



# MicroSigns User Manual

A user's guide to understanding and using the

- ✓ **Content Management System**
- ✓ ***MicroSigns 2020* Template**
- and
- ✓ **MicroBrowser App**

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## About this manual

This manual is organized in the order in which management of the content is recommended. That is, whether setting up a new system or editing the content on a usual basis, follow the order recommended in this manual. Each section prescribes prerequisites, if any, to help avoid pitfalls.

### IMPORTANT:

- **Pro Tip:** download this manual and open it in a PDF viewer so that you can search it for specific terms.
- This manual is updated with each new release of the software so reference it through the UI each time, not a locally saved copy.
- **Yellow highlighted text** new functionality or updated instructions since last revision.

## Who should read this manual

This manual is written for system administrators, content managers, device outfitters, and IT and support persons.

## Help beyond this manual

If you are not able to find the solution in this user manual then, review the FAQs which can be found under the HELP menu in the CMS.

If you still need help, then submit a Service Request to get our Customer Service Team's attention. Our Customer Service team is ready to help.

### Important: Please submit one Service Request per issue.

Below are two ways to submit a Service Request (use the one that works for you):

1. [Click here](https://invue.zendesk.com/hc/en-us/requests/new?ticket_form_id=360001497494) or copy and paste this link in a browser:  
[https://invue.zendesk.com/hc/en-us/requests/new?ticket\\_form\\_id=360001497494](https://invue.zendesk.com/hc/en-us/requests/new?ticket_form_id=360001497494)
2. Scan this QR code with your smartphone:



### Once you have navigated to the form:

1. Confirm that “Software Service Request” is selected as the “issue” (from the first drop-down)
2. Enter your email address
3. select the appropriate “Type of Request”
4. enter the remaining required and needed information and “Submit” the request
5. look for a confirmation email and use that email going forward for all correspondence on the issue



## Supported Versions

Instructions described in this manual reflect the availability of functionality in versions mentioned below.

### MicroBrowser (MicroSigns App)

If you are experiencing any issues with the behavior of the app and the version of your app is below the version mentioned below OR you would like to take advantage of functionality described in this manual which may be missing from the version you are using, then consider upgrading to the latest version. To update the app, see in-app Settings > Controls > Update App.

**Android: version 3.6.7, and higher**

**iOS: version 3.4.0, and higher**

### Template: MicroSigns 2020

All functionality described in this manual works with the *MicroSigns 2020* template.

If the site does not have the *MicroSigns 2020* template installed, a majority of the instructions in this manual will not be applicable. To remedy this, the site in question should be migrated to the latest version of the *MicroSigns 2020* template.

However, please note that depending on the level of customizations implemented for the said site, a migration to the *MicroSigns 2020* template may not be possible.



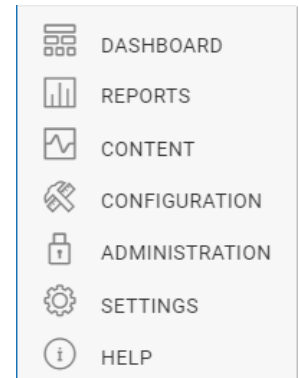
## Content Management System (CMS)

### About the CMS

The CMS, as the name suggests, is a system (application) for managing the content that will be displayed on the digital players. Users need authorized access to the CMS to manage content; not all users will have access to (or see) all functionality. Managing content falls into three steps: load, configure, and display – as described in the ‘Recommended Workflow’ section.

### Overview of the CMS (Application)

- The application allows the user to manage product content and configure it for deployment to digital devices.
- **The application menu** comprises of the following:
  - ✓ Dashboard: view a collection of the KPIs on a single screen which are most important to an operations manager.
  - ✓ Reports: view and interrogate business analytics.
  - ✓ Content: manage content such as images, videos, and products.
  - ✓ Configuration: configure products and planograms.
  - ✓ Administration: manage users’ access to the application.
  - ✓ Settings: view and edit initial and default settings which drive the setup of the content. In most cases, customers will not have access to this section.
  - ✓ Help: FAQs, a step-by-step (self-help) guide - this manual, and other information useful for system support.







## Recommended Workflow

**Follow these steps** to set up the content from scratch or to modify any part of it. Note: the order is important.

(hint: follow along with the image on the next page)

### **LOAD – add content to the system**

1. Manage Content
  - a. Load Images
  - b. Manage all other content (in any order)

### **CONFIGURE – put it all together**

2. Define the product structure
  - a. Define Brand(s)
  - b. Define Product Groups
3. Build a Planogram
4. Define Store details
5. Create User profiles
  - a. Configure permissions by Role
  - b. Assign Role(s) and Store(s) to each User

### **DISPLAY – deploy the content to digital devices**

6. Publish content to the digital player
  - a. Open the App
  - b. Login and Install product configuration, if not already done
  - c. View Content
7. View operational and BI metrics

Refer to the workflow diagram on the next page for the relationship between the various components of managing content.



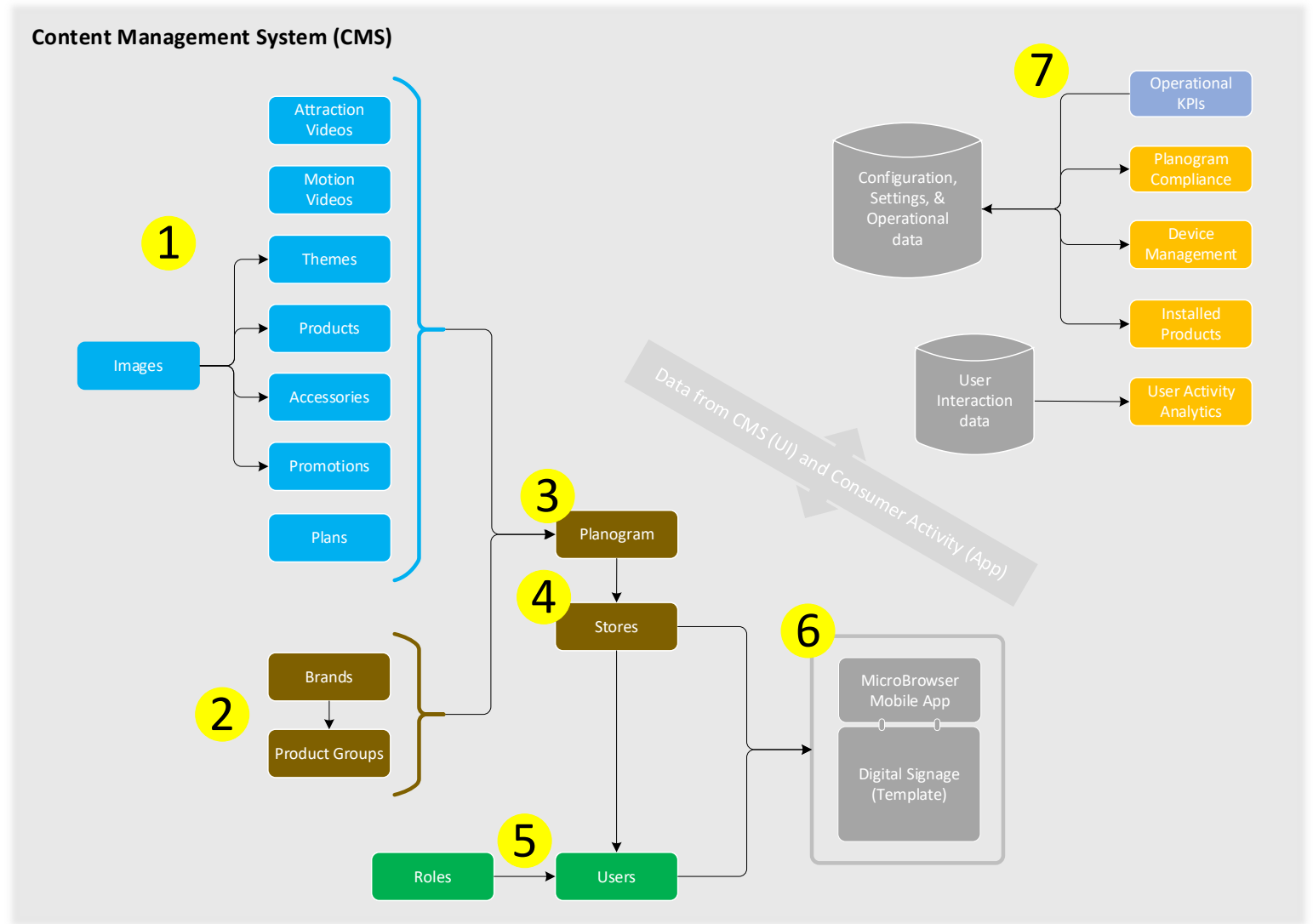
**How to read this diagram:**



Numbers designate the recommended order of operation.



Arrows, for example from *Images* to *Themes*, indicate prerequisites (*Images*) which must be added prior to working on dependent components (*Themes*).



## Content: Attraction Videos

- **About:** Attraction Videos play in a loop when the content is not disturbed by a customer for a specified amount of time.
- **Where to find it:** CONTENT > Attraction Videos
- **Functionality:**
  - ✓ You can create, update, or delete this type of content.
- **Format:**
  - ✓ **IMPORTANT:** When first creating this object, use only the following characters in the *Video Name* field - recommended characters include: A-Z, a-z, 0-9, and space. **Additionally, the *Video Name* field must start with a character (A-Z or a-z).**
    - While the system does allow you to enter other characters, entering non-recommended characters may result in inconsistent behavior of product installation and display.
  - ✓ Video file must be in MP4 format.
  - ✓ The file name must end in .mp4.
- **Size:** There are no size requirements for videos; however, for best performance, use videos that are small in size. Using large files will make the content appear to load slowly or will add a visible delay to loading the content. If delays occur, reduce the resolution of the video, which will reduce the file size; then upload the edited video and try again. Check the digital display's resolution to ensure that the video is sized to perform optimally. For example, if the screen does not supports HD video, lower the resolution of the video to SD.
- **White Space:** If disproportionate white space is visible between the video and the screen (top/bottom and/or sides), the video's aspect ratio does not match the screen's aspect ratio. To correct this, resize or redesign the video; then reupload the content and try again. Check the digital display's aspect ratio to ensure that the video is sized to match.
- **Noteworthy:**
  - ✓ File name can be used as the video name or a custom name can be typed in.
  - ✓ File can be in portrait or landscape or one of each.
  - ✓ In the CMS, videos will play in a square frame so may look distorted; however, they will play in the proper aspect ratio on the device.

