



Walmart Swipe Up Project

Swipe Up Installation Guide

3/10/2021
CrossCom
William E. Hardy
Version 2.0

VFT Required Tools

- Cordless Drill
- Screwdriver Phillips #1, #2 and #3
- Box Cutter/Knife
- Diagonal Cutters
- Small Flashlight
- Pliers
- Cable installation tool set
- Standard Hand Tools

Hardware Required

- Metric Screws, size M8-1.25 x 40 (preferred) 1 pack = 4 screws – 4 screws required per TV
- Metric Screws, size M8-1.25 x 50 (can use as we, requires more spacers)



- #8 x ½ in self tapping screws
- 2 – packs of tie wraps
- 20 - ¼ in x 2 ½ in Toggler Snap Toggle bolts – 4 toggle bolts per wall mount bracket
- Lowe's is the best place to purchase the hardware. They sell the screws 4 to a pack.

Customer Supplied Materials

- Samsung 55" TVs (quantity varies per site)
- Bright Sign Media Players
- Pole mount brackets
- Wall mount brackets
- HDMI cables
- Serial cables
- Patch cables



Departments, TV Quantities, TV Orientation, and Mount Type

Department	Number of TVs	Orientation	Mount Type
Electronics	3	Horizontal	Pole Mount
Auto Center	2	Horizontal	Pole Mount
Deli	3	Horizontal	Pole Mount
Bakery	3	Horizontal	Pole Mount
Customer Service/Money Center	2	Horizontal	Wall Mount
Vision Center	2	Vertical/Portrait	Wall Mount
Pharmacy	1	Vertical/Portrait	Wall Mount

Swipe Up Naming Standards for BrightSign Media Players

Department	Location	Naming Standard
Money Center	Left hand side	Money Center – Horizontal – Menu Board
Money Center	Right hand side	Money Center – Horizontal – Services
Electronics	Left	Electronics – Horizontal – Photo Lab
Electronics	Middle	Electronics – Horizontal – Entertainment
Electronics	Right	Electronics – Horizontal – Wireless
Auto Care Center	Left	Auto Care Center – Horizontal – Menu Board
Auto Care Center	Right	Auto Care Center – Horizontal – Menu Board
Deli	Left	Deli – Horizontal – Lunch
Deli	Middle	Deli – Horizontal – Party Tray
Deli	Right	Deli – Horizontal – Chicken
Bakery	Left	Bakery – Horizontal – Cakes
Bakery	Middle	Bakery – Horizontal – Cakes and Cupcakes
Bakery	Right	Bakery – Horizontal – Custom Cakes
Pharmacy	Above Door	Pharmacy – Vertical – Photos HOO and Compliance

Note: The locations for the Naming Standards may vary slightly from site to site. Please pay attention to which side the photo lab and wireless phones are in Electronics and in Deli, pay attention to where the rotisserie chickens and party tray section is located. Adjust the location accordingly!

Scope:

1. Log in with the CrossCom Project team at **800 – 820 – 9229**.
2. Check in with the MOD or Night Team Lead.
3. Locate the equipment. It is usually located in receiving. There will be a pallet with the amount of TVs your installing along with mounting brackets, wall mount brackets, media players, HDMI cables, serial cables and patch cables.

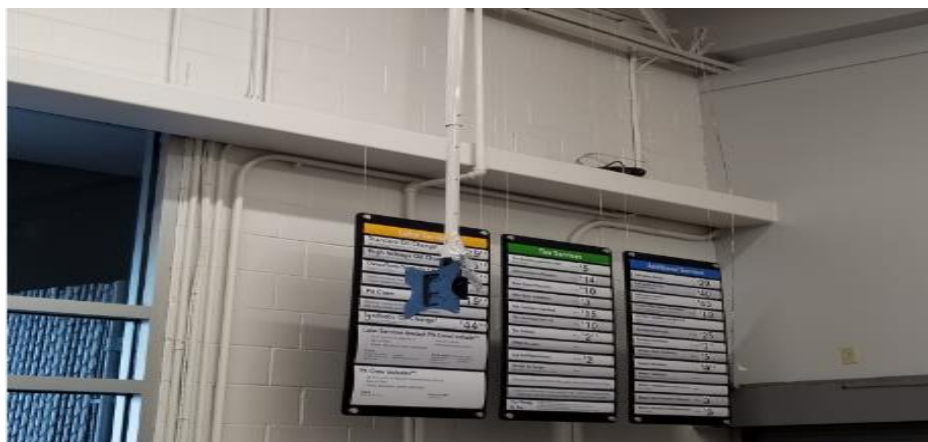
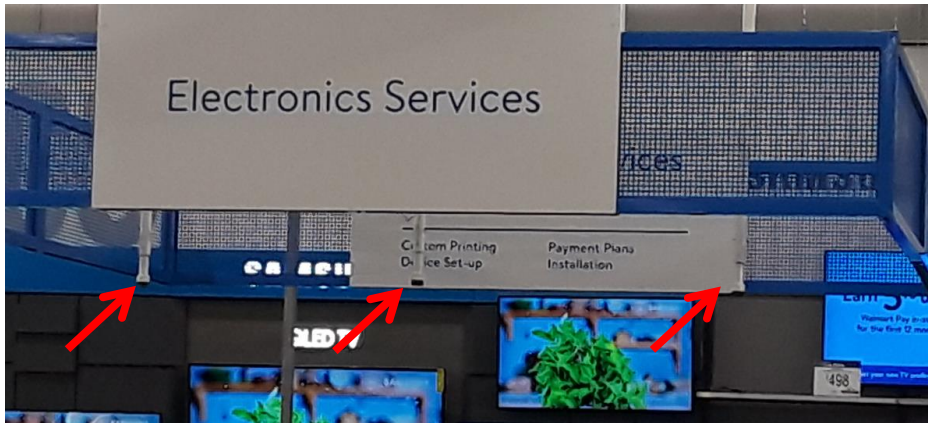


4. The Vision department TVs, wall mount brackets and media players will be on a different pallet.
5. Grab a flatbed cart from receiving and bring 6 or 7 TVs to the back restroom area. There is usually an area to the left or right to start opening the TV boxes and start staging the equipment. Keep the entrance to the restrooms clear!



