitor and plug HDMI cable into the Epson HDbaseT transmitter.
 - c. Power on DMP.
 - d. Manage cables appropriately.
13. For stores that have two DMPs, a new rack shelf has been provided since two DMPs cannot fit on one shelf. Mount new rack above or below existing rack and install the 2nd player on it.

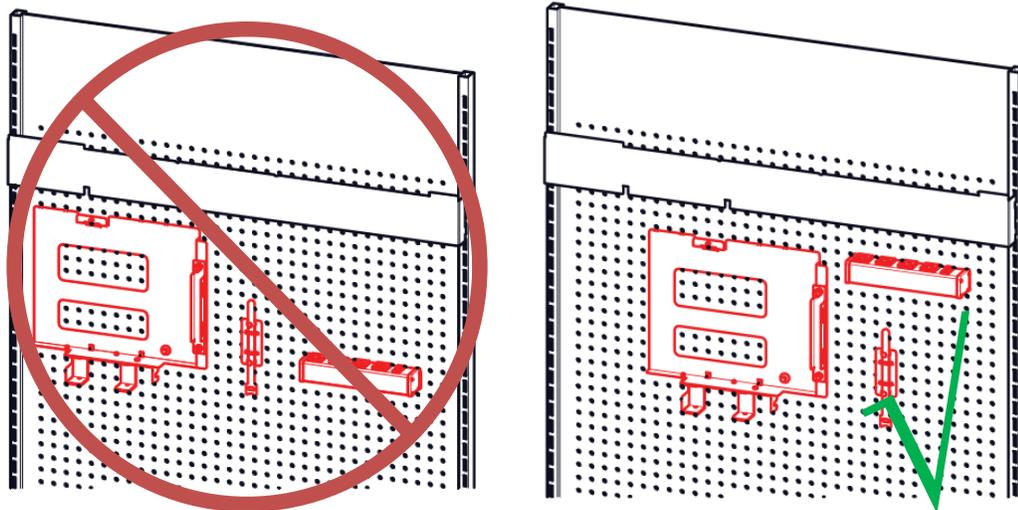
Video Games Endcap

| PARTS LIST - 1 st Player | | |
|-------------------------------------|-----------|---|
| Qty | Part # | Description |
| 1 | DMPN-7i5F | Now Micro DMP |
| 1 | ZG0102BK | DMPN-7i5F DMP QR Plate |
| 1 | ZG0104BK | DMP QR Bracket - Pegboard |
| 1 | ZG0100BK | 4' HDMI 2.0b Source Cable |
| 1 | 6AS10-10L | 10' Cat6a Patch Cable |
| 1 | AX8142 | Video Games Endcap Monitor Mount Kit |
| 1 | 52174 | C2G 3ft Serial RS232 DB9 Null Modem Cable |
| 1 | | LG 3.5mm-DB9 Adaptor |

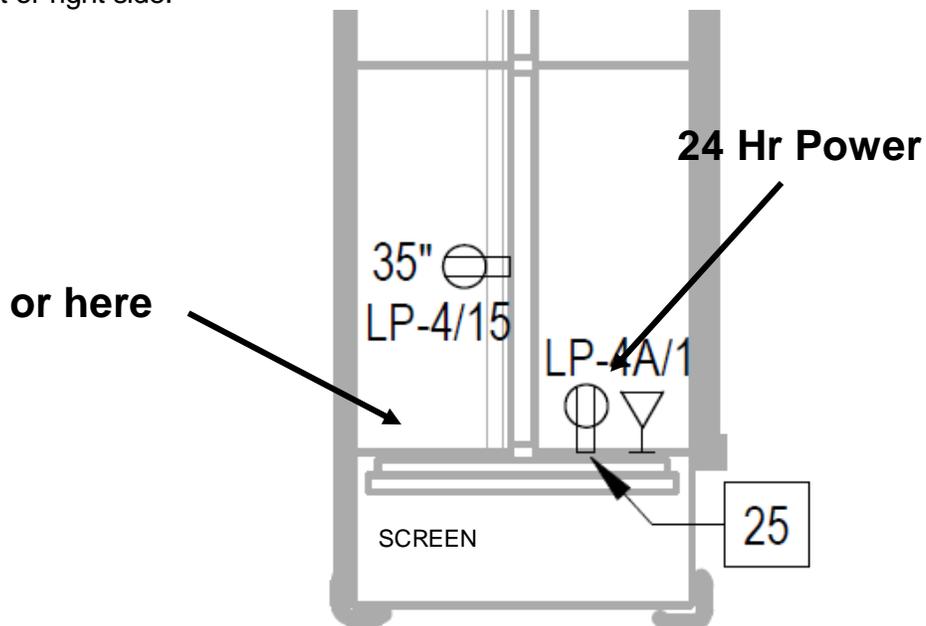
1. Unplug power cable from monitor.
2. Push up on monitor slightly to disengage the TV brackets from the detents in the towel bar, and move to the right until the TV stops on the towel bar. Grab the bottom of the TV and gently rotate towards you until the bottom of the brackets clear the towel bar, and lift the TV off its resting position.
3. Remove USB key from back of monitor and return to HQ.
4. Uninstall towel bar from gondola and dispose.
5. Uninstall monitor brackets from back of monitor and dispose.
6. Remove existing power strip or extension cord.

7. Install new AX8142 TV Mounting Kit and DMP Mounting Bracket – Pegboard (ZG0104BK) per the instructions included in kit.

Note: The placement of the components on Step 3 of the instructions is incorrect. DMP pegboard bracket should be located in the center of the pegboard, not toward the left side. If the cable passthrough hole does not allow the bracket to be centered, position bracket as close to the center as possible.



- a. Towel bar must be installed in notch number listed in instructions.
- b. Install new DMP mounting bracket in the center of the pegboard and vertically position it as close to the towel bar as possible.
- c. All components must be hidden behind the monitor and not visible when the monitor is mounted.
- d. Route power strip's power cord through the hole in the pegboard down to the base deck. Plug into 24 hr power supply located in the base deck cavity immediately behind the end cap on the left or right side.