## Content: Motion Videos

- **About:** Motion Videos play when a customer steps in front of the product and the camera's field of view is interrupted.
- **Where to find it:** CONTENT > Motion Videos
- **Functionality:** You can create, update, or delete this type of content.
- **Format:**
  - ✓ **IMPORTANT:** When first creating this object, use only the following characters in the *Video Name* field - recommended characters include: A-Z, a-z, 0-9, and space. **Additionally, the *Video Name* field must start with a character (A-Z or a-z).**
    - While the system does allow you to enter other characters, entering non-recommended characters may result in inconsistent behavior of product installation and display.



- ✓ Video file must be in MP4 format.
- ✓ The file name must end in .mp4.
- **Size:** There are no size requirements for videos; however, for best performance, use videos that are small in size. Using large files will make the content appear to load slowly or will add a visible delay to loading the content. If delays occur, reduce the resolution of the video, which will reduce the file size, then upload the edited video and try again. Check the digital display's resolution to ensure that the video is sized to perform optimally. For example, if the screen does not support HD video, lower the resolution of the video to SD.
- **White Space:** If disproportionate white space is visible between the video and the screen (top/bottom and/or sides), the video's aspect ratio does not match the screen's aspect ratio. To correct this, resize or redesign the video; then reupload the content and try again. Check the digital display's aspect ratio to ensure that the video is sized to match.
- **Noteworthy:**
  - ✓ File name can be used as the video name or a custom name can be typed in.
  - ✓ File can be in portrait or landscape or one of each.
  - ✓ In the CMS, videos will play in a square frame so may look distorted; however, they will play in the proper aspect ratio on the device.

## Content: Images

- **About:** Images are central to defining most of the content because they are used in the creation of many other types of content.
- **Where to find it:** CONTENT > Images
- **Functionality:**
  - ✓ You can create, update, or delete this type of content.
- **Format:**
  - ✓ **IMPORTANT:** When first creating this object, use only the following characters in the *Image Name* field - recommended characters include: A-Z, a-z, 0-9, and space. **Additionally, the *Image Name* field must start with a character (A-Z or a-z).**
    - While the system does allow you to enter other characters, entering non-recommended characters may result in inconsistent behavior of product installation and display.
  - ✓ Image file must be in PNG or JPG format; the file name must end in either .png or .jpg. Other formats may work but are not supported.
- **Size:** There are no size requirements for images; however, for best performance, use images that are small in size. Using large files will make the content appear to load slowly or will add a visible delay to loading the content. If delays occur, reduce the resolution of the image, which will reduce the file size; then upload the edited image and try again. Check the digital display's resolution to ensure that the image is sized to perform optimally.
- **White Space:** If disproportionate white space is visible between the image and the screen (top/bottom and/or sides), the image's aspect ratio does not match the screen's aspect ratio. To correct this, resize or redesign the image; then reupload the content and try again. Check the digital display's aspect ratio to ensure that the image is sized to match.
- **Noteworthy:**
  - ✓ File name can be used as the image name, or a custom name can be typed in.
  - ✓ File can be in portrait or landscape or one of each.



- ✓ In the CMS, images appear in a square frame so may look distorted; however, they will appear in the proper aspect ratio on the device.

## Content: Themes

- **About:** Themes allow you to customize the accent color, font color, and menu labels for the content.
- **Where to find it:** CONTENT > Content Catalog > Content Types > Themes
- **Functionality:**
  - ✓ Create, update, or delete this type of content.
  - ✓ Export and Import. **IMPORTANT:** ALWAYS export first, then edit the freshly exported file, then import the same file. NEVER import an old file.
- **Format:**
  - ✓ **IMPORTANT:** When first creating this object, use only the following characters in the *Name* and *Code* fields - recommended characters include: A-Z, a-z, 0-9, and space. **Additionally, the *Name* and *Code* fields must start with a character (A-Z or a-z).**
    - While the system does allow you to enter other characters, entering non-recommended characters may result in inconsistent behavior of product installation and display.
- **Noteworthy:**
  - ✓ Themes are assigned to Product Groups when configuring the Planogram.
  - ✓ If no Theme is selected while configuring the Planogram, the “Default Theme” will be applied.
  - ✓ Themes apply to all content displayed on a selected digital display. Thus, if the content consists of multiple Products (a Product Group), the Theme applies to all Products in the Product Group. Or, if the content consists of a single Product, the Theme applies to the configured Product.
  - ✓ Prerequisite: Add Image of a logo you plan to associate to a Theme before you create or modify the Theme.
  - ✓ **Content can be exported, imported, and scheduled – see ‘Bulk changes of Content Catalog (EXPORT and IMPORT)’ section for details.**

## Content: Products

- **About:** In MicroSigns, the content displayed on the digital player is referred to as a Product.
- **Where to find it:** CONTENT > Content Catalog > Content Types > Products
- **Functionality:**
  - ✓ Create, update, or delete this type of content.
  - ✓ Export and Import. **IMPORTANT:** ALWAYS export first, then edit the freshly exported file, then import the same file. NEVER import an old file.
- **Format:**
  - ✓ **IMPORTANT:** When first creating this object, use only the following characters in the *Name* and *Code* fields - recommended characters include: A-Z, a-z, 0-9, and space. **Additionally, the *Name* and *Code* fields must start with a character (A-Z or a-z).**
    - While the system does allow you to enter other characters, entering non-recommended characters may result in inconsistent behavior of product installation and display.
- **Noteworthy:**



- ✓ Prerequisite: Add Images you plan to associate to a Product or its Features before you create or modify the Product.
- ✓ Content can be exported, imported, and scheduled – see 'Bulk changes of Content Catalog (EXPORT and IMPORT)' section for details.

## Content: Plans

- **About:** Plans allow you to offer your customer ways to finance (pay for) the product on display. Plans can also display any adjacent sales, such as a monthly plan for data.
- **Where to find it:** CONTENT > Content Catalog > Content Types > Plans
- **Functionality:**
  - ✓ Create, update, or delete this type of content.
  - ✓ Export and Import. **IMPORTANT:** ALWAYS export first, then edit the freshly exported file, then import the same file. NEVER import an old file.
- **Format:**
  - ✓ **IMPORTANT:** When first creating this object, use only the following characters in the *Name* and *Code* fields - recommended characters include: A-Z, a-z, 0-9, and space. **Additionally, the *Name* and *Code* fields must start with a character (A-Z or a-z).**
    - While the system does allow you to enter other characters, entering non-recommended characters may result in inconsistent behavior of product installation and display.
- **Noteworthy:**
  - ✓ Enter at least one Price (up to two are allowed). If both are blank, the Plan will not be visible in the content even if it is selected in the Planogram.
  - ✓ Plans are shared across the Product Group.
  - ✓ Content can be exported, imported, and scheduled – see 'Bulk changes of Content Catalog (EXPORT and IMPORT)' section for details.

## Content: Accessories

- **About:** Accessories are extra items that can be purchased with a product. For example, a case, headphones, or a service plan or all possible accessories for a mobile phone.
- **Where to find it:** CONTENT > Content Catalog > Content Types > Accessories
- **Functionality:**
  - ✓ Create, update, or delete this type of content.
  - ✓ Export and Import. **IMPORTANT:** ALWAYS export first, then edit the freshly exported file, then import the same file. NEVER import an old file.
- **Format:**
  - ✓ **IMPORTANT:** When first creating this object, use only the following characters in the *Name* and *Code* fields - recommended characters include: A-Z, a-z, 0-9, and space. **Additionally, the *Name* and *Code* fields must start with a character (A-Z or a-z).**
    - While the system does allow you to enter other characters, entering non-recommended characters may result in inconsistent behavior of product installation and display.
- **Noteworthy:**



- ✓ Prerequisite: Add Images you plan to associate to an Accessory before you create or modify the Accessory.
- ✓ Accessories are shared across the Product Group.
- ✓ Content can be exported, imported, and scheduled – see 'Bulk changes of Content Catalog (EXPORT and IMPORT)' section for details.

## Content: Promotions

- **About:** Promotions are marketing content that you want to advertise along with the Product being displayed.
- **Where to find it:** CONTENT > Content Catalog > Content Types > Promotions
- **Functionality:**
  - ✓ Create, update, or delete this type of content.
  - ✓ Export and Import. **IMPORTANT:** ALWAYS export first, then edit the freshly exported file, then import the same file. NEVER import an old file.
- **Format:**
  - ✓ **IMPORTANT:** When first creating this object, use only the following characters in the *Name* and *Code* fields - recommended characters include: A-Z, a-z, 0-9, and space. **Additionally, the *Name* and *Code* fields must start with a character (A-Z or a-z).**
    - While the system does allow you to enter other characters, entering non-recommended characters may result in inconsistent behavior of product installation and display.
- **Noteworthy:**
  - ✓ Prerequisite: Add Images of Promotions before you create or modify the Promotion.
  - ✓ Promotions are full page digital banners (images); can be in portrait or landscape.
  - ✓ Promotions are shared across the Product Group.
  - ✓ Content can be exported, imported, and scheduled – see 'Bulk changes of Content Catalog (EXPORT and IMPORT)' section for details.

## Configuration: Brands

- **About:** Brands are the top category to which Product Groups are associated. (See Create a Product Group.)
- **Where to find it:** CONFIGURATION > Brands
- **Functionality:**
  - ✓ You can create, update, or delete this type of content.
- **Format:**
  - ✓ **IMPORTANT:** When first creating this object, use only the following characters in the *Brand Name* field - recommended characters include: A-Z, a-z, 0-9, and space. **Additionally, the *Brand Name* field must start with a character (A-Z or a-z).**
    - While the system does allow you to enter other characters, entering non-recommended characters may result in inconsistent behavior of product installation and display.
- **Noteworthy:**
  - ✓ Brands are helpful when viewing reports where you can filter the data, in this case, by Brand.

## Configuration: Product Groups

- **About:** A Product Group can be as specific as a single Product or can define a group of related Products. (See Create a Product.)
- **Where to find it:** CONFIGURATION > Product Groups
- **Functionality:**
  - ✓ You can create, update, or delete this type of content.
- **Format:**
  - ✓ **IMPORTANT:** When first creating this object, use only the following characters in the *Name* and *SKU* fields - recommended characters include: A-Z, a-z, 0-9, and space. **Additionally, the *Name* and *SKU* fields must start with a character (A-Z or a-z).**
    - While the system does allow you to enter other characters, entering non-recommended characters may result in inconsistent behavior of product installation and display.
- **Noteworthy:**
  - ✓ Product Groups are helpful when viewing reports where you can filter the data, in this case, by Product Group.