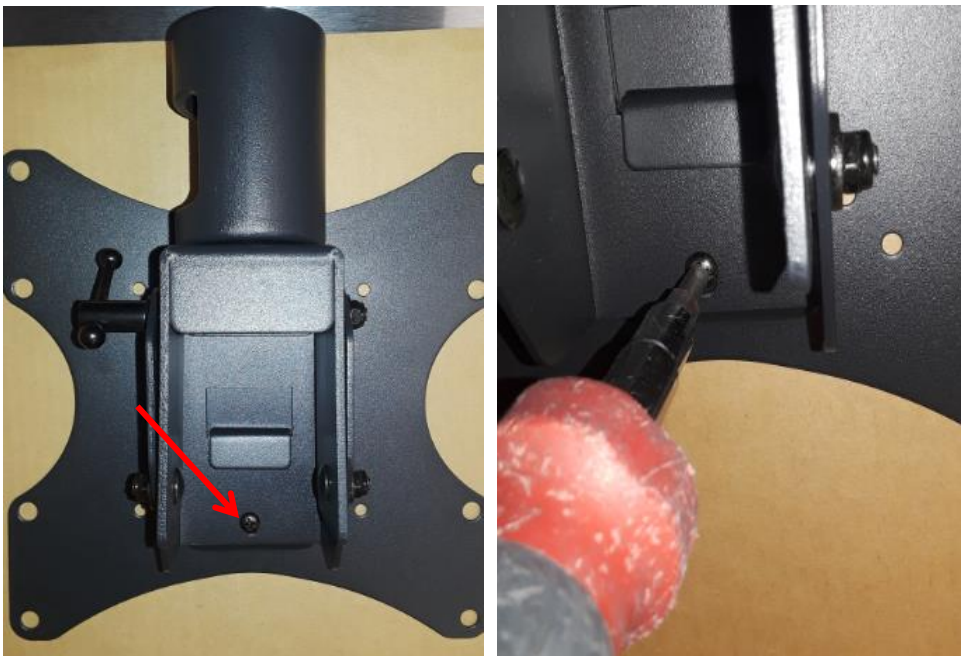
Installing the Mounting Bracket to the Poles and TVs

1. The Electronics, Auto Center, Bakery, and Deli departments all have pole mounts installed to hang the 55' Samsung TVs.





2. Remove the visa plate from the pole mount bracket. Remove the screw at the bottom of the bracket and the visa plate slides right off.



3. The technician will need to screw the pole mount bracket to the end of each pole (if applicable – GC may have already installed) and install the set screw.



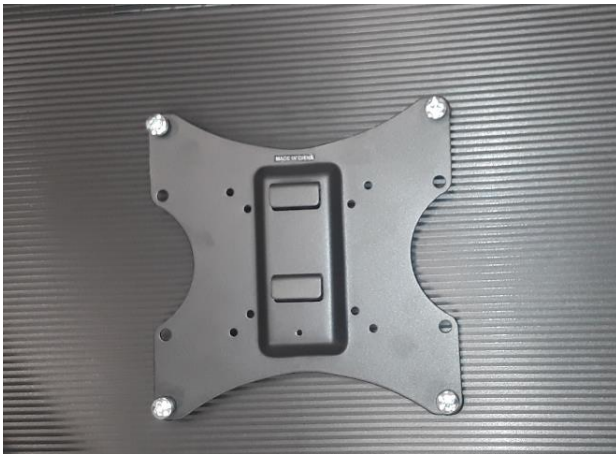
4. Next, install the visa plate to the back of the Samsung TVs.
5. The technician will need the Metric Screws, size M8-1.25 x 40 or M8-1.25 x 50 and the black washers that are included with the mounting brackets.
6. Make sure the bottom of the TV is facing you when installing the visa plate. The bottom of the TV in the horizontal position has all the inputs.



7. To mount the visa plate, use a black spacer washer first.



8. Then place the visa plate on top of the spacer washers with the hooks facing towards the bottom of the TV and install the 4 screws. Do not over tight (the back of the TV is plastic).



9. The washers underneath the visa plate give you clearance between the bracket and the back of the TV so you can use ¼ self tapping screws to mount the media player to the back of the bracket.



Installing the TVs to the Pole Mount Brackets

1. Make sure each pole location has a duplex outlet (one for the TV and one for the Media Player)



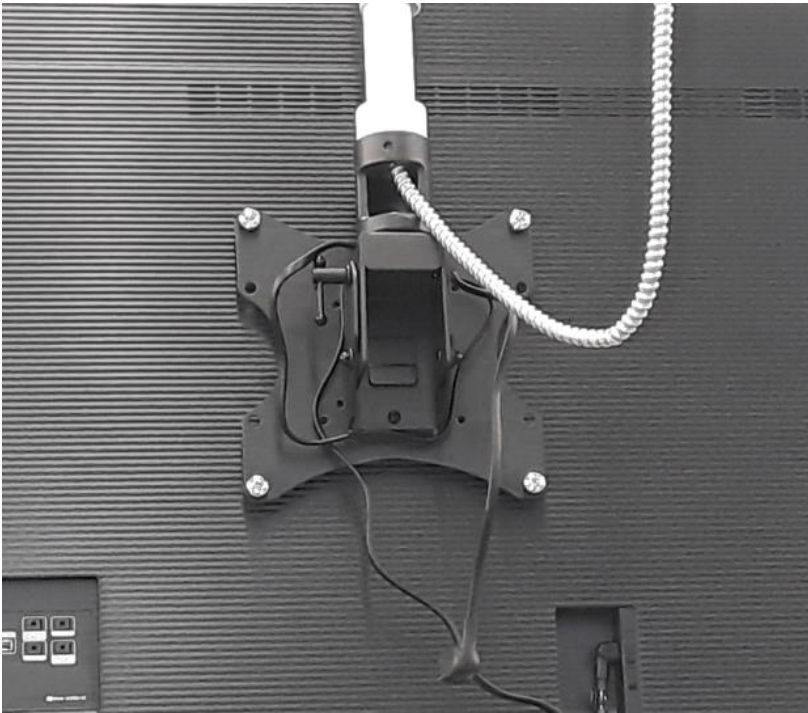
2. Next, locate the data cables (maybe coiled up in the ceiling). You will need a lift to drop the data cables for each pole location in Electronics and Auto Center.