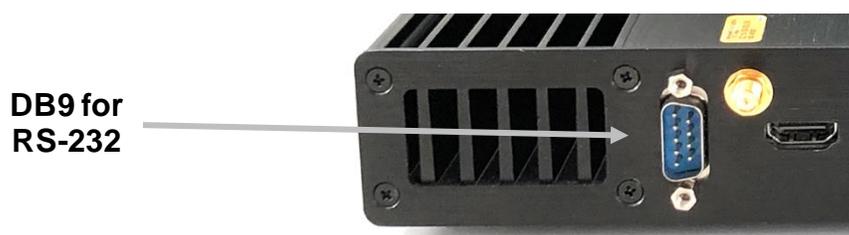


PLAN VIEW OF END CAP

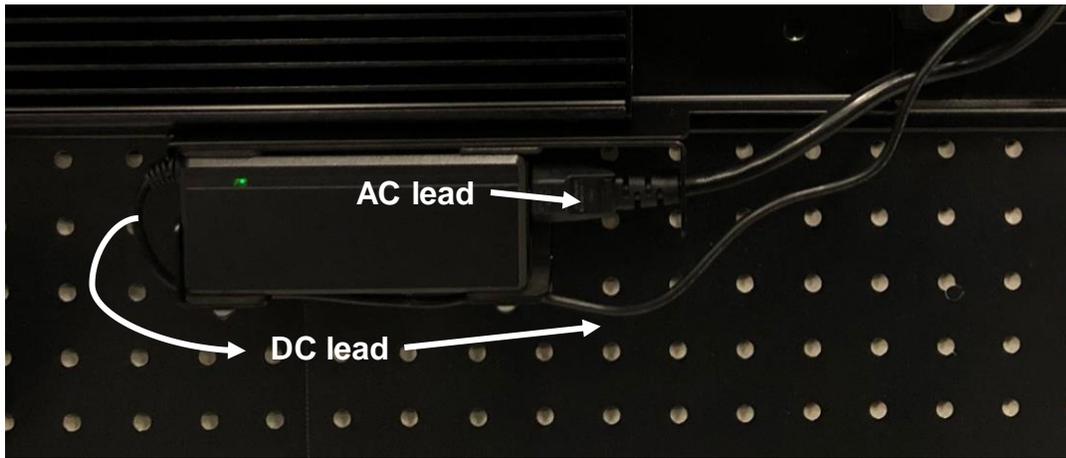
8. Mount Now Micro DMPN-7i5 DMP with quick release plate onto the DMP QR Bracket – Pegboard (ZG0104BK) and secure thumbscrew. **Do not plug power cord into power outlet until all other connections have been made.**
9. Connect DMP to network jack via the supplied blue 10' Cat6a cable. Route cable through the hole in the pegboard and route down to the base deck alongside the power strip power cable. Network jack will be in the base deck cavity with the 24 hr power outlet.



10. Connect 3.5mm-DB9 adaptor to 3' DB9 (Female/Female) cable. Plug other end of DB9 cable to the DMP.



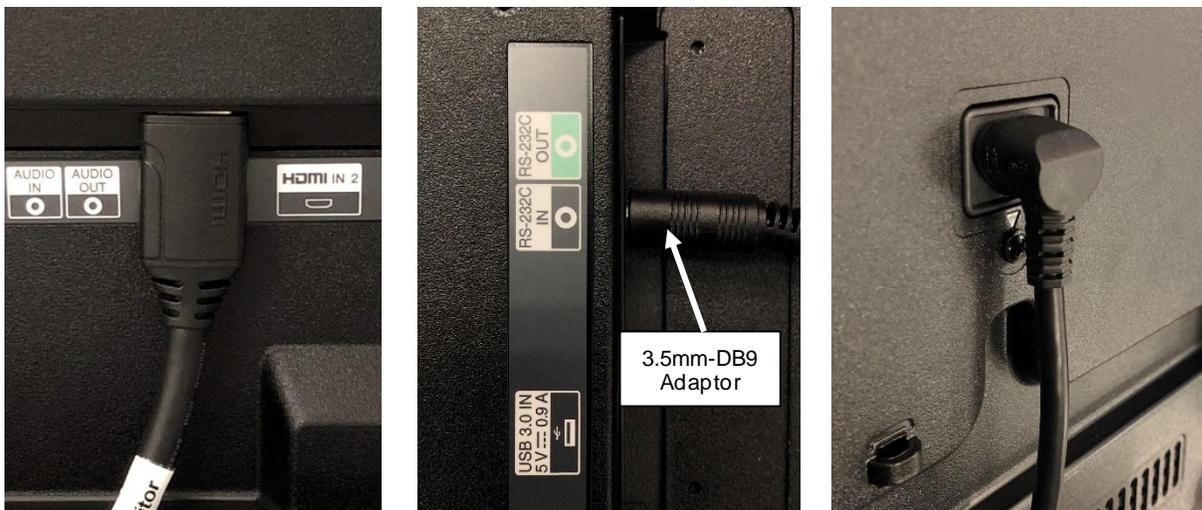
11. Plug one end of the new Lynx 4' HDMI 2.0b Source Cable (ZG0100BK) into the Now Micro DMP HDMI port denoted with a yellow dot.
12. Install power supply onto bracket by sliding the AC lead into the retention slot from behind first then pressing the power adaptor into place. Return DC lead to the right and slide into retention clips on the underside of the bracket. Plug DC lead into DMP.



13. Secure cable retention bar over the power, HDMI, and network cables.

14. Hang monitor and connect following cables:

- a. Lynx HDMI cable into HDMI1 port.
- b. 3.5mm-DB9 adaptor into the black RS-232 IN port.
- c. Power cord to power strip.



15. Plug keyboard and mouse into the USB ports on the left side of the unit.

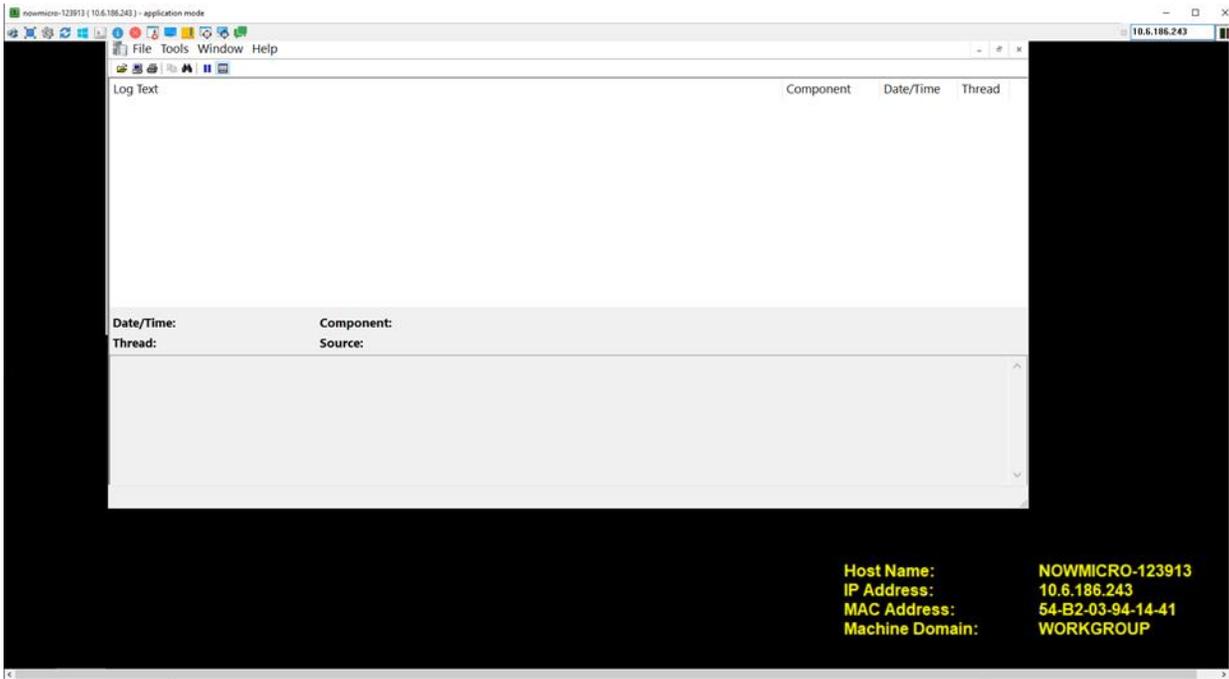
16. Use LG remote control to change monitor input to HDMI1.