## Configuration: Planograms

- **About:** A Planogram dictates which Products (content) will be visible to your customers. Products are assigned to a Section, which is also defined here. A Section is a logical segmentation of the planogram. As such, it can be a part of a table, a group of related items, a part of a store, or anything that makes sense for your business.
- **Where to find it:** CONFIGURATION > Planogram
- **Functionality:**
  - ✓ You can create, update, or delete Planograms.
  - ✓ You can create, update, or delete Sections within each Planogram.
  - ✓ You can configure (add or remove) Product Groups in each Section.
  - ✓ You can configure content for each Product Group.
  - ✓ When a Planogram is first created, it is immediately 'Live'. This means that even if you don't configure the new Planogram, you can assign it to a Store.
  - ✓ Select 'Go Draft' to edit a Planogram.
  - ✓ A Planogram remains in DRAFT until "Go Live" or "Schedule Go Live" is selected.
    - Select "Go Live" to push out changes to the planogram immediately.
    - Select "Schedule Go Live" to schedule the changes to the planogram for a future date/time.
- **Format:**
  - ✓ **IMPORTANT:** When first creating this object, use only the following characters in the *Name* field - recommended characters include: A-Z, a-z, 0-9, and space. **Additionally, the *Name* field must start with a character (A-Z or a-z).**





- While the system does allow you to enter other characters, entering non-recommended characters may result in inconsistent behavior of product installation and display.
- **Noteworthy:**
  - ✓ Prerequisite: All content MUST be fully defined BEFORE configuring content for a Product Group.
  - ✓ A Planogram must be associated with a Store BEFORE it can 'Go Live'. Therefore, the 'Go Live' button will remain disabled until the Planogram is associated with a Store.
  - ✓ If no Product is selected in the Planogram, the content on the digital display will read "No Product Installed".

## Configuration: Stores

- **About:** Stores define the physical location of the digital displays and, typically, where the physical merchandise is displayed for sale.
- **Where to find it:** CONFIGURATION > Stores
- **Functionality:**
  - ✓ You can create, update, or delete Stores.
  - ✓ You can administer Users' access to a Store.
  - ✓ You can administer Languages associated with a Store. Only languages associated with a Store will be visible in the language icon [🌐] on the *Product Information* page of the content. If only one (1) language is associated with a Store, the language icon [🌐] will not be visible.
- **Format:**
  - ✓ **IMPORTANT:** When first creating this object, use only the following characters in the *Store Name* field - recommended characters include: A-Z, a-z, 0-9, and space. **Additionally, the Store Name field must start with a character (A-Z or a-z).**
    - While the system does allow you to enter other characters, entering non-recommended characters may result in inconsistent behavior of product installation and display.
- **Noteworthy:**
  - ✓ Prerequisite: Stores are associated to a Planogram; therefore, at least one Planogram must exist before a Store can be created.
  - ✓ Create (or update) the Store as the last item before publishing content to the digital display.
  - ✓ **IMPORTANT:** If a Language is not selected for a Store, the Content will not fully display on the MicroPlayer.

## Administration: Roles

- **About:** A Role specifies a set of user permissions, or access to components of the MicroSigns system.
- **Where to find it:** ADMINISTRATION > Roles
- **Functionality:**
  - ✓ You can modify permissions for the three (3) system-defined Roles.
- **Format:**



- ✓ IMPORTANT: When first creating this object, use only the following characters in the *Name* and *Code* fields - recommended characters include: A-Z, a-z, 0-9, and space. **Additionally, each field must start with a character (A-Z or a-z).**
  - While the system does allow you to enter other characters, entering non-recommended characters may result in inconsistent behavior of product installation and display.
- **Noteworthy:**
  - ✓ A user who is assigned to more than one Role gets the combined permissions of all Roles.
  - ✓ You cannot add or delete Roles, only modify permissions.
  - ✓ You will grant each User permissions based on the Role assigned to the User.
  - ✓ The 'Store Manager' Role has the following restrictions:
    - Cannot change the Planogram associated with the Store.
    - Cannot 'Go Draft', Edit, 'Go Live', or Delete Planograms.
    - Can see (in read-only) ALL Planograms.

## Administration: Users

- **About:** A User is any person in the organization who will need to be granted access to the MicroSigns system to manage the content and configuration of products.
- **Where to find it:** ADMINISTRATION > Users
- **Functionality:**
  - ✓ You can create, update, or delete Users.
- **Format:**
  - ✓ IMPORTANT: When first creating this object, use only the following characters in the *Name* and *Code* fields - recommended characters include: A-Z, a-z, 0-9, and space. **Additionally, each field must start with a character (A-Z or a-z).**
    - While the system does allow you to enter other characters, entering non-recommended characters may result in inconsistent behavior of product installation and display.
- **Noteworthy:**
  - ✓ Prerequisite: Users are granted permission to Stores; therefore, at least one Store must be created before creating a User.
  - ✓ Create (or update) the User as the last item so that Roles and Stores can be assigned.
  - ✓ A user's permission is based on assigned Role(s) and Store(s).

## Settings: Templates

- **About:** These are the base settings for each Template installed.
- **Where to find it:** SETTINGS > Templates
- **Functionality:**



- ✓ You can update the types of content that are available to display in each Template.
- **Noteworthy:**
  - ✓ Most users will not see this menu option as it is reserved for Admins.
  - ✓ Typically, you will only see one template in the list (refresh the page if no information appears).
  - ✓ You can specify the following for each template:
    - Template Name: this is a system-defined field; it cannot be changed.
    - Template Description: this is customizable; however, the *description* is not visible to the end-consumer (shopper) so there should not be a need to change it.
    - URL: there are three URL fields, each is a system-defined value that cannot be changed.
    - Content types: select the content types which should be used in this Template.
    - Cache Mode: select to allow the content to be cached on the MicroPlayer. If selected, content will continue to display in case the MicroPlayer loses WiFi connectivity.


## Settings: Default App Settings

- **About:** These are the base settings for the DEFAULT template in the case when no product is installed on the App.
- **Where to find it:** SETTINGS > Default App Settings
- **Functionality:**
  - ✓ You can update default values for how the app behaves for the environment.
- **Noteworthy:**
  - ✓ Most users will not see this menu option as it is reserved for Admins.
  - ✓ Typically, you will only see one template in the list (refresh the page if no information appears).
  - ✓ You can specify the following for each template:
    - Template: this is the DEFAULT template. A default template is one that will be applied if no product is installed on the App.
    - Attraction Video: video selected to play, associated to the default template.
    - Motion Video: video selected to play, associated to the default template.
    - Passcode: this is the passcode to enter the *Settings* section on the App.
    - Bounceback: this value is used for two purposes:
      - Number of seconds in which the app should bounce back (re-launch itself) after the user last touches the screen. Most often the app is closed by the user (retail customer) for checking out the device.  
Note: applies to Android version of the App only and when the Bounceback mode is ON in the Settings > App settings.
      - Number of seconds in which the Attraction Video should play after the user last touches the screen.  
Note: applies to Android and iOS version of the App.
  - ✓ **Note:** Once these values have been changed, the new values will be 'sent down' to every device and will be effective within a few seconds. Devices not connected to WiFi will not be affected until they connect to WiFi again.

## Settings: Languages

- **About:** These are the base settings for the DEFAULT template in the case when no product is installed on the App.
- **Where to find it:** SETTINGS > Languages
- **Functionality:**
  - ✓ You can create, update, or delete Languages.
  - ✓ *Language Description* can be typed in in the language's native characters.
- **Noteworthy:**
  - ✓ Most users will not see this menu option as it is reserved for Admins.
  - ✓ Only the *Language Description* will be visible in the CMS and on the digital player.

## Dashboard

- **About:** displays the current status of all installed products.
- **Where to find it:** DASHBOARD
- **Functionality:**
  - ✓ Page updates automatically every 60 seconds. Date and time of last update is shown in the top-right corner of the page.
  - ✓ View the expected product on each device by clicking on the  icon. This is called the '*Live View*'.
  - **Pro Tip:** if the content on the actual device is different than what is seen via *Live View* then this indicates that the content on the device is not current. The device may have lost connection to WiFi or suffered some other issue.

## Reports: Activity by Session

- **About:** report on how many shoppers interacted with the content.
- **Where to find it:** REPORTS > Activity by Session
- **Functionality:**
  - ✓ A "session" is defined as a unique shopper who interacted with the content where "uniqueness" is determined by a gap (typically in minutes) between interactions, thereby with the assumption that one shopper has stopped interacting with the content and a different shopper has started a new session.
  - ✓ Filter the report by Store, Brand, and/or Product Group.
  - ✓ Export raw events matching the selected date range and filters.

## Reports: Activity on Content

- **About:** report on time spent by shoppers on each "page" of the content.
- **Where to find it:** REPORTS > Activity on Content


- **Functionality:**

- ✓ When a shopper interacts with the content (navigates through the pages of the template), the system tracks the time of each touch and the part (page) of the content that were touched.
- ✓ Filter the report by Store, Brand, and/or Product Group.
- ✓ This is a report of cumulative time spent on each part (page) of the content.
- ✓ **Export raw events matching the selected date range and filters.**

## Reports: Planogram Compliance

- **About:** report on the compliance of each position (MicroSigns product placement) as compared to the Planogram.
- **Where to find it:** REPORTS > Planogram Compliance
- **Functionality:**
  - ✓ Report showing the compliance status of each position (MicroSigns product placement) as compared to the Planogram.
- **Noteworthy:**
  - ✓ If a position is not in compliance, there can be a few possible reasons:
    - Product (content) is not installed in the Position where it is expected as per the Planogram.
    - Incorrect Product is installed on the position, not matching the Planogram.
    - App (running on the digital display) is not reporting information back to the system.

## Reports: Installed Products

- **About:** displays all known installed products and status of content update – this report is designed for the administrator.
- **Where to find it:** REPORTS > Installed Products
- **Functionality:**
  - ✓ Select a location/store to see the data.
  - ✓ You can delete an installed product. If an installed product is deleted from this page:
    - The product will automatically uninstall from the device it is installed on.
    - The device will display “No Product Installed”.
    - The device will play the Attraction and Motion Video configured for the default template in SETTINGS > Default App Settings.
- **Noteworthy:**
  - ✓ **Pro Tip:** if a device is failing to Enroll (via the mobile app), look for the device’s serial number in this report and delete the associated entry. Once the entry is removed, wait 60 seconds and try to Enroll the device again.
  - ✓ View the expected product on each device by clicking on the  icon. This is called the ‘Live View’.
    - **Pro Tip:** if the content on the actual device is different than what is seen via *Live View* then this indicates that the content on the device is not current. The device may have lost connection to WiFi or suffered some other issue.