3. The cables will be coiled above the ceiling tiles in Deli and Bakery.
4. Tie wrap the data cables to the outside of the pole to bring them down.



5. Using two technicians, slide TV into the pole mount bracket.



6. Install the screw at the drop of the bracket to secure the visa plate on the back of the TV to the mounting bracket.



7. Repeat steps 1 – 6 for all remaining TVs in the department.

Installing the Bright Sign Media Player & Switch Port Configuration

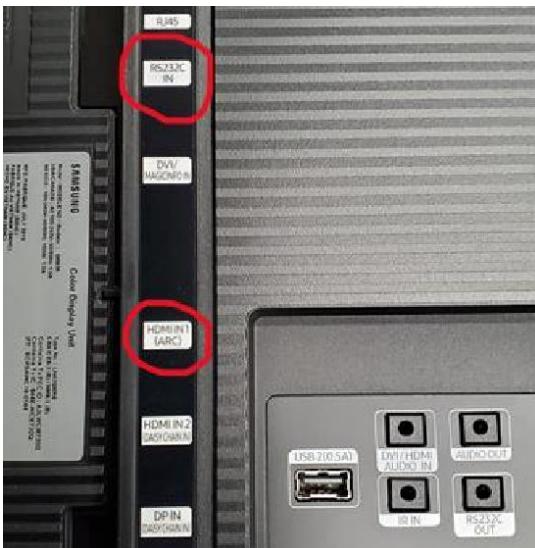
1. To install the media player you will need the power cable, HDMI cable, serial cable and a patch cable.
2. On the BrightSign media player, Connect the HDMI cable to the HDMI port, connect the 3.5mm serial cable to the SERIAL port on the player and connect the patch cable to the Ethernet port.



3. DO NOT connect the power cable until you are ready to power on the BrightSign player!
4. Mount the BrightSign player to the back of the TV using tie wraps or ¼ self tapping screws. If you use self tapping screws you will need to screw the player to the TV Visa plate on the back of the TV.



5. Next, connect the HDMI cable from the player to the HDMI 1 input on the TV.
6. Connect the 3.5mm serial cable the RS232 In port on the TV.





7. Connect the patch cable to the data jack going to the switch.
8. Plug in the power cord for the Samsung TV.
9. Last, connect the power to the BrightSign media player.
10. **NOTE: Once power is applied to the BrightSign media player DO NOT power down. The player is updating firmware the first time it is powered on and removing power will cause issues!**
11. Take a picture or write down the MAC address of the BrightSign media player(s) installed in the department. You will need to provide the MAC address to CrossCom Level 2 for switch port configurations.



12. Next, grab a remote that came with the TV and power on the Samsung TV.
13. Refer to Appendix A to apply the change the settings on the TV.
14. It's now time for CrossCom Level 2 to configure the switch ports for the BrightSign media player you have installed in the department you are working on.
15. Call into the CrossCom L2 bridge line. You will need to provide the MAC addresses for the media players in department you are setting up and the department name. EX: Electronics, then you will need to provide 3 MAC addresses, one for each player installed in that department!
16. Once CrossCom Level 2 configures the switch ports, you will see the TV screen change a few time and it will then display an IP address on each TV (this process takes 2 to 5 minutes).

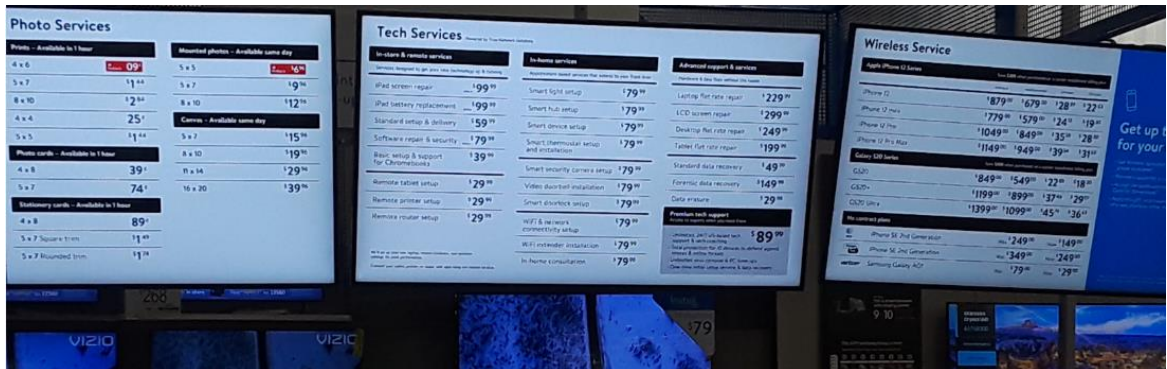




17. Once the IP address screen appears you will need to call the CrossCom Level 2 Bridge line and give Level 2 the IP address displayed on the TV and the Name you want assigned to the TV. For example, IP Addresses 7.48.116.171, name Electronics – Horizontal – Wireless. The wireless screen should be facing the side the wireless phone floor display(s) are on. Refer to Appendix B for Naming Standards.
18. Once Level 2 enters the names, the name will change on the TV.



19. Next, the TVs screens will change a few times and then go black for a minute (this process takes 3 to 4 minutes).
20. The TVs will then start displaying content.



21. Move on the next pole mount department and repeat steps 1 – 20.

Installing TVs and Wall Mount Brackets

1. There are 2 areas in the store that require a wall mount bracket installation:

Department	Number of TVs	Orientation	Mount Type
Customer Service/Money Center	2	Horizontal	Wall Mount
Pharmacy	1	Vertical/Portrait	Wall Mount

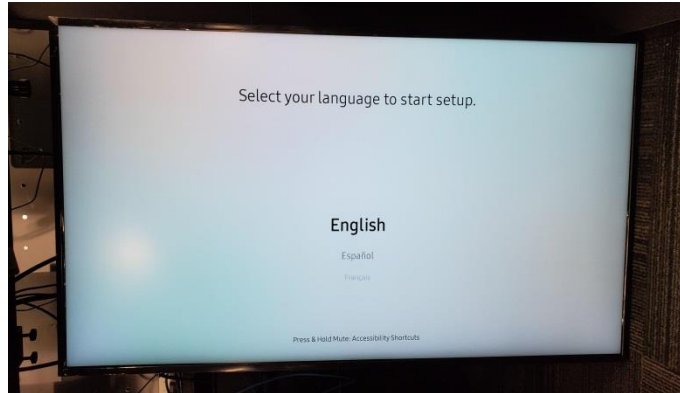
2. Locate the wall Peerless AV wall mount brackets.