17. Evergreen content (colorful shapes) will appear on screen.

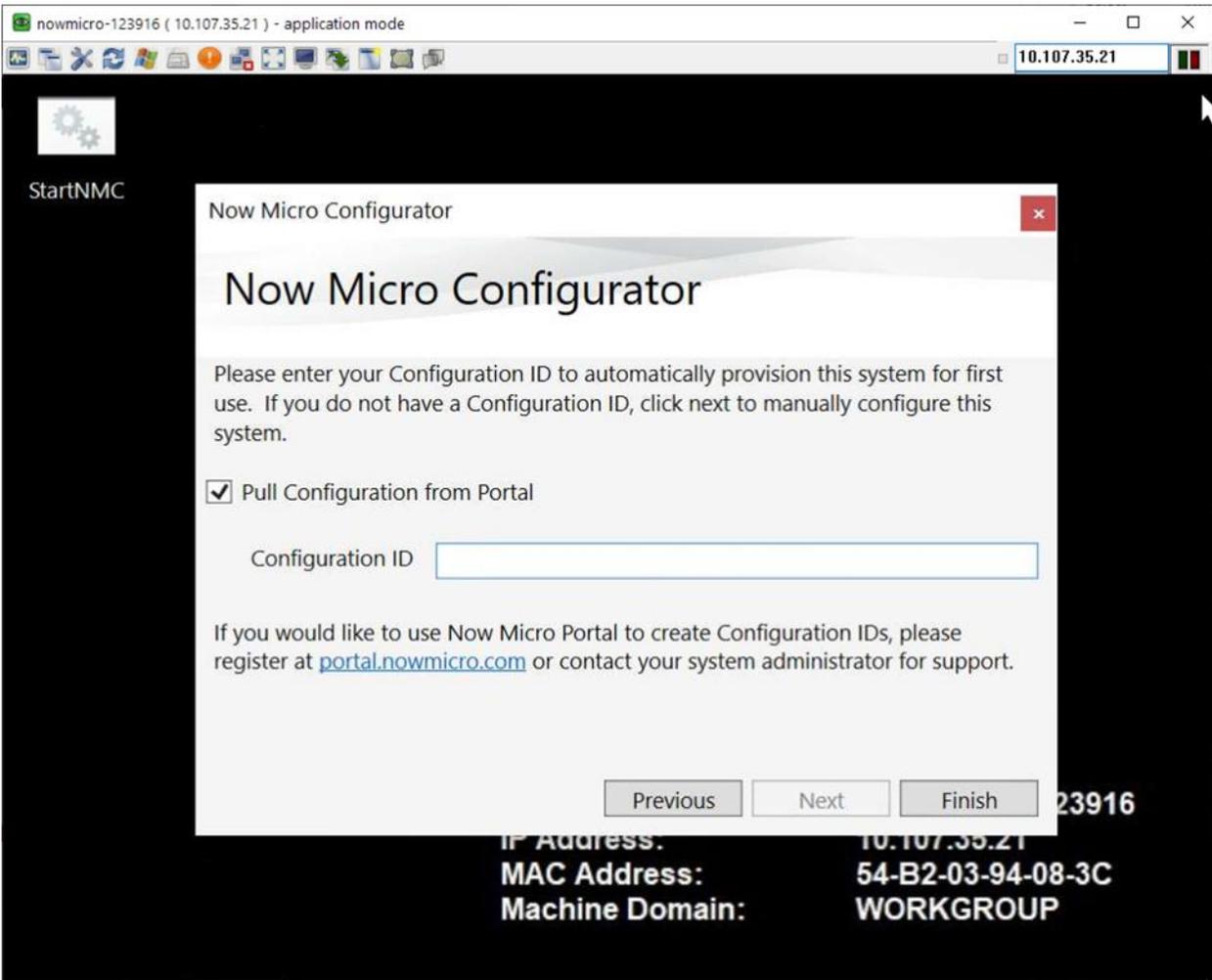
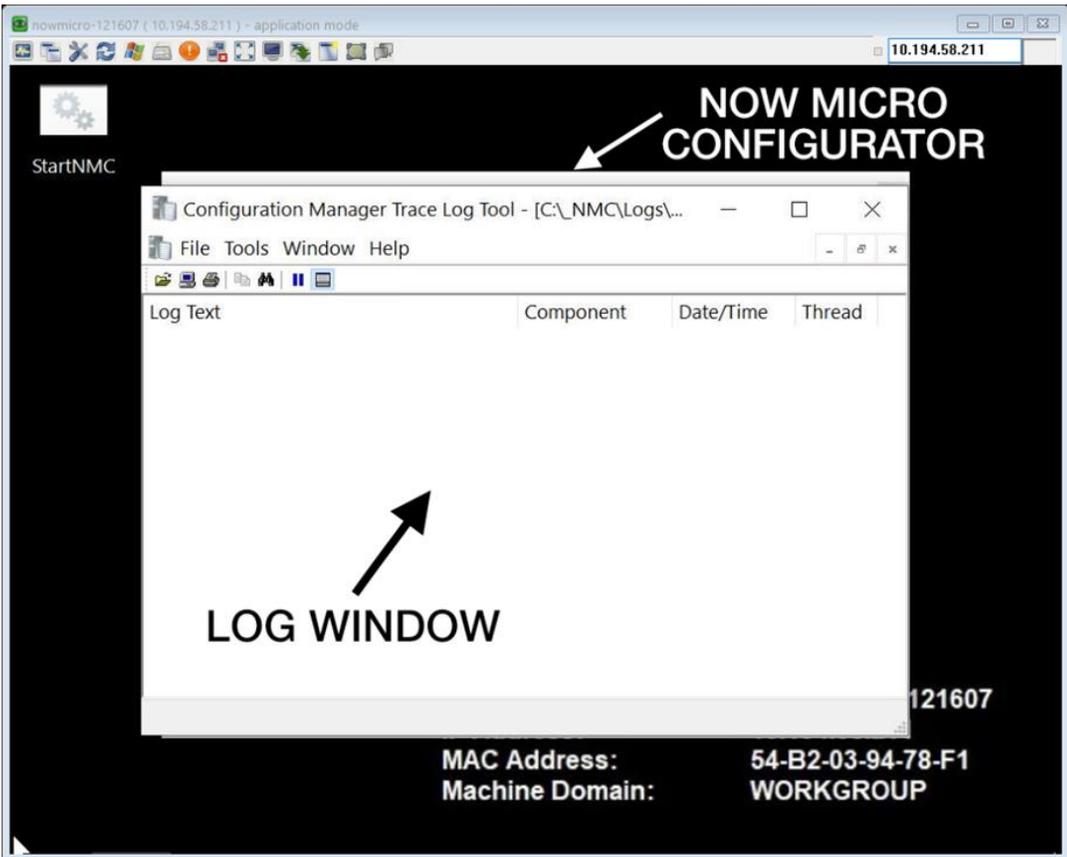
18. Go to [DMP Configuration Process](#) section.