## Reports: Device Management

- **About:** displays all known devices on which products have been installed – this report is designed for the administrator.
- **Where to find it:** REPORTS > Device Management
- **Functionality:**
  - ✓ You can edit properties of a selected device, such as:
    - Available and Default Templates
    - Attraction and Motion Videos
    - Passcode
    - Bounceback value
    - Orientation (Landscape or not) – can also be changed on each digital player from *Settings > App Settings*
  - ✓ All properties, except Orientation, are inherited from the ‘Default App Settings’ but can be set from here for the individual device. **These values will be overridden by any change made in CMS > Settings > Default App Settings.**
  - ✓ You can delete a device IF no product has been installed and if the device is off-line

## Help: FAQs

- **About:** a great resource for reviewing questions and answers commonly heard.
- **Where to find it:** HELP > FAQs
- **Functionality:**
  - ✓ You can search this page for key words to quickly find relevant content.
  - ✓ This page will be updated periodically so check back often to view new content.

## Miscellaneous Functionality

### Changing the Site Logo

- **Change the Site Logo:** you can change the site logo which appears in the top-right corner of the CMS.
- **How to change the logo:**
  1. In CONTENT > Images, add an image of the file name “site\_logo.png”. File name MUST match exactly as shown, including the file type = PNG.
  2. You can change the logo as often as you wish.
  3. If there is no logo file; the site name will appear in uppercase.
  4. After adding or changing the logo file, refresh the page to see the new logo in the header.
- **Details of the logo design:**
  1. File size is recommended to be approximately 200 px wide by 40 px tall. However, the system will shrink larger sizes to fit the space while maintaining the aspect ratio.



2. The background should be transparent. If transparent background is not possible, make the background of this color so that it blends into the light gray header bar:

- RGB: 247 247 247
- HEX: #F7F7F7

### Bulk changes of Content Catalog (EXPORT and IMPORT)

- **Applies to:** Themes, Products, Plans, Accessories, and Promotions
- **Exporting and Importing.** For a fast way to add or change multiple records:
  1. **Export:** Select to “Export” ALL records of the selected Catalog into a CSV file.
    - Open the file: file can be opened using spreadsheet program (such as Excel) or a text editor.
    - Edit the records: edit this file to make changes, including adding and deleting rows of data.
  2. **Import the file:** import the modified file – this will apply the updates to the system. **Noteworthy:**
    - Any record (row of data) with the same *Code* (3rd field) which matches a Code in the system will be **updated**.
    - If a record is removed from the export file, it will not be deleted from the system; it will simply be skipped, ignored. To delete a record, do so manually from the UI.
    - If a record has a new code, one that does not have a match in the system, then a new record will be added in the system.
  3. **Schedule Import:** you can choose to have the data imported at a later date and time. For example, let’s say that you have the Promotions data ready but the Promotions don’t go into effect until two days from now. You can select to ‘Import’ the data and then select ‘Schedule Import’ and pick a date and time for the data to be applied to the system. The scheduled job will be displayed in the table titled “Scheduled” on the affected Content Catalog page.

**IMPORTANT:** ALWAYS export first, then edit the freshly exported file, then import the same file. NEVER import an old file.



## Template (layout of the content)

### Template Overview

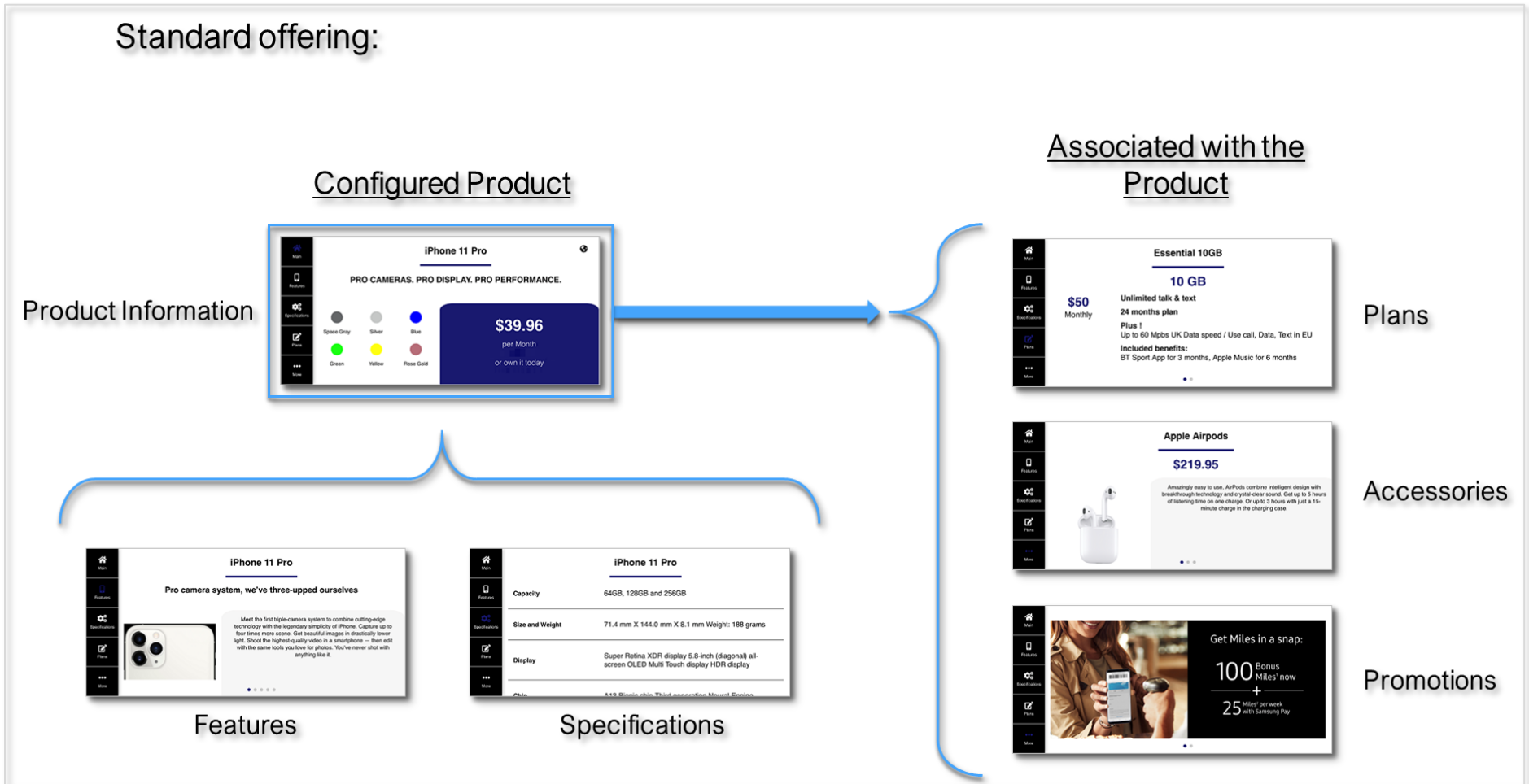
- **About:** A template is a predesigned set of pages with predefined places for text and images.
- **Functionality:** The MicroSigns 2020 template offers the following functionality:
  - ✓ Present a single Product (see SINGLE-Product Setup) or more than one Products (see MULTI-Product Setup)
  - ✓ Place a product or business logo on the Product Information page
  - ✓ Define up to six colors for a retail product
  - ✓ Display prices for the retail product
  - ✓ Define up to five Features per Product
  - ✓ Define up to eight Specifications per Product
  - ✓ Display an unlimited number of Plans, each with up to two prices
  - ✓ Display up to 20 Accessories
  - ✓ Display up to 20 Promotions
  - ✓ Convert the content to Contactless by displaying a QR code
  - ✓ Automatically toggles between video(s) and product content until someone interacts with the digital player





## SINGLE-Product Setup

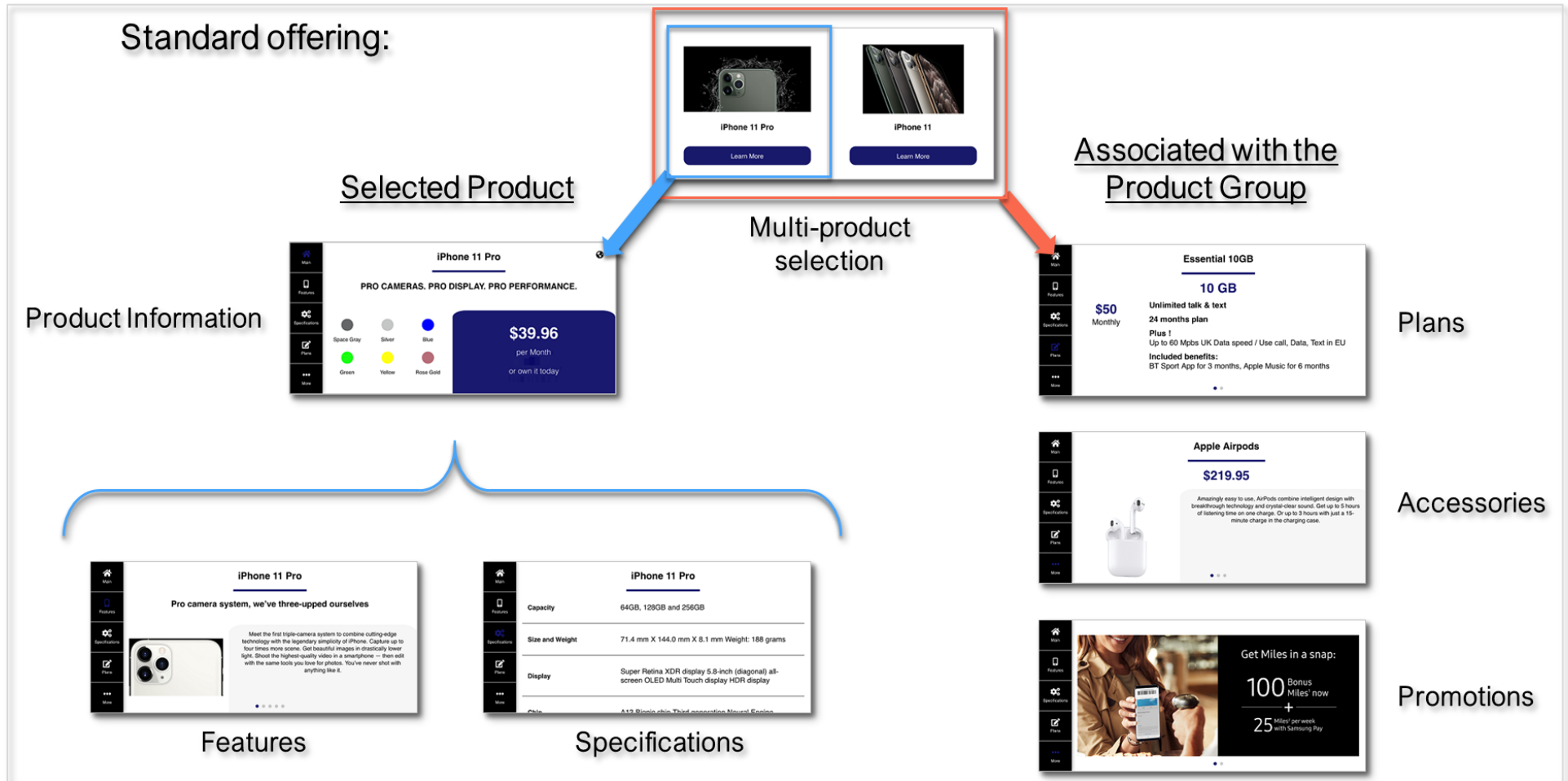
- **About:** When a single product is selected in the configuration of a product (Product Group consists of only one Product), Plans, Accessories, and Promotions apply to the Product configured.