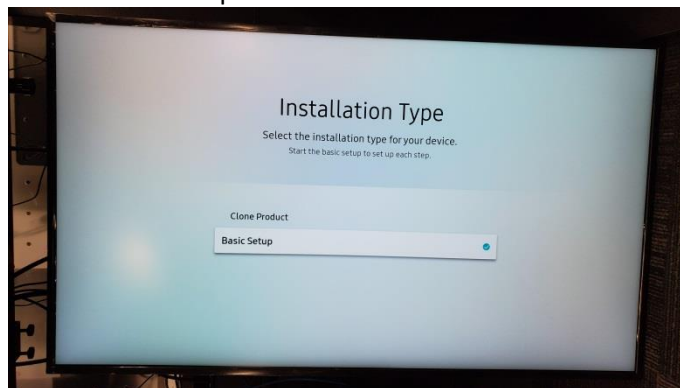
3. Install the wall mount brackets on the Horizontal TVs (Money Center).
4. The tall screws should be on top!
5. The inputs are the bottom of the TV!

Appendix A – Configuring the Samsung TV Settings

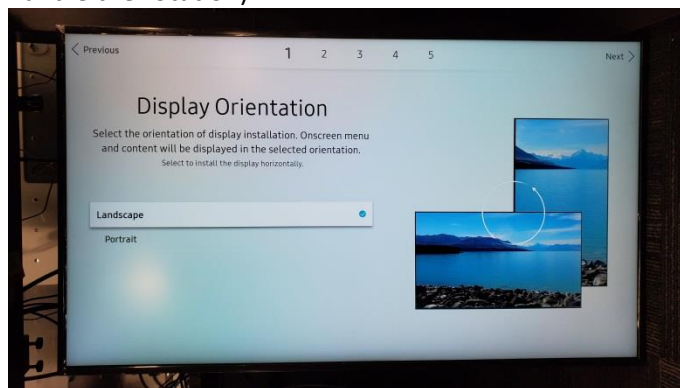
1. Power on TV using remote and configure TV settings using Samsung remote control:
 - Set volume to 0 (not mute, the volume level needs to be set to 0)
 - Select language (English)



2. Installation Type
 - Select "Basic Setup" and hit next.

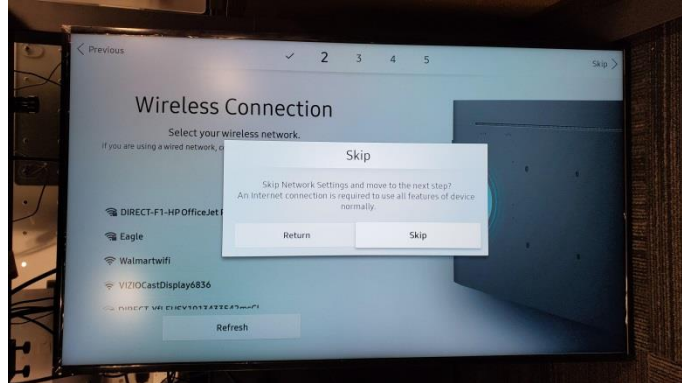


3. Display Orientation
 - Select "Landscape" (even if the TV is installed in Portrait. The BrightSign player will handle the rotation)



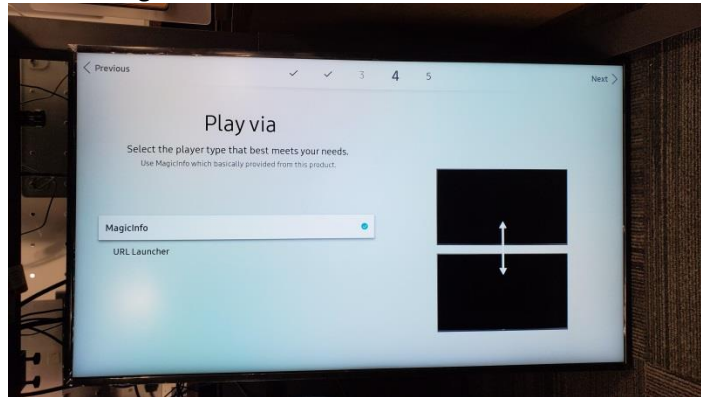
4. Wireless Connection:

- Select "Skip". Do not set up a WiFi connection.



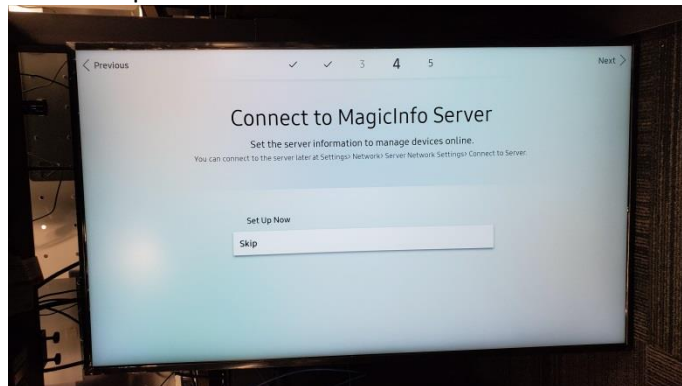
5. Play via

- Select "MagicInfo" and hit next.