DMP CONFIGURATION PROCESS

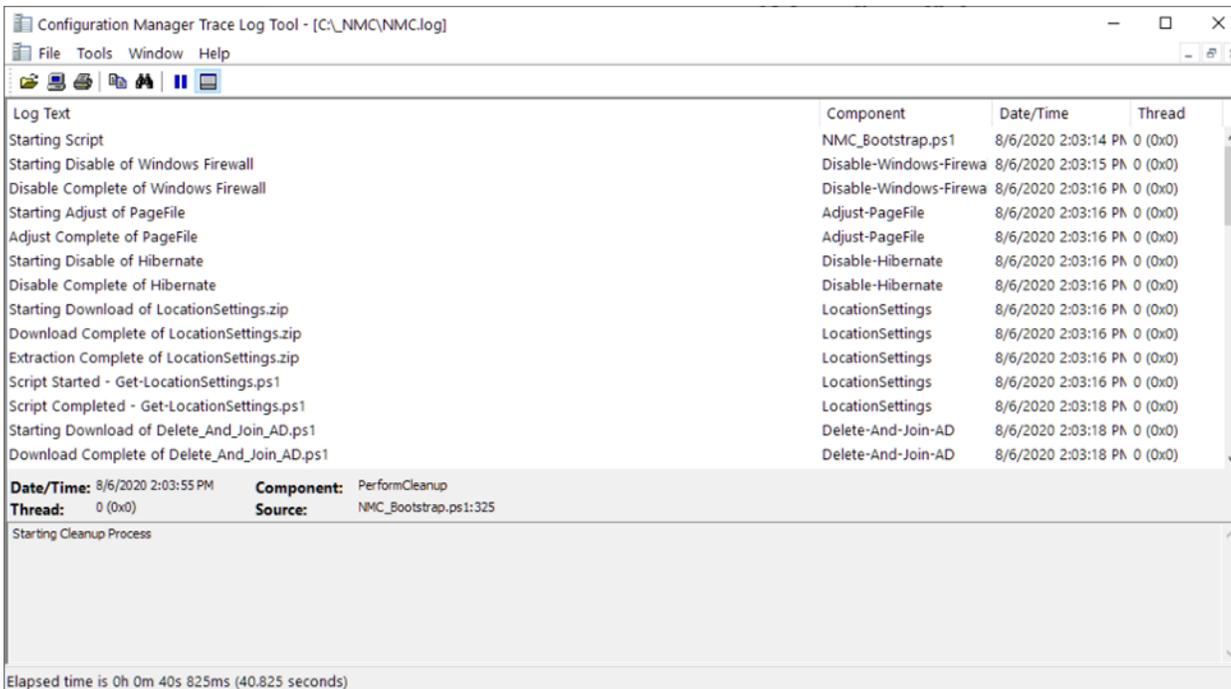
1. Connect keyboard and mouse to player
2. Hit [Esc] on keyboard to stop playback of evergreen content and reveal the Now Micro Configurator on the desktop.
3. On the desktop it will show the MAC address and IP address of the device in the lower right corner (as highlighted below in yellow) –



4. Contact deployment support, provide the MAC address & IP address so deployment support can confirm device is on VLAN50
 - a. If VLAN needs is changed by deployment support, reboot device and confirm with deployment support that device is now on VLAN50 before proceeding
 - i. To reboot device, press power button momentarily and wait for device to power off
 - ii. Once device is powered off press the power button momentarily and device will turn back on
5. On the desktop a log window will be in the foreground with part of the Now Micro Configurator window appearing behind it. Either move the log window out of the way or click on the Now Micro Configurator window to bring it to the foreground



6. Enter the appropriate 6 digit code (found in the ISDM Experiences & Configurator Codes section at the beginning of this document) in the Configurator ID field and click Finish **once**.
IMPORTANT: Do not double click on Finish button. Doing so can result in a misconfiguration of the DMP that will require escalation to resolve. Automated configuration process will begin.
 - a. A unique 6 digit code is utilized for each ISDM experience, please ensure you are entering the correct code for the correct ISDM experience
 - b. Failure to enter the correct code can cause issues with other ISDM experiences at the store which will result in player swaps and additional work for you as the technician
7. When the provisioning process starts you will see activity in the log as pictured –



8. The provisioning process will complete after roughly 1 minute. The device will reboot automatically and will start playing video after a few minutes
 - a. Evergreen content is video that is staged on the NowMicro players and will play until updated content is downloaded to the device
 - b. It can take 5-10 minutes for updated content to download to the device and start playing
 - c. If updated content isn't playing after 5-10 minutes, please contact Deployment Support.
9. When final content appears, take the verification photos outlined later in this document and send the to Deployment Support.

TROUBLESHOOTING

| Issue | Solution |
|--|--|
| The DMP does not turn on. | <ul style="list-style-type: none"> • Ensure that the power cable is fully inserted into the DMP and power adaptor. • Ensure green light on power adaptor is lit. • Ensure power outlet has power. |
| Cannot begin DMP configuration because there is no signal on the TV/monitor. | <ul style="list-style-type: none"> • Unplug and replug both ends of the HDMI 2.0b Source cable and ensure it is fully seated. • For TV Wall, slide Update-Normal dipswitch on the bottom left of the unit to Update then back to the Normal position. • Ensure the input set on the monitor (HDMI1, HDMI2, etc) matches the port the HDMI cable is plugged into. • As a last resort, bypass the DA and connect the HDMI 2.0b Source cable directly to a TV. |
| Now Micro Configurator window is not visible on the desktop. | <ul style="list-style-type: none"> • Move log window to see if Now Micro Configurator window is hidden behind it. • Close all windows and double-click on the “StartNMC” link on the top left of the desktop. |
| There is no signal after running the Now Micro Configurator, but there was a signal beforehand. | <ul style="list-style-type: none"> • Perform full reboot of the system by performing the following steps IN ORDER: <ul style="list-style-type: none"> • Turn off DMP by tapping the power button and waiting for the blue LED to turn off. • Turn off monitor or remove power cable from HDMI distribution amplifier. • Turn on monitor or reinsert power cable into HDMI distribution amplifier. • Turn on DMP by tapping the power button. |
| Now Micro Configurator asks for server info instead of Configuration ID | <ul style="list-style-type: none"> • Ensure DMP is online and on VLAN50. • Close Now Micro Configurator and log windows. Double-click on the “StartNMC” link on the top left of the desktop. |
| I entered the wrong Configurator code. | <ul style="list-style-type: none"> • If the wrong Configurator code was entered into the Now Micro Configurator, contact #isdm-refresh slack page and provide the name of the experience (TV Wall, etc) and the hostname it was configured as. The ISDM team will give you next step instructions |
| Nothing happens after entering 6 digit Configurator code and clicking Finish | <ul style="list-style-type: none"> • If log entries do not appear in the log window after 30 seconds, ensure 6 digit configuration code was entered correctly. The system does not return an error if an invalid code is entered; it simply does nothing. |
| Full screen video in the digital castle appears on the top monitor instead of the bottom | <ul style="list-style-type: none"> • The video cables are flipped. Turn off the DMP and flip-flop the two HDMI cables at the DMP. The HDMI cable leading to the monitor must be plugged into the HDMI port denoted with a yellow dot on the DMP. |
| Now Micro Configurator or log window accidentally closed. | <ul style="list-style-type: none"> • Close all remaining windows and doubleclick on the “StartNMC” link on the top left of the desktop, or simply reboot the device. |
| Log window or Now Micro Configurator during configuration | <ul style="list-style-type: none"> • The configuration process will still continue if either window is closed. Simply wait for the DMP to automatically reboot. |
| | <ul style="list-style-type: none"> • |

SUPPORT AND ESCALATION

| Escalation Contact Information | When to Contact |
|---|---|
| Vendor Deployment Support | Initial troubleshooting |
| If the work is related to an R&D project, escalate to the vendor PM. If the work is not related to an R&D project, contact the CSC. | when vendor deployment support is not available |
| | |

DEPLOYMENT SUPPORT

DEPLOYMENT SUPPORT ASSISTANCE

Please consult and validate with deployment support for ***configuration, out of box failures, deinstallation and removal***.