## MULTI-Product Setup

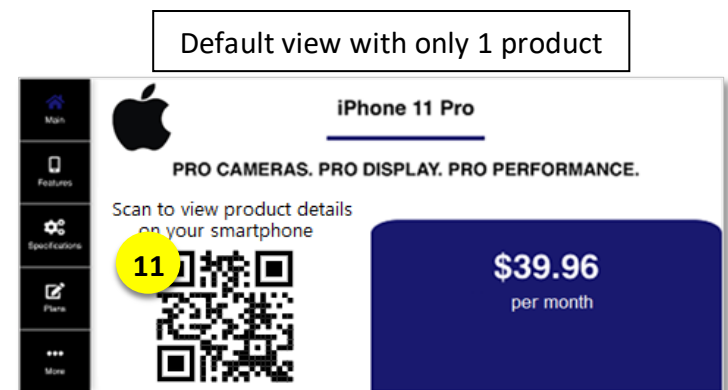
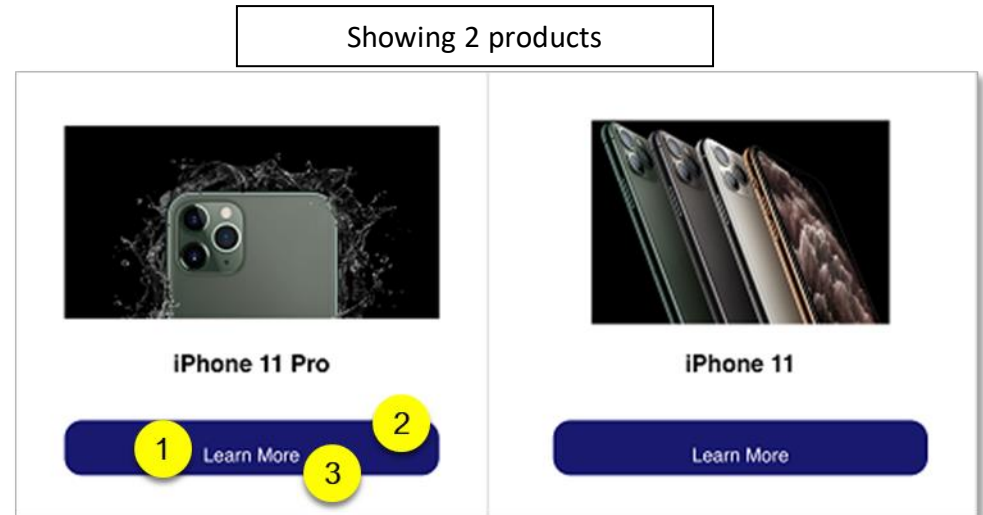
- **About:** When multiple products are selected in the configuration of a product (Product Group consists of two or more Products), Plans, Accessories, and Promotions apply to all Products configured.





## Themes

- **About:** Themes allow you to customize the accent color, font color, and menu labels for the content.
- **Where to find it:** CONTENT > Content Catalog > Content Types > Themes
- **Key fields in the CMS** (see the labeled images that follow)
  1. *Button Text for Multi-Product Selection*
  2. *Accent Color (HEX)*
    - If left blank, the default is Gold (#ECAC00) | “#” is required
  3. *Font Color (HEX)*
    - If left blank, the default is White (#FFFFFF) | “#” is required
  4. *Home Menu Button – Title*
  5. *Plans Menu Button – Title*
  6. *Features Menu Button – Title*
  7. *Specifications Menu Button – Title*
  8. *More Menu Button – Title*
    - a. *Accessories Menu Button – Title*
    - b. *Promotion Menu Button – Title*
    - c. *Product URL Menu Button – Title*
    - d. *Explore Device Menu Button – Title*
      - In most cases, this field will be hidden. If enabled, it allows a user to exit the app to explore the device.
      - This functionality is available by special approval only.
  9. *Currency Symbol*
    - In most cases, this field will be hidden.
    - This value is only used for legacy support.
  10. *Logo*
  11. *Contactless - Title for QR code instructions*
    - If there is text entered in this field, the content automatically converts to a single page view with a QR code in place of the colors.
  12. *Contactless – Content Expiration (minutes, max 240),*
    - Controls how long the shopper can view the content on their personal smartphone before it expires.

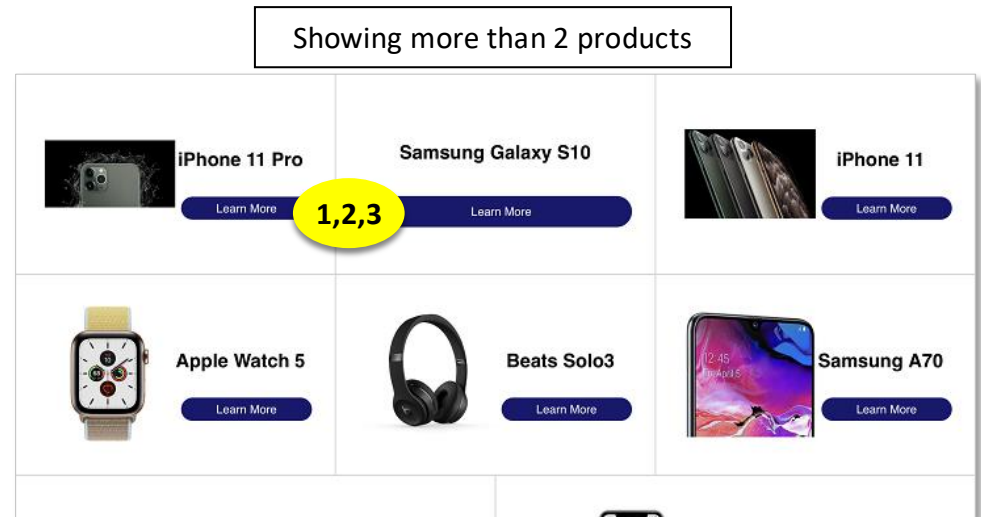




### Mapping the content from CMS to the Template

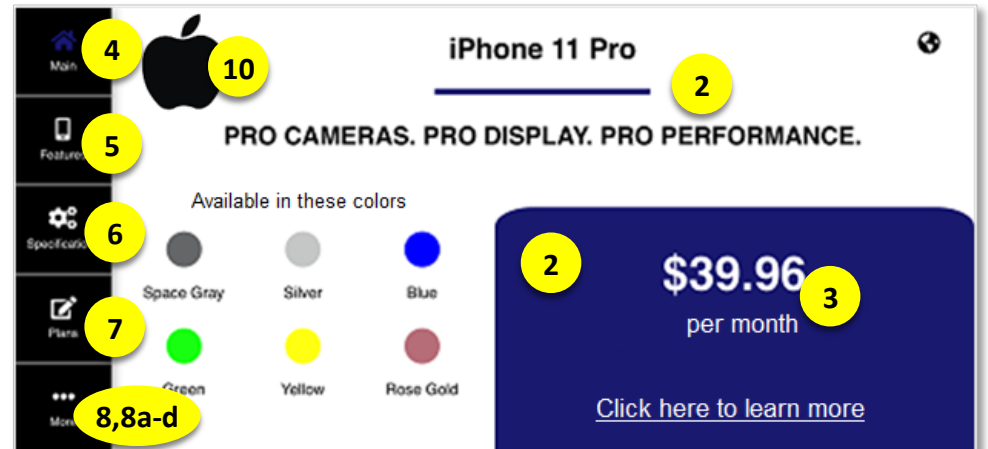
#### Multi-Product Selection page

- **About:** This page displays the Products configured in a Product Group.
- **Navigation:** Default landing page or tap the “Home” button.
- **Functionality:**
  - ✓ This page becomes the default landing page if two (2) or more Products are configured in a Product Group.
  - ✓ This page will not be visible if only one product is configured for a Product Group.



#### Product Information page

- **About:** This page displays the Product information of the selected Product.
- **Navigation:** Select a Product from the Multi-Product Selection page or tap the “Home” button in a Single-Product configuration.
- **Functionality:**
  - ✓ This page becomes the default landing page if a single product is configured for a Product Group.
  - ✓ Up to six (6) device color options may be configured.
  - ✓ Customize the font color of the prices section (bottom right).
  - ✓ Customize the accent color of the prices section (bottom right).
  - ✓ Up to five (5) lines of text available for the prices section (bottom right).
  - ✓ Tap the Language icon to select from available languages. This icon is not visible if only one (1) language is configured.
  - ✓ If the device does not have connectivity to the Internet (via WiFi), a red WiFi icon will appear in place of .





**Contactless Content – modified Product Information page**

- **About:** This page displays a QR code which can be scanned to view the full content on a personal device, such as a smartphone.
- **Functionality**
  - ✓ If there is text entered in the *Contactless - Title for QR code* field, then content automatically converts to a single page view with a QR code.
  - ✓ See the **Products** section for a complete list of functionalities.