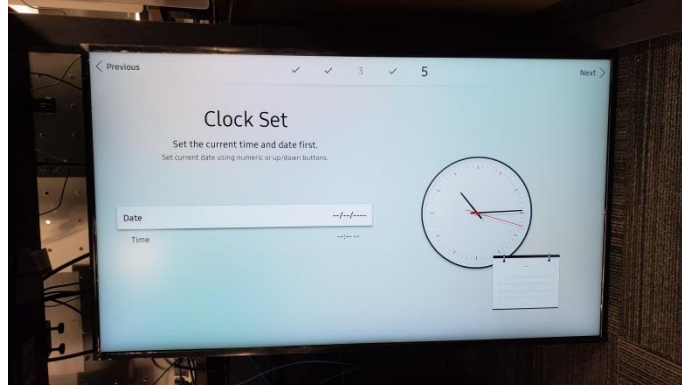
6. Connect to MagicInfo server

- Select "Skip" and hit next.



7. Clock Set

- Set to the current date and time and hit next.



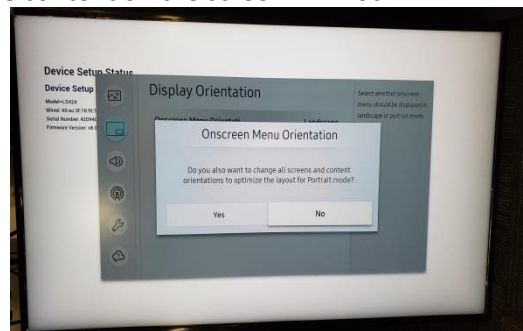
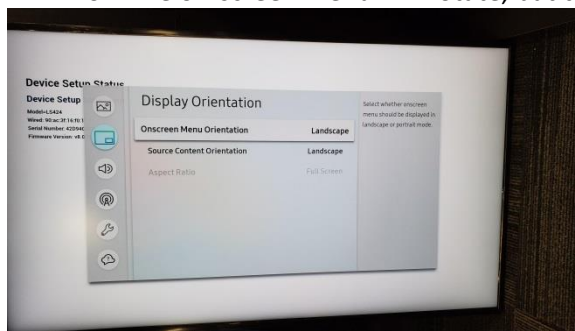
8. Press the right arrow on the remote and then Select “Done”!

9. Next, press the SOURCE button on the remote.

10. Use the arrow pad to set input to HDMI 1.

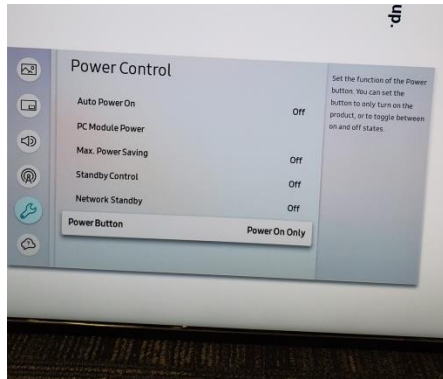
11. If the TV is installed in Portrait, set the menu to portrait mode:

- **Hit the MENU button on the remote**
- Navigate to “Onscreen Display” -> “Display Orientation” -> “Onscreen Menu Orientation”. It will be set to landscape. Change the “Onscreen Menu Orientation to “Portrait”. It will ask you if you want to “optimize the layout for Portrait mode”. Select “No”. The on-screen menu will rotate, but the content on the screen will not.

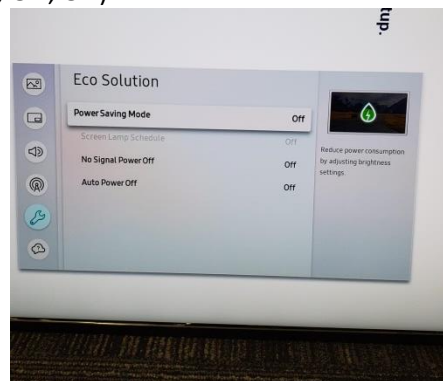


12. Disable power settings

- Navigate to “System” -> “Power Control” and set the settings to match the picture. (Off, Off, Off, Off, Power On Only)
- Navigate to “System” -> “Eco Solution” and set the settings to match the picture below. (Off, Off, Off, Off).

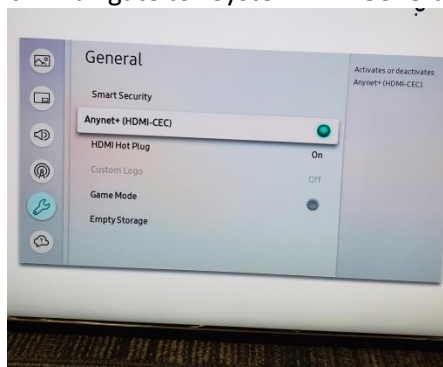


13. Navigate to “System” -> “Eco Solution” and set the settings to match the picture below. (Off, Off, Off, Off).



14. Enable CEC (Anynet+)

- Navigate to “System” -> “General” and enable “Anynet+(HDMI-CEC)”



Appendix B: Pole Height Requirements

- Responsibilities
 - Monitor: Owner furnished and installed
 - Mounting / Bracket: Owner furnished and GC installed.
 - Electrical: by GC
- Placement
- General
 - Monitors locations must meet all code requirements.
 - Reference Prototypes as a go-by example for dimensioning, notating, and detailing.
 - Pole Mounted Monitors
 - Bottom of monitor to not be lower than 7'-0"
- Supercenter
 - SERVICE DELI: 3 horizontal monitors, pole mounted from structure above.
 - Location: Place (1) centered on hot case, (1) centered on the lunch meat case, and (1) centered on the party deli case a minimum of 2'-0" behind the rear of line-up. If Deli does not have all of these cases in lineup, group monitors evenly spaced together over the cases the lineup does contain.
 - Ensure monitors are not placed behind tall cases (ie; multi-deck).
 - Do not place monitors above traffic aisles (café doors or openings into Deli area) or wedges/counters.
 - Height: Place top of monitor within 2'-4" from the ceiling if possible
 - Consider bulkhead height and visibility from the Grocery Sales side. Ideally the monitor is visible from the produce or adjacent department.
 - Monitors may be lowered to a minimum of 7'-0" and/or located further back from case lineup increase visibility if needed.
 - If bulkhead is too low and a solution cannot be achieved for the monitor to be visible from the traffic aisle directly in front of the deli lineup, contact Walmart for alternate solution.
 - BAKERY: 3 horizontal monitors, pole mounted from structure above.
 - Location: Place (3) centered on the bakery service cases a minimum of 2'-0" behind the rear of line-up.
 - Ensure monitors are not placed behind tall cases (ie; multi-deck).
 - Do not place monitors above traffic aisles (café doors or openings into Deli area) or wedges/counters.
 - Height: Place within 2'-4" from the ceiling if possible
 - Consider bulkhead height and visibility from the Grocery Sales side. Ideally the monitor is visible from the produce or adjacent department.
 - Monitors may be lowered to a minimum of 7'-0" and/or located further back from case lineup increase visibility if needed.
 - If bulkhead is too low and a solution cannot be achieved for the monitor to be visible from the traffic aisle directly in front of the deli lineup, contact Walmart for alternate solution.
 - ELECTRONICS: 3 horizontal monitors, pole mounted from structure above.
 - Location: Place (1) centered on the electronics desk, 2'-0" behind rear of counter. Locate (1) on each side angled back at a 30 degree angle.
 - The total length of the (3) monitors to not exceed 12'-0" in order to fit within a square hanging element above the desk that will be provided by Miller Zell.
 - Height: Bottom of monitor to be 7'-6"