DEINSTALLATION AND REMOVAL

Work with the site contact to ensure pallets are not on the sales floor and clutter is kept to a minimum. Use a cart, flatbed, or tubs instead of pallet jacks.

DO NOT cut any old cables during the installation in case a back out is required

If there are special instructions for any of these areas, please add those here. If not, the assumption will be made that there are no special instructions and deployment support should be the first contact regarding these items.

DEFINITION OF DONE

VERIFICATION AND VALIDATION

Make sure to verify and validate with deployment support before completion.

VERIFICATION PHOTOS

Install techs must take photos (samples below) and provide them to Deployment Support, who will then upload them to SmartSheet. Deployment Support must verify that the photos meet the below standards before a site can be considered complete.

TV Wall / Valley

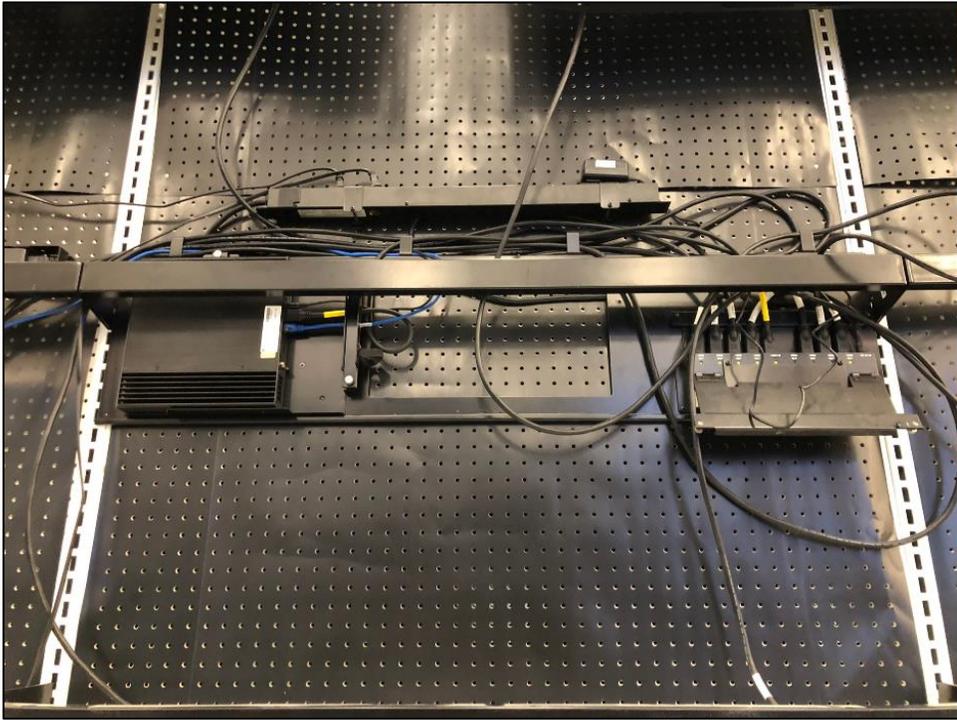
WIDE SHOT OF TV WALL / TV VALLEY RUNNING

ChannelRED must be playing on the entire length of the TV Wall / TV Valley, except for the Samsung and LG brand statements, if applicable. Must be able to see all sides. There may be a few TVs displaying vendor content. This is acceptable so long as ChannelRED is visible on the far left and far right of the wall.

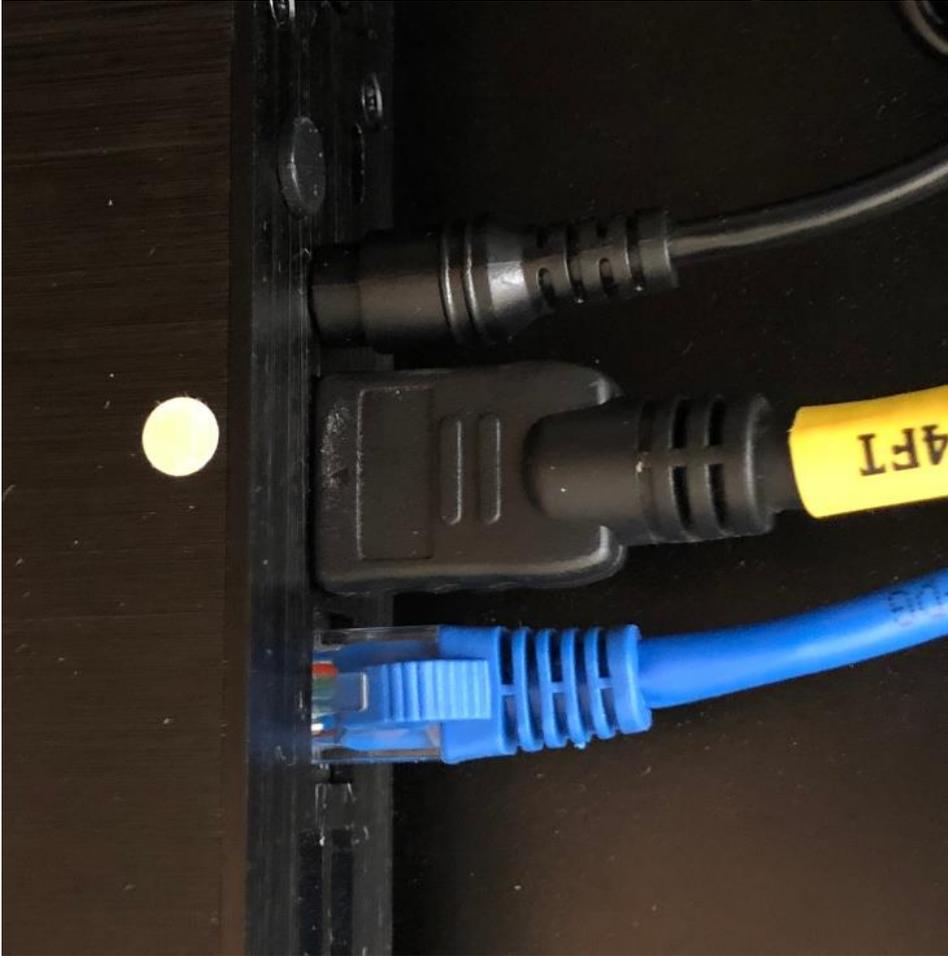


ENTIRE 4FT SOURCE SECTION SHOWING DMP AND SOURCE DA

(1) DMP and Source DA should be plugged into 24 hr power outlet next to the data jack. (2) Power strip relocated just above mounting panel. (3) Cables properly managed. (4) HDMI source cable connects DMP to the DA three feet to the right of it.