## Products

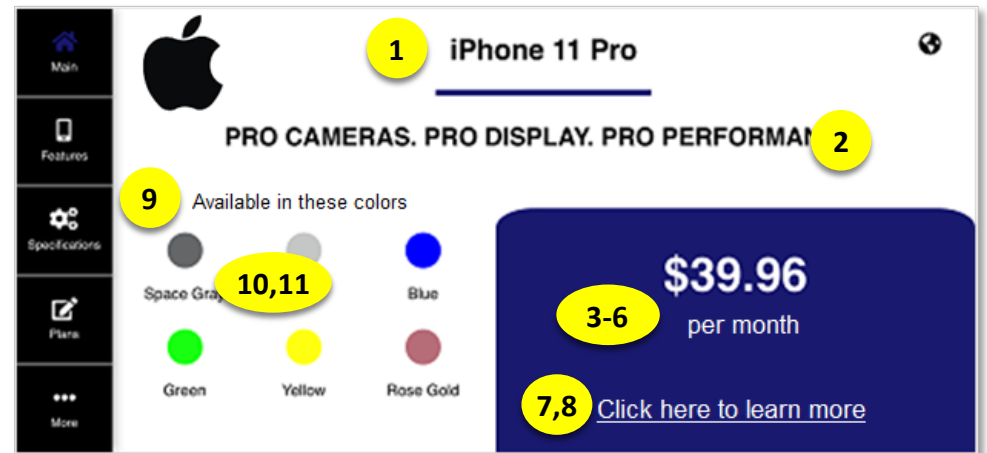
- **About:** In MicroSigns, the content which displays on the digital player is referred to as a Product.
- **Where to find it:** CONTENT > Content Catalog > Content Types > Products
- **Key fields in the CMS** (see the labeled images that follow)
  1. *Name*
  2. *Slogan*
  3. *Label 1* (large, bold text)
  4. *Label 2* (normal, small text)
  5. *Label 3* (normal, small text)
  6. *Label 4* (normal, small text)
  7. *Label 5 or URL text* (normal, small text; this label becomes the URL link text if a URL is specified in the 'Product URL' field)
  8. *Product URL* (when a user clicks on this link, the web page will be displayed in the template). If a URL is entered in this field, note the following:
    - If Label 5 has text, then Label 5 is converted to a link
    - A menu item is also added to the *More* menu; the label text for the *More* menu item can be specified in THEMES > *Product URL Menu Button – Title*
    - **Important:** not all web sites conform to allow embedded webpages so this functionality is not 100% guaranteed to work; to test it, you can enter <https://invue.com/>. URL must start with "http://".
  9. *Available Colors – Title* (title for the colors section; displays only if at least one color is specified)
  10. *Color Name* (1–6; display up to six colors per product)
  11. *Color Code* (1–6; enter HEX code for each color) | “#” is required, example: #ECAC00
  12. *Feature Title* (1–5; display title for up to five features per Product)
  13. *Feature Description* (1–5; display description for each feature)
  14. *Feature Image* (1–5; display an image for each feature)
  15. *Specification Title* (1–8; display up to eight specifications per product)
  16. *Specification Description* (1–8; display description for each specification)



## Mapping the content from CMS to the Template

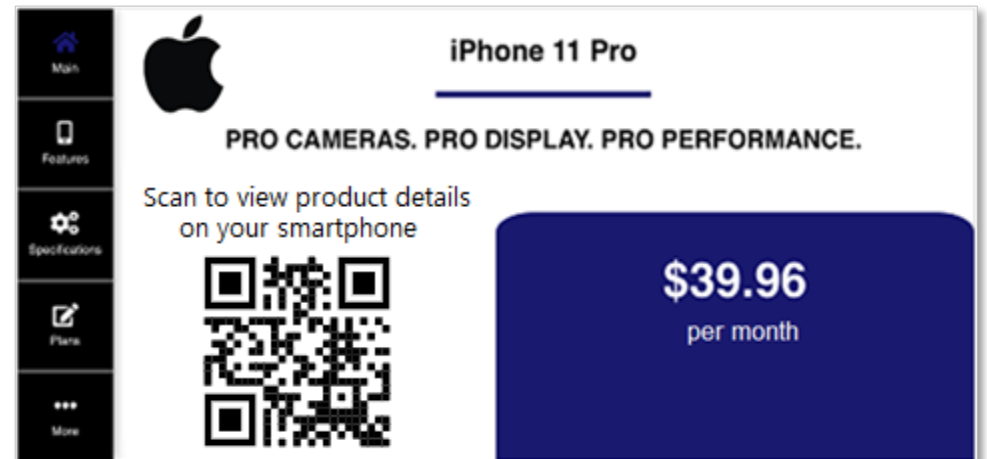
### Product Information page

- **About:** This page displays the selected Product's information.
- **Navigation:** Select a Product from the Multi-Product Selection page or tap the "Home" button in a Single-Product configuration.
- **Functionality:**
  - ✓ Displayed by default as the landing page if a single product is configured for a Product Group.
  - ✓ Up to six (6) device color options may be configured.
  - ✓ Customize the font color of the prices section (bottom right).
  - ✓ Customize the accent color of the prices section (bottom right).
  - ✓ Up to five (5) lines of text available for the price/information section (bottom right).
  - ✓ Tap the Language icon to select from available languages. This icon is not visible if only one (1) language is configured.
  - ✓ If the device does not have connectivity to the Internet (via WiFi), a red WiFi icon will appear in place of .



### Contactless Content – modified Product Information page

- **About:** This page displays a QR code which can be scanned to view the full content on a personal device, such as a smartphone.
- **Navigation:** this page is generated automatically when text is entered in the *Contactless - Title for QR code* field in **Themes**. (see **Themes** for details)
- **Functionality**
  - ✓ The text entered in the *Contactless - Title for QR code* field in **Themes** becomes the title of the QR code; placed above the block.
  - ✓ A QR code appears in place of the *Colors* section.
  - ✓ The QR code is generated automatically.
  - ✓ The QR code can be scanned using a personal device to view the full content.



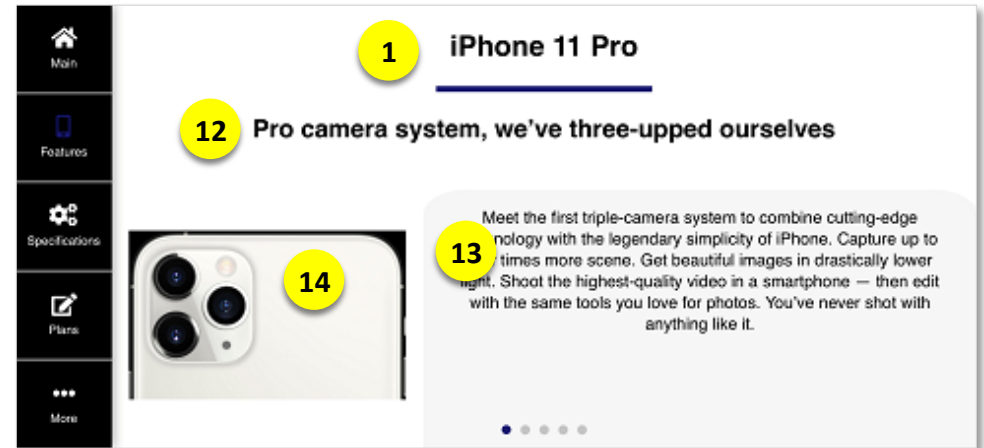




- ✓ A second field, *Contactless – Content Expiration (minutes, max 240)* in **Themes**, controls how long the shopper can view the content on their personal smartphone before it expires. If left blank or for values < 1 and > 240 minutes (4 hours) will be applied.
- ✓ The Language icon 🌐 will be hidden.
- ✓ If the original content was for multiple Products, then a similar page will display for each product in alphabetic order for 15 seconds.

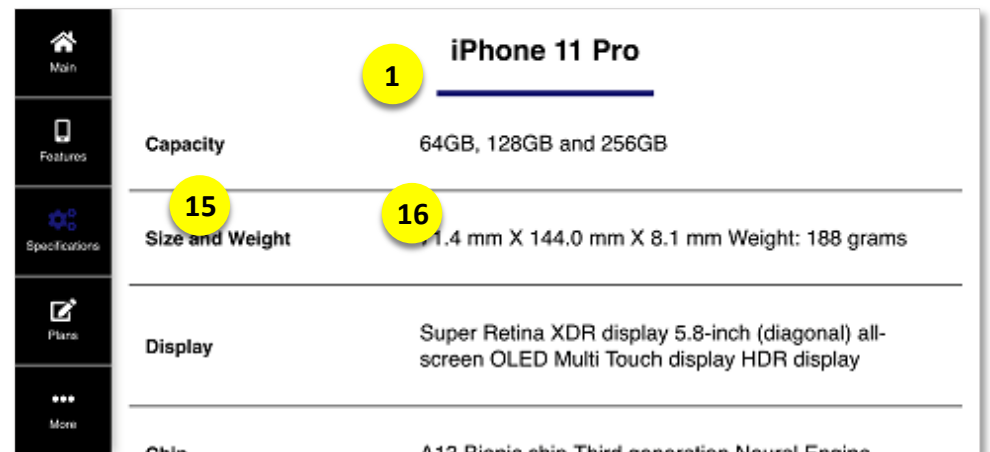
## Features page

- **About:** This page displays the Features of the selected Product.
- **Navigation:** Tap the “Features” button.
- **Functionality:**
  - ✓ Swipe left ← or → right to view each Feature.
  - ✓ Up to five (5) Features may be configured.
  - ✓ Color of the line below the Product Name is managed by the Theme Accent color.



## Specifications page

- **About:** This page displays the Specifications of the selected Product.
- **Navigation:** Tap the “Specifications” button.
- **Functionality:**
  - ✓ Scroll vertically to view Specifications.
  - ✓ Up to eight (8) Specifications may be configured.
  - ✓ Color of the line below the Product Name is managed by the Theme Accent color.







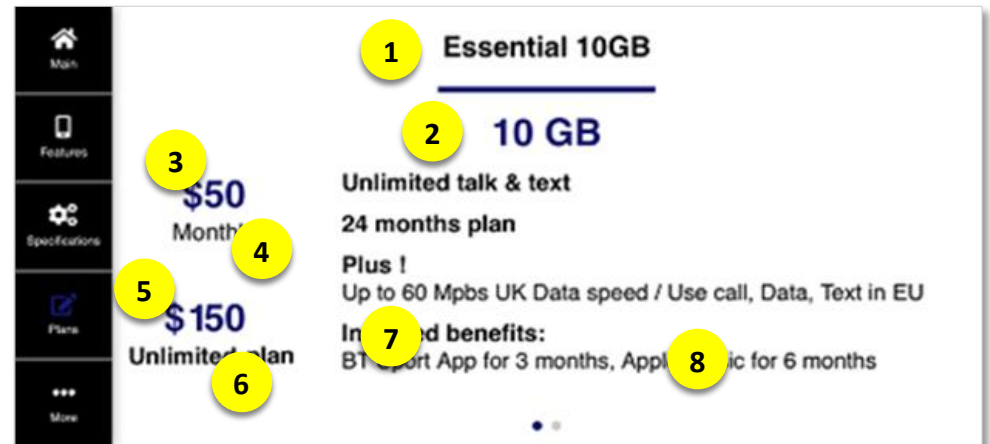
## Plans

- **About:** Plans allow you to offer your customer ways to finance (pay for) the product on display. Plans can also display any adjacent sales, such as a monthly plan for data.
- **Where to find it:** CONTENT > Content Catalog > Content Types > Plans
- **Key fields in the CMS** (see the labeled image that follows)
  1. Name
  2. Plan Detail
  3. Price 1
  4. Price Label 1
  5. Price 2
  6. Price Label 2
  7. Plan Title (1–4; display up to four plan-specific details per plan)
  8. Plan Description (1–4; display details of each plan feature)