- **AUTOCENTER:** 2 horizontal monitors, pole mounted from structure above.
 - Location:
 - Linear Service Desk along wall - Place (2) monitors centered equally along length desk, a minimum of 2'-0" behind rear of counter.
 - Freestanding Service Desk— place monitors back to back in center of desk area
 - Height:
 - ACT Ceilings: Place within 2-4" from the ceiling if possible.
 - If ceiling height does not allow adequate clearance, relocate to be mounted horizontally on wall behind counter at 6'-0" AFF to bottom of monitor.
 - Exposed Structure: Locate 8'-0" AFF to bottom of monitor
- **MONEY CENTER:** (2) horizontal monitors, wall mounted at Tenant location and pole mounted when In-Lane
 - Location and height
 - Place (2) monitors centered on wall behind desk at Tenant location, 6'-0" to bottom of the monitor.
 - Center (2) monitors behind counter at In-Lane, 6'-8" to bottom of monitor.
- **CUSTOMER SERVICE:** 2 horizontal monitors, wall mounted (if no Money Center)
 - Only add Monitors in Customer Service if store does NOT have a Money Center, the screens are for Money Center content
 - Location: Place (2) monitors centered on wall behind desk.
 - Height: Place at 6'-0" to bottom of the monitor
- **PHARMACY:** 1 vertical monitor, pole mounted from structure above or wall mounted depending on layout.
 - Location:
 - Option A: If existing digital display is located above the pharmacy door, a new monitor will be installed vertical above the door, reusing existing power and data.
 - Option B: If no display is existing, the preferred location is to install at eye level creating a pocket to recess the attachment. Reference plans for details and height. (Preferred Location)
 - Option C: If there is not room on lower wall to recess the monitor for option B, the intent is to install above the ledge as a pole mounted display from the ceiling, on the left side of the elevation and Wellness backer board. Maintain a minimum of 8" clear from wall to allow for installation of signage behind monitor. All signage lettering will be located to the right of the monitor.
 - Height: Follow direction on documents for each option.
- **Neighborhood Market**
 - **COMBINED SERVICE DELI / BAKERY:** 4 horizontal monitors, pole mounted from structure above or bulkhead mounted depending on project constraints.
 - Projects with Deli/Bakery ceilings lower than 9'-6" or bottom of bulkhead lower than 8'-6" AFF
 - Wall mount monitors evenly spaced on bulkhead above Deli/Bakery
 - Bottom of monitors to be 6" from bottom of bulkhead.
 - If Bulkhead cannot support the monitors, may be pole-mounted in front of the Bulkhead.
 - Projects with Deli/Bakery ceilings higher than 9'-6" and bulkheads higher than 8'-6" AFF
 - Pole mount wall monitors evenly spaced along Bakery/Deli Lineup inside Deli/Bakery, a minimum of 2'-0" behind the rear of line-up.
 - Ensure monitors are not placed behind tall cases (ie; multi-deck).
 - **Do not place monitors above traffic aisles (café doors or openings into Deli area) or wedges/counters.**
 - Height: Place within 2-4" from the ceiling if possible



- Consider bulkhead height and visibility from the Grocery Sales side. Ideally the monitor is visible from the produce or adjacent department.
 - Monitors may be lowered to a minimum of 7'-0" and/or located further back from case lineup increase visibility if needed.
 - If bulkhead is too low and a solution cannot be achieved for the monitor to be visible from the traffic aisle directly in front of the deli lineup, relocate to bulkhead above.
 - CUSTOMER SERVICE: 2 horizontal monitors
 - Location: Place (2) monitors centered on wall behind desk.
 - Height: Place at 6'-0" to bottom of the monitor
- Div 1/Small Supercenters
- Match Supercenter scope for applicable areas
 - If project has a combined Deli/Bakery or Smaller Service Areas use Neighborhood Market total (4) monitors

Install Guide for Samsung Displays and BrightSign Media Players:

- *Check-in with Store Management/Store Planner.*
- *Verify Store Management/Store Planner the exact install location of each TV and BrightSign player based on the names above.*
- *Confirm power and data availability for each TV.*
- *Unbox TV and verify it is undamaged. In case of damage or OBF, see Troubleshooting section at the end of this doc.*
 - o *Remove TV power cable, remote and AAA batteries.*
 - o *Install AAA batteries in remote and set aside.*
- *Validate switchport configuration on each port used for BrightSign players (see Store Planning cut sheet). Ports need to be configured for trunk (VLANs 25 and 110).*