CLOSE UP OF DMP SHOWING THE CABLES AND LINK LIGHTS ON THE RIGHT SIDE.
HDMI source cable must be plugged into the HDMI port denoted with a yellow dot (between power and Ethernet cables). Network jack must show link lights.



CLOSE UP OF THE SERIAL NUMBER STICKER.
Must clearly show MAC address and serial number.



C-16



nowmicro

DMPN-7i5F

Windpower 10 lot E142019
LTSC Value 02219-111-130-248
XZ1-91821

Serial



2006122262

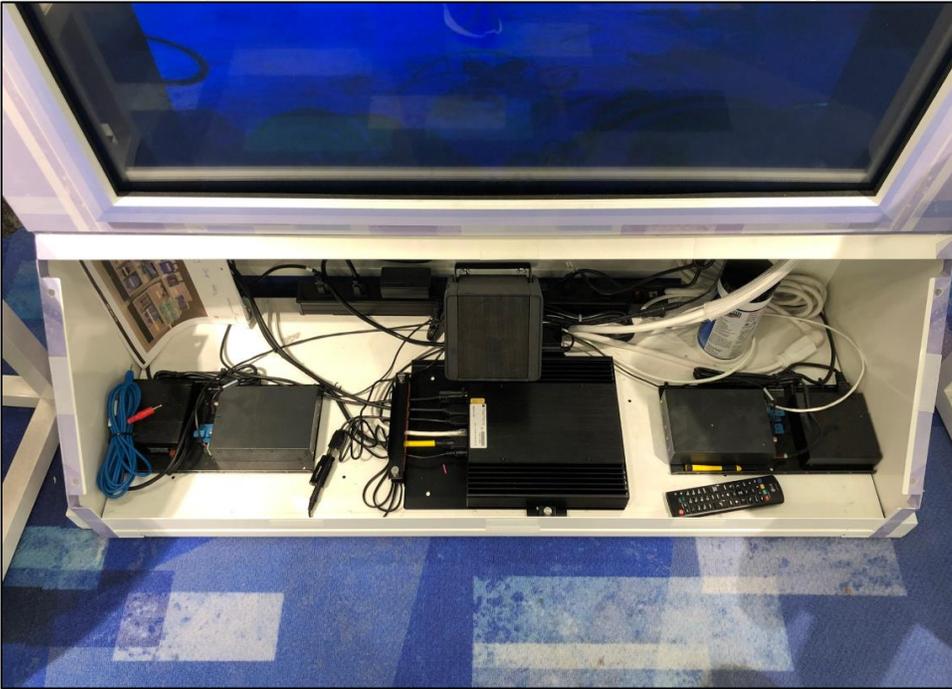
MAC

54:B2:03:94:6C:AF

DISNEY STORE

ENTIRE LOWER COMPONENT AREA

DMP must be placed in middle of castle with cables facing left.



CLOSE UP OF DMP AND CABLES CONNECTED ON THE LEFT SIDE.

All cables must be plugged in per the picture in the install doc. Blue 3.5mm audio cable must be plugged into DMP via the USB audio adaptor.

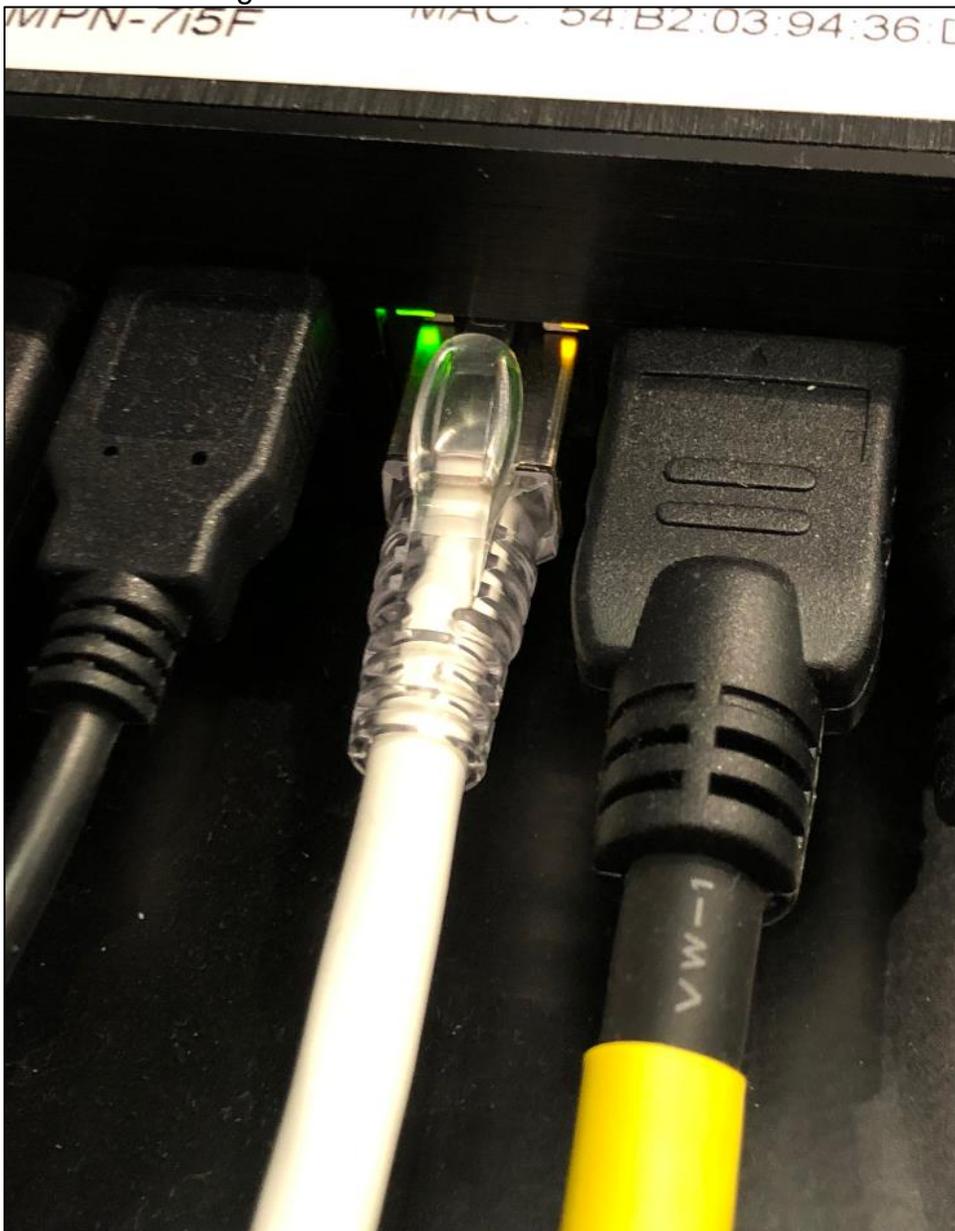


CLOSE UP OF THE SERIAL NUMBER STICKER.

Must clearly show MAC address and serial number.



CLOSE UP OF THE NETWORK PORT ON DMP.
Must show link lights.



COMPLETE CASTLE WITH CONTENT PLAYING.
Full screen (16:9) video content must be playing on the lower screen only. Top windows should only have decorative images.