### Mapping the content from CMS to the Template

#### Plans page

- **About:** This page displays the Plans associated with the Products on display.
- **Navigation:** Tap the “Plans” button.
- **Functionality:**
  - ✓ Swipe left ← or → right to view each Plan.
  - ✓ Unlimited number of Plans may be configured.
  - ✓ If both price fields in the CMS are left blank, the Plan will not be visible.
  - ✓ Color of the following items is managed by the Theme Accent color:
    - Line below the Product Name
    - Plan Detail
    - Price 1
    - Price 2





## Prices

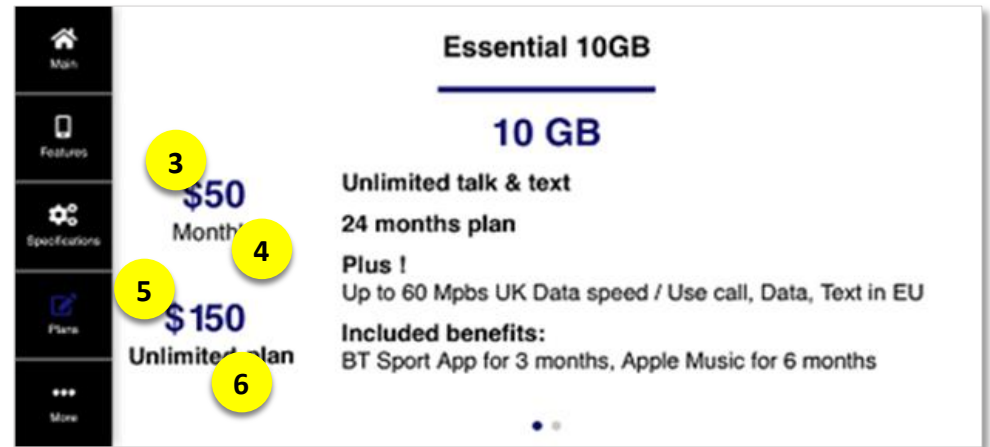
- **About:** This content type allows you to set up Site-level pricing; meaning that you can set up a different price per Site for any given Product. For most users, this option will be hidden. This is because it is enabled for special Price setting consideration only.
- **Where to find it:** CONTENT > Content Catalog > Content Types > Prices
- **Key fields in the CMS** (see the labeled image that follows)
  3. Price 1
  4. Price Label 1
  5. Price 2
  6. Price Label 2

### Mapping the content from CMS to the Template

#### Prices page

- **About:** When Prices are configured, the Plans page displays price info from Prices, not the Plans.

**IMPORTANT:** Both price fields for the Plan must be left blank in the CMS for Prices to work.





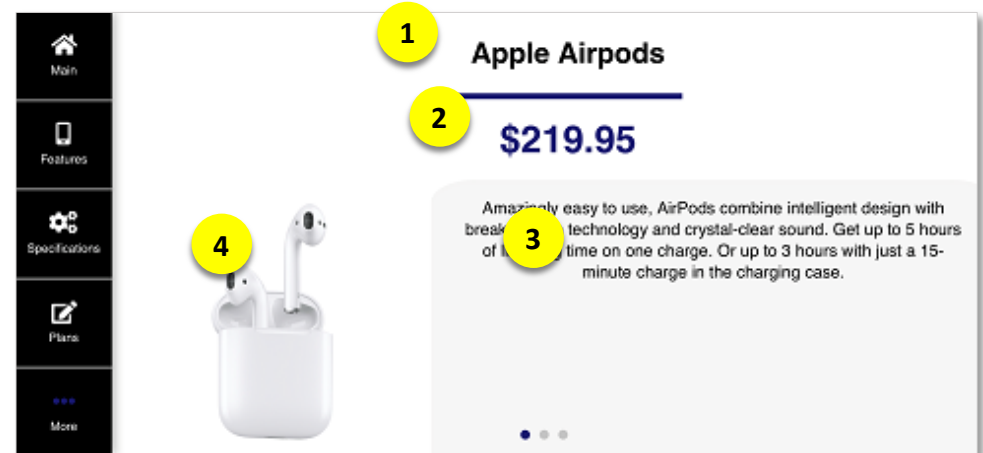
## Accessories

- **About:** Accessories are extra items that can be purchased with a product. For example, a case, headphones, or a service plan or all possible accessories for a mobile phone.
- **Where to find it:** CONTENT > Content Catalog > Content Types > Accessories
- **Key fields in the CMS** (see the labeled image that follows)
  1. Name
  2. Price
  3. Description
  4. Image

### Mapping the content from CMS to the Template

#### Accessories page

- **About:** This page displays the Accessories associated with the Products on display.
- **Navigation:** Tap the “More” button and then tap “Accessories.”
- **Functionality:**
  - ✓ Swipe left ← or → right to view each Accessory.
  - ✓ Up to twenty (20) Accessories may be configured.
  - ✓ Color of the following items is managed by the Theme Accent color:
    - Line below the Product Name
    - Price





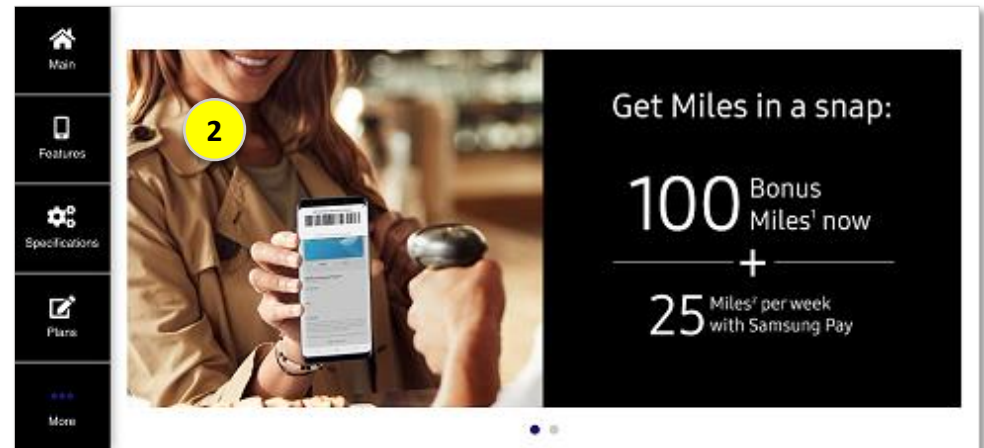
## Promotions

- **About:** Promotions are marketing content that you want to advertise along with the Product being displayed.
- **Where to find it:** CONTENT > Content Catalog > Content Types > Promotions
- **Key fields in the CMS** (see the labeled image that follows)
  1. *Portrait Image (not shown)*
  2. *Landscape Image*

### Mapping the content from CMS to the Template

#### Promotions page

- **About:** This page displays the Promotions associated with the Products on display.
- **Navigation:** Tap the “More” button and then tap “Promotions.”
- **Functionality:**
  - ✓ Swipe left ← or → right to view each Promotion.
  - ✓ Up to twenty (20) Promotions may be configured.





## MicroBrowser (mobile app for distributing the content)

### About the App

MicroBrowser, also known as the MicroSigns App, is the mechanism for delivering (or displaying) the MicroSigns Product (content) on digital devices. The content is packaged in a predesigned template (see the “Template” section). The app is available on iOS and Android and can be downloaded by following the instructions in the “Installing the App” section.

**IMPORTANT:** for best results, before installing the app, manually uninstall/delete the app and make sure you have a reliable WiFi connection.

### Installing the Android App

- To download the Android app, scan the QR code below, or open a browser on the device and enter the URL:  
[bit.ly/invueapps](https://bit.ly/invueapps)
- Follow Android instructions to install the app
- Once installed, open the newly installed App and complete the following steps, depending on the OS.



### Installing the iOS App

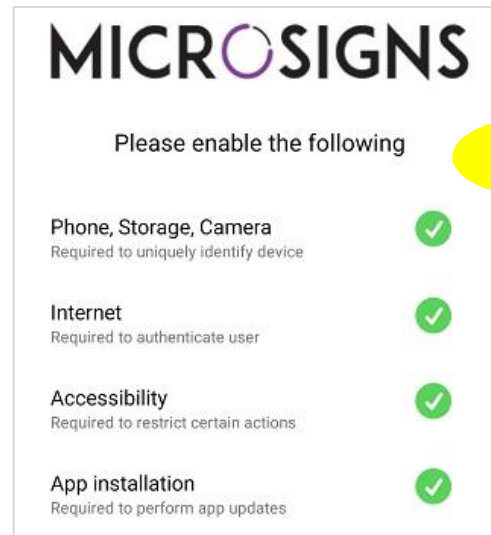
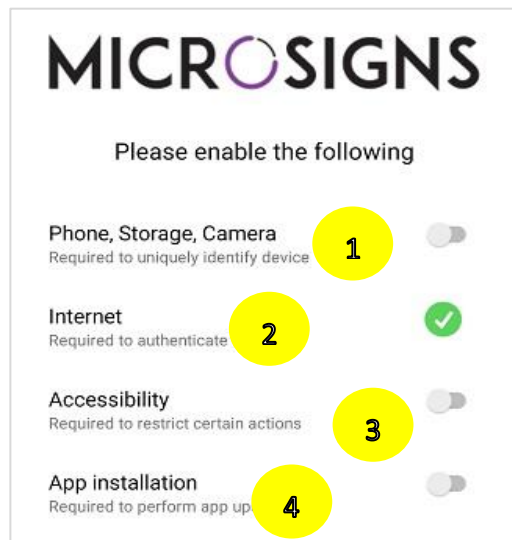
- To download the iOS app, scan the QR code below, or open a browser on the device and enter the URL:  
[bit.ly/invueapps](https://bit.ly/invueapps)
- Follow iOS instructions to install the app
- Once installed, open the newly installed App and complete the following steps, depending on the OS.