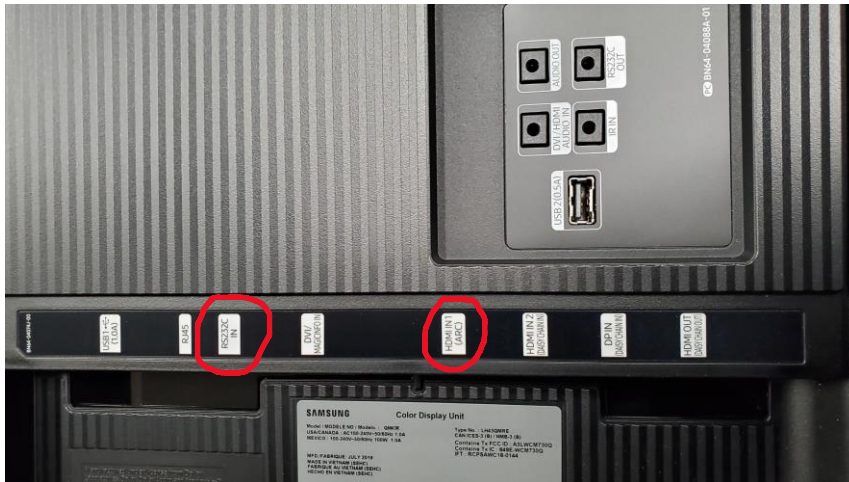
Cisco

```
description [depends on project] (ex. BrightSign Pharmacy, BrightSign TV Wall)
switchport trunk allowed vlan 25,110
switchport trunk encapsulation dot1q
switchport mode trunk
switchport port-security
switchport port-security maximum 2
switchport port-security aging time 2
switchport port-security violation restrict
switchport port-security aging type inactivity
no snmp trap link-status
storm-control broadcast level 50.00 10.00
storm-control multicast level 50.00 10.00
storm-control action shutdown
spanning-tree portfast
spanning-tree bpduguard enable
end
```

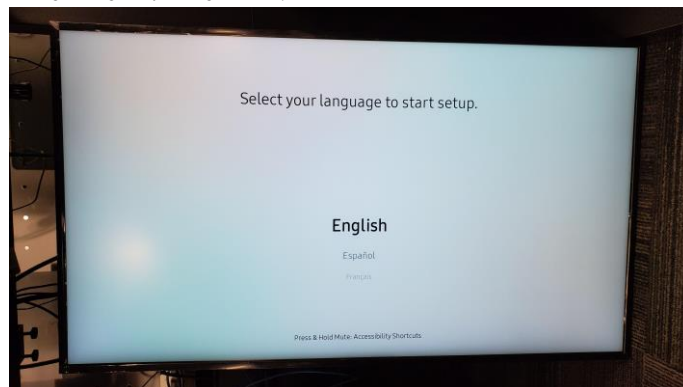
Juniper

```
set interfaces ge-0/0/40 description "Walmart Radio"
set interfaces ge-0/0/40 unit 0 family ethernet-switching interface-mode trunk
set interfaces ge-0/0/40 unit 0 family ethernet-switching vlan members 25
set interfaces ge-0/0/40 unit 0 family ethernet-switching vlan members 110
set protocols rstp interface ge-0/0/40 edge
```

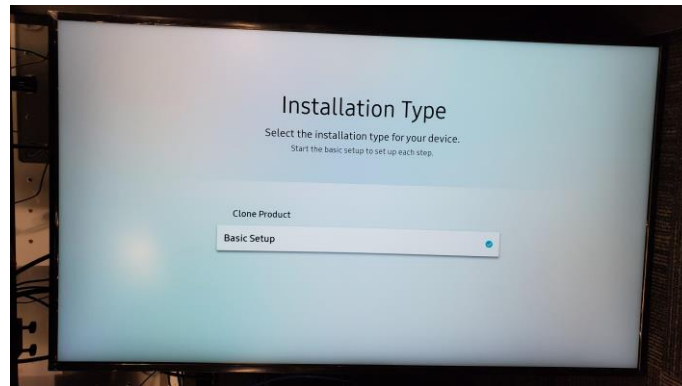
- TV Mounts
 - For Wall Mount TVs:
 - Install TV mount per instruction guide included with mount.
 - Install BrightSign player on wall next to mount behind where the TV will be hung so that it will be out of sight. The four mounting holes on the player can be used to mount to wall.
 - For Ceiling Mount:
 - Install BrightSign player on the back of the TV mount or TV using provided hardware or zip ties. Install cable cover once cables are connected.
- Connect HDMI cable, 3.5mm serial cable and network cable to the BrightSign player.
- Install the brackets included with the TV mount onto the back of the TV. For landscape TVs, hang the TV on the mount normally. For portrait TVs, rotate TV 90 degrees (*top of the TV to the right*) and hang TV on mount and connect cables from the BrightSign player.
 - HDMI from player to HDMI 1 on TV
 - Serial from player to 3.5mm serial to "RS232 In" on TV



- Connect power to the TV and the BrightSign player. *Do NOT disconnect power from the BrightSign player once it has been connected.* The player will update firmware the first time it is powered on and disconnecting power will cause issues.
- Power on TV using remote and configure TV settings using Samsung remote control:
 - o Set volume to 0 (not mute, the volume level needs to be set to 0)
 - o Select language (English)



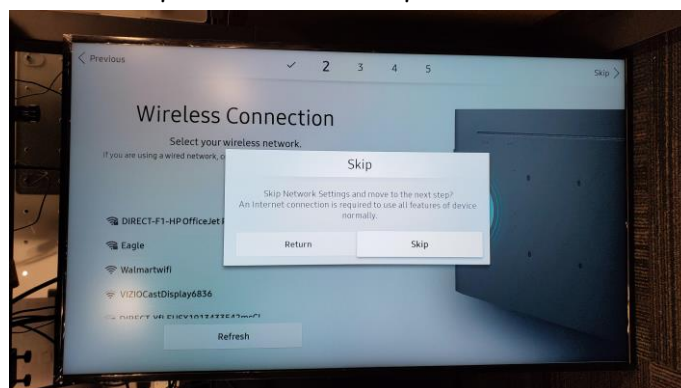
- o Installation Type
 - Select "Basic Setup" and hit next.