VIDEO GAMES ENDCAP

COMPLETE ENDCAP

Content playing with monitor at correct height. DMP must not be visible below the monitor.



VIEW OF AREA BETWEEN MONITOR AND PEGBOARD SHOT FROM LEFT SIDE.

DMP should be toward center of endcap and not directly against the left upright. No cable should extend past the monitor. Picture should show the peg holes between the DMP and the side of the fixture.

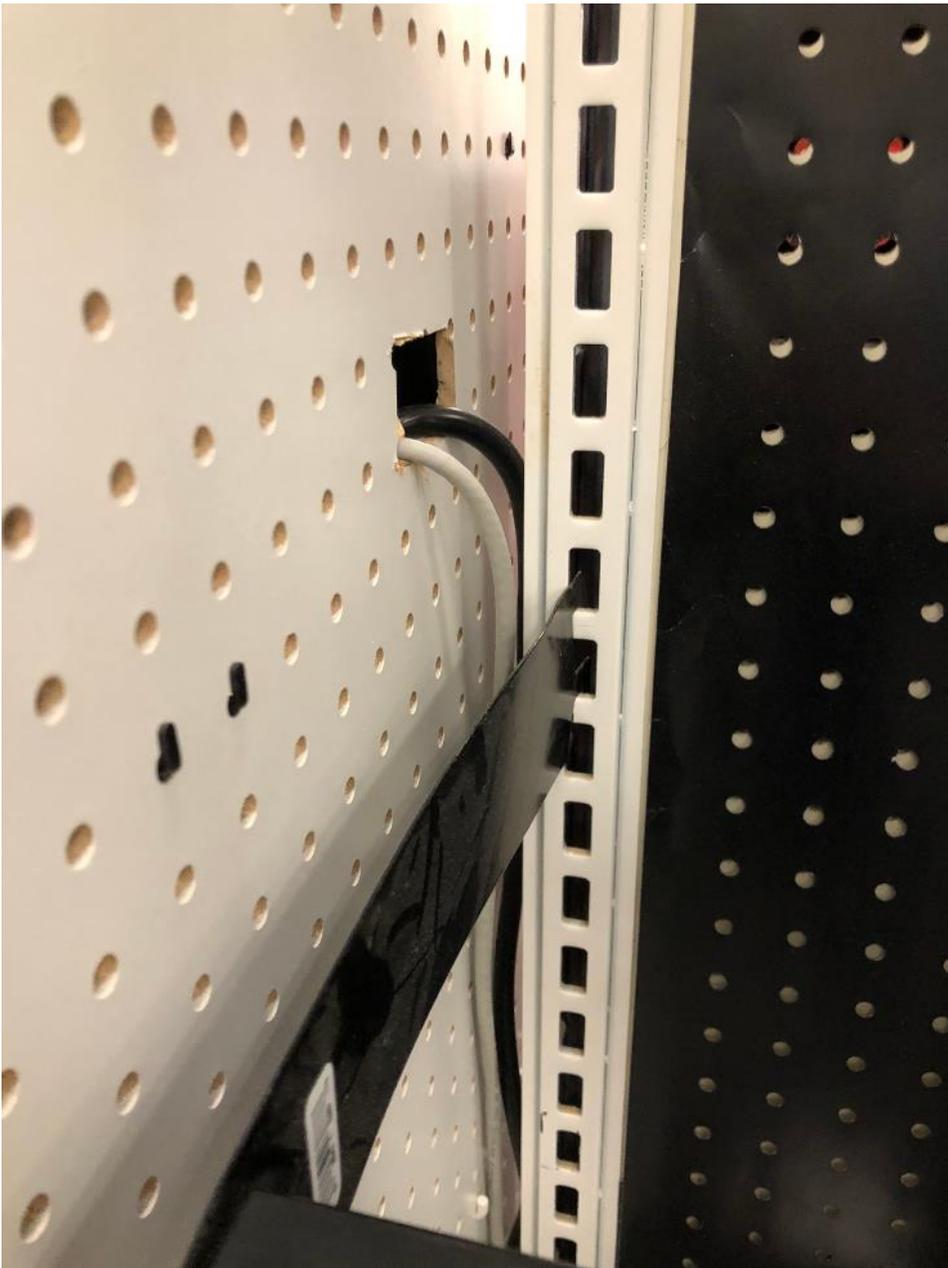


VIEW OF AREA BETWEEN MONITOR AND PEGBOARD SHOT FROM RIGHT SIDE.
Power strip should not be directly against the right upright. No cable should extend past the monitor.



BACK SIDE OF PEGBOARD BEHIND MONITOR

Power strip cord and network cable should be coming through the pegboard hole and neatly tucked alongside the gondola upright.



CLOSE UP OF THE SERIAL NUMBER STICKER.
Must clearly show MAC address and serial number.



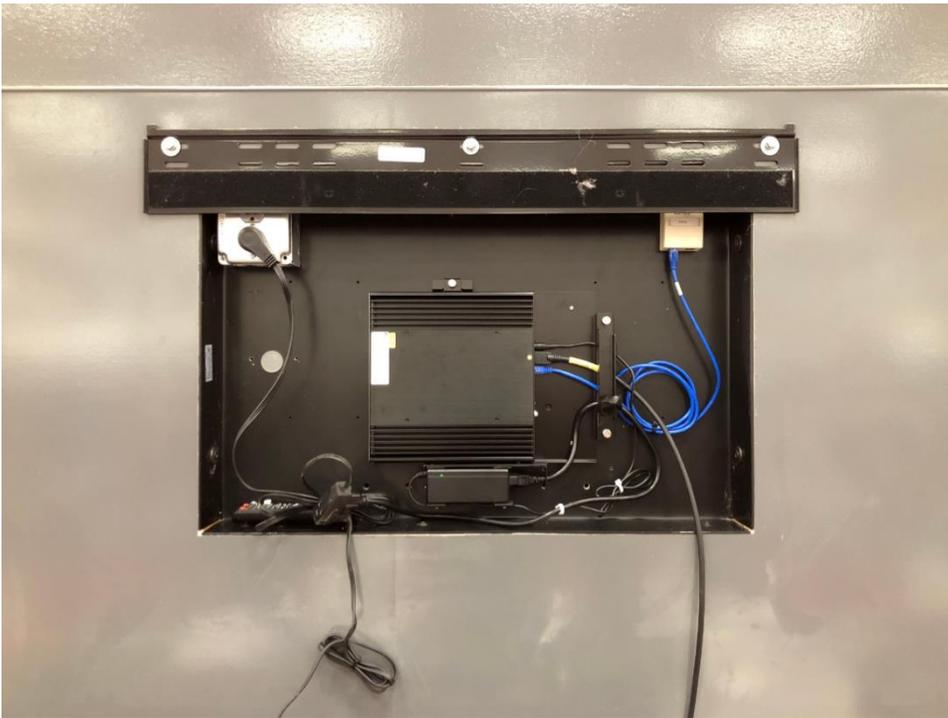
CLOSE UP OF THE NETWORK PORT ON DMP.
Must show link lights.



FRONT OF STORE

OVERALL SHOT OF INTERIOR WALL BOX

DMP should be mounted on the bracket, which should be mounted within the box. All cables connected. HDMI cable should be connected to the HDMI port denoted with a yellow dot.



COMPLETED MONITOR WITH CONTENT SHOWING

Monitor should be back on the wall and playing content. Area should be clean and free of debris.



CLOSE UP OF THE SERIAL NUMBER STICKER.

Must clearly show MAC address and serial number.



CLOSE UP OF THE NETWORK PORT ON DMP.
Must show link lights.



BEAUTY

VIEW FROM FRONT OF RACK

Front of DMP should be facing the front of the rack.



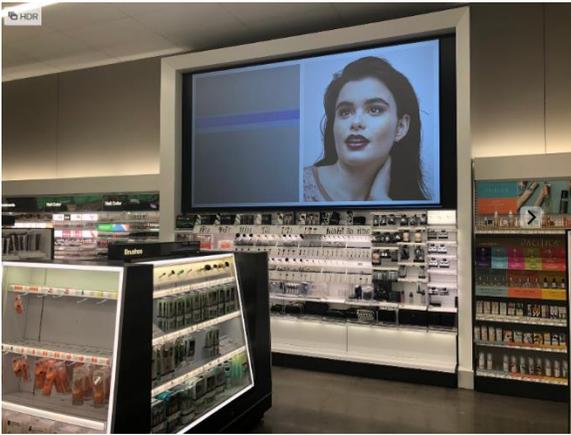
VIEW FROM BACK OF RACK

Should clearly show HDMI cable between DMP and the Epson HDbaseT transmitter. Network jack on DMP should show link lights.



WIDE SHOT OF SCREEN(S) ON THE SALES FLOOR

Content on screen should match the products around it (Women's content on screen should be in the Women's beauty section).



CLOSE UP OF THE SERIAL NUMBER STICKER.
Must clearly show MAC address and serial number.



Required Information

CHECK OUT

Checkout with vendor deployment support before leaving the store.

DELIVERABLES

Submit deliverables immediately after installation with deployment support.

RELATED DOCUMENTS

Are there any documents related to this document? No

UPDATES

| Date of Update | Change Description | Changed By |
|----------------|--------------------|-------------|
| 8/25/20 | P&E initial review | Kirk Ingram |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

Have all fields been completed? Type Yes or No, then click inside the next field to finish Update the Table of Contents before saving.

CONTACTS

Crosscom Deployment Support
TargetDeploymentSupport@Crosscom.com



Disney Bracket Installation



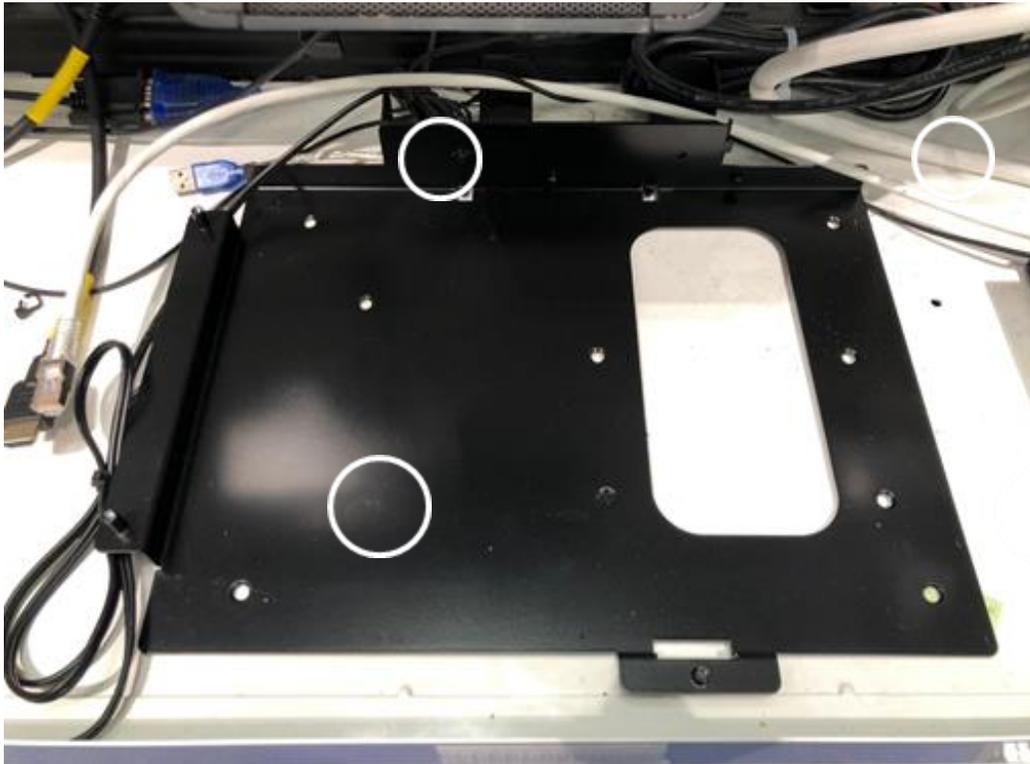
Instructions for stores with check in column “Disney Bracket Needed”

In select stores, bracket installation is needed players in the Disney castle. In these stores, you will not install a media player in the Disney castle. New players are already present.

The castles in these locations have PEM nuts that align with the holes in the bracket. Simply attach the quick release plate to the DMP, install the bracket using the provided screws, and then attach the DMP to the bracket.

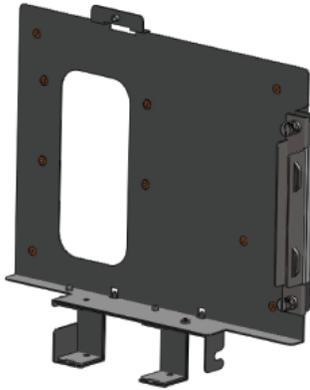
Install new DMP QR Bracket (ZG0103BK) in over prior DMP location in the center of the bottom component area.

- The 4 screws that they will use to screw the bracket to the bottom of the Disney castle are same screws used to secure the bracket to the AX6826 mounting panel on the TV Wall.
 - They are included with the extra bracket and plate
- When installing the bracket, the side with the cable retention bar must be on the LEFT side.
- The bracket should be positioned back against the power strip to maximize the amount of space at the front of the bracket.
- The fixture already has threaded holes in place. Simply align the bracket and install the machine screws provided with the bracket.





Kit Contents:



(x1) DMP QRC PLATE



PHILLIPS SCREWDRIVER



SECURITY ALLEN WRENCH



(x5) WOOD SCREWS



(x5) PHILLIPS SCREWS



(x1) VELCRO STRIP

Store List

- T-0350 Flint
- T-0356 Albuquerque Wyoming
- T-0363 Scottsdale
- T-0827 Vacaville
- T-1039 Dadeland
- T-1207 Las Vegas Boca Park
- T-1316 Tucson SW
- T-1397 Quail Springs
- T-1501 Colorado Springs East
- T-1517 Flower Mound
- T-1527 Sacramento SW
- T-1777 Omaha West
- T-1814 American Fork
- T-1862 Stockton North
- T-1873 Gainesville
- T-1891 Conway
- T-1912 Mundelein
- T-1920 Flowood
- T-1942 Revere
- T-2281 San Jose Central
- T-2478 Richmond Far West
- T-2520 Lewisville
- T-2572 Mesquite