## Configuring the Android App

- Follow on-screen prompts to enable the following features. (All features MUST be enabled.)
- See the labeled images that follow for examples.
  1. Phone, Storage, Camera
    - a. Allow MicroSigns Browser to access your contacts? – **Allow**
    - b. Allow MicroSigns Browser to make phone calls? – **Allow**
    - c. Allow MicroSigns Browser to take pictures and record video? – **Allow**
    - d. Allow MicroSigns Browser to access this device’s location? – **Allow all the time**
    - e. Allow MicroSigns Browser to access photos, media, and files on your device? – **Allow**
  2. Internet: This feature should be enabled by default if the device has Internet connectivity. If not, enable WiFi on the device.
  3. Accessibility:
    - a. Select “Installed Services” > Select “MicroSigns Browser” > Turn ON the Browser service
    - b. Confirm to use the MicroSigns Browser – **Allow**
    - c. Text-to-speech for language support – **Turn-on**
  4. App Installation:
    - a. Allow from this source – **enable**
  5. Success: If all functions are enabled, the login screen will open



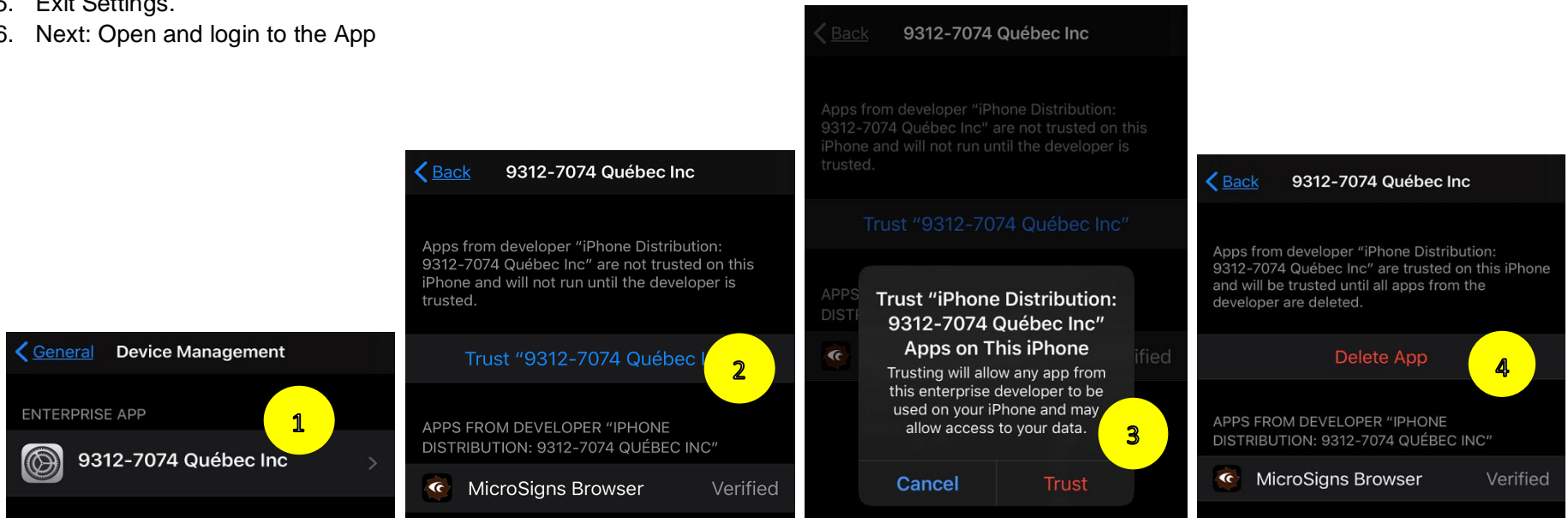


## Configuring the iOS App

- Follow on-screen prompts
- If this is a first-time install or a re-install after previously uninstalling the app, you should see this message:



- Navigate to Settings > *General* > *Device Management* and follow these steps (see the labeled images that follow)
  1. Select the App to begin the Trust process.
  2. Tap **Trust** the App.
  3. Confirm to **Trust** the App.
  4. When successful, you will see the option to “Delete App.”
  5. Exit Settings.
  6. Next: Open and login to the App





## Login & Install Product on Android App

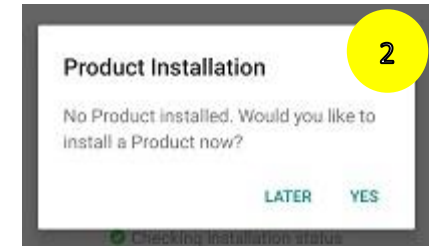
Open the MicroSigns MicroBrowser app



← look for this icon

(see the labeled images that follow)

1. Enter credentials (same credentials used for logging in to the CMS).
2. Then confirm to install a product.



## Login & Install Product on iOS App

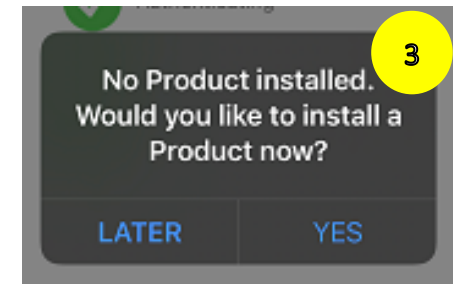
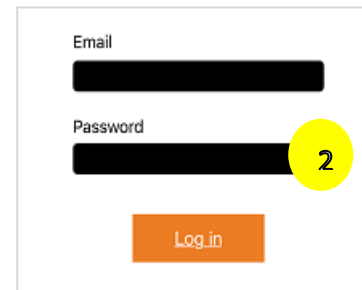
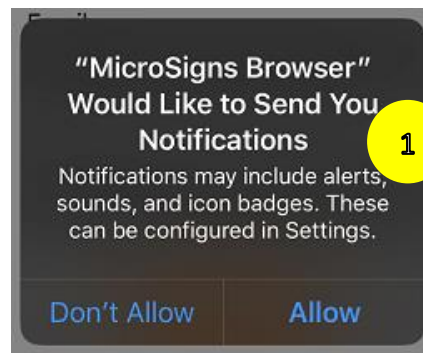
Open the MicroSigns MicroBrowser app



← look for this icon

(see the labeled images that follow)

1. If this is the first time the app is opened after a fresh install, confirm to allow notifications.
2. Enter credentials (use the same credentials used for logging in to the CMS).
3. Then confirm to install a product.





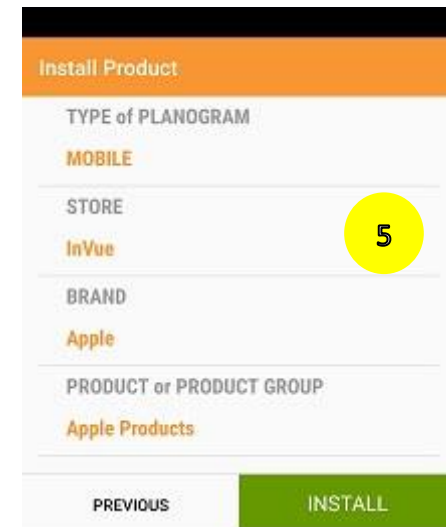
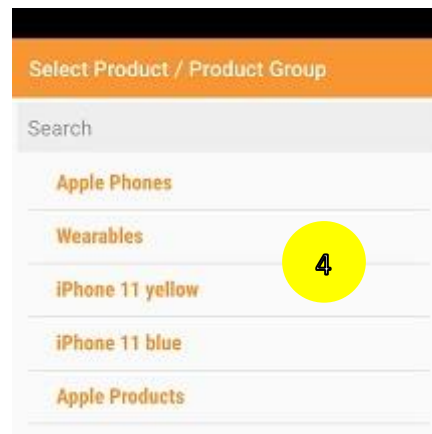
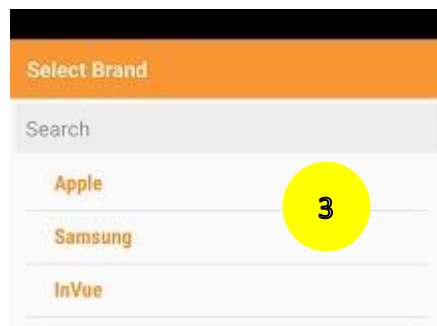
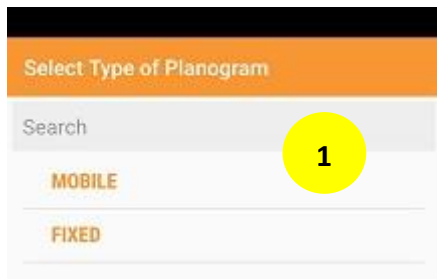


## Install Product

The Product install process is the same for Android and iOS; however, the screens look different. There are five (5) steps to install a Product. (see the labeled images that follow)

1. Select the type of Planogram (Mobile or Fixed).
2. Select the Store. (this list will include all Stores the logged-in user has access to)
3. Select the Brand. (this list will include all Brands configured in the system for all Products associated with the Store selected in step 2)
4. Select the Product or Product Group. (this list will include all Product Groups defined in the Planogram assigned to the Store selected in step 2).
5. Confirm to install the Product. Once the Product is successfully installed, the content will appear on-screen.

**Android** screens shown. (**iOS** screens have same functionality)



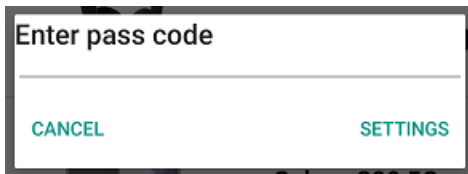


## Enter Settings

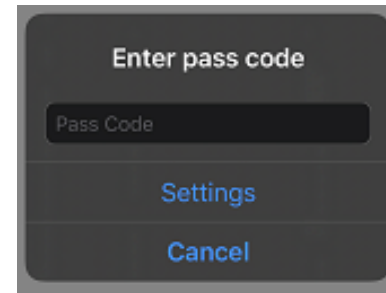
The Settings functionality allows you to change how the app behaves and controls the product (e.g., lock the orientation of the app, don't allow user to exit the app).

- **To access the Settings, swipe down (vertically) on the screen with two fingers.**
  - This action will open a login window.
  - Enter the numeric passcode and tap "Settings."
- **IMPORTANT:**
  - ✓ The passcode is set by the administrator in the CMS under **SETTINGS > Default App Settings**.
  - ✓ Once a passcode is changed in the CMS, it will be applied to all devices within 60 seconds. This will override any previously set Passcode.
  - ✓ If a passcode is forgotten, change it in the CMS, wait 30 – 60 seconds, then try again.

### Android app



### iOS app





## Settings Menu

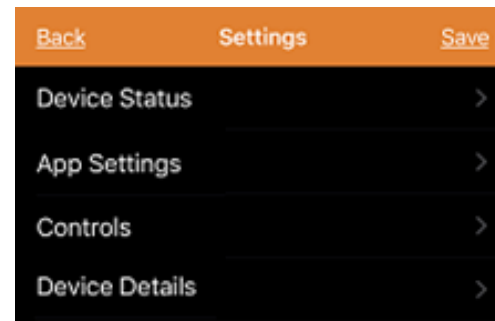
The following functions are available from the Settings menu.

1. Device Status – view the health/status of the device’s connectivity to the Internet and if the Product is installed.
2. App Settings – change the behavior of the App and content.
3. Controls – reload the content, logout, update the App, or uninstall the App.
4. Device Details – view technical details of the device, logged-in user, and Product.

### Android app



### iOS app





## Device Status