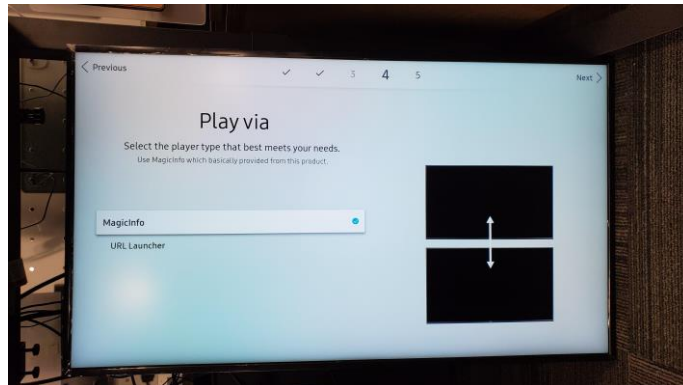
- Display Orientation
 - Select “Landscape” (even if the TV is installed in Portrait. The BrightSign player will handle the rotation)



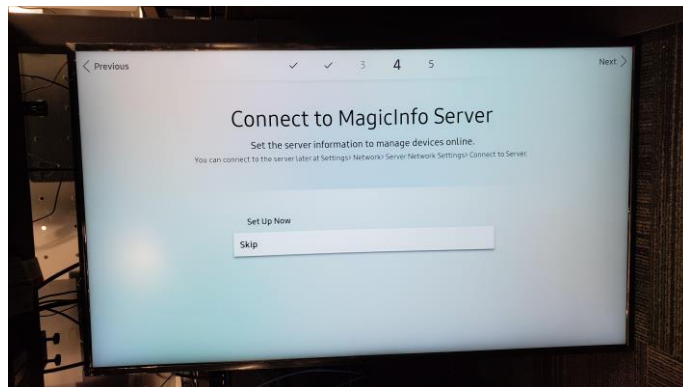
- Wireless Connection:
 - Select “Skip”. Do not set up a WiFi connection.



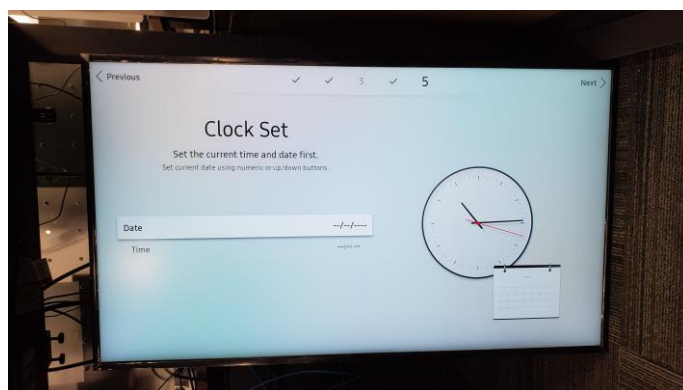
- Play via
 - Select "MagicInfo" and hit next.



- Connect to MagicInfo server
 - Select "Skip" and hit next.



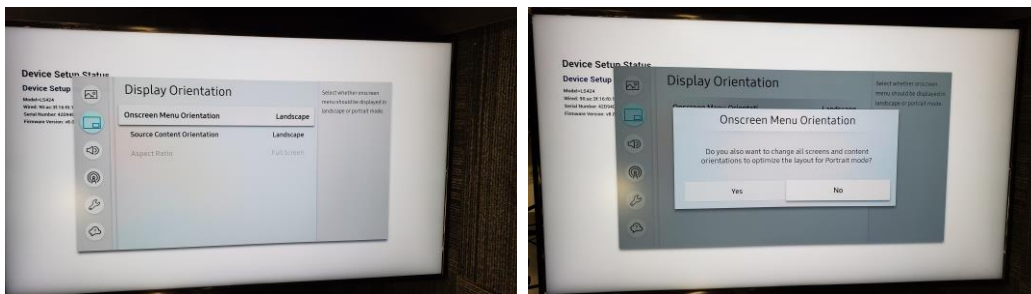
- Clock Set
 - Set to the current date and time and hit next.



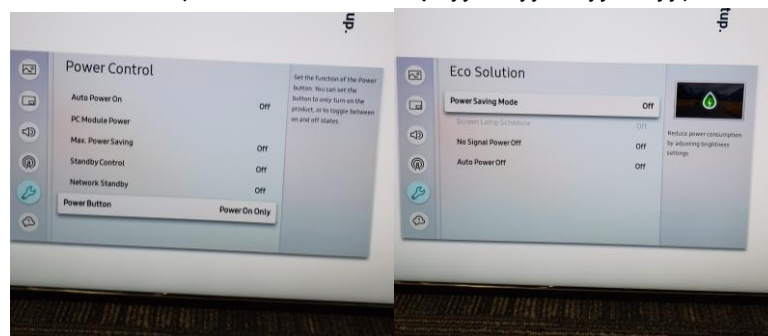
- Select "Done"!

- Use remote to set input to HDMI 1.

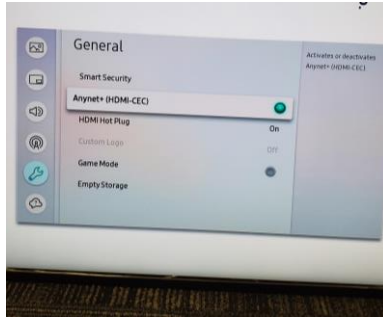
- If the TV is installed in Portrait, set the menu to portrait mode:
 - o Hit the menu button on the remote
 - o Navigate to "Onscreen Display" -> "Display Orientation" -> "Onscreen Menu Orientation". It will be set to landscape. Change the "Onscreen Menu Orientation to "Portrait". It will ask you if you want to "optimize the layout for Portrait mode". Select "No". The on-screen menu will rotate, but the content on the screen will not.



- Disable power settings
 - o Navigate to "System" -> "Power Control" and set the settings to match the picture. (Off, Off, Off, Off, Power On Only)
 - o Navigate to "System" -> "Eco Solution" and set the settings to match the picture below. (Off, Off, Off, Off).



- Enable CEC (Anynet+)
 - o Navigate to "System" -> "General" and enable "Anynet+(HDMI-CEC)"



- Confirm that the TV is set to the correct HDMI input (the one that the BrightSign player is connected to). Should be HDMI 1.
- Confirm the BrightSign player has a valid IP address:
 - Work with Installer network support team or Walmart NOC to confirm that the device has a valid IP address and is pingable.
 - The MAC address for the BrightSign player is on the label on the back of the player.
 - If BrightSign player does not get a valid IP address and NOC has already validated the switchport is configured correctly, escalate issue to DMS L3 team via xMatters (team name: ADE – Digital Media Services – L3).
- At this point, TV installation and TV configuration are complete. Please refer to the BrightSign validation and Troubleshooting doc for next steps.

Switch Port Worksheet

[illegible]

[illegible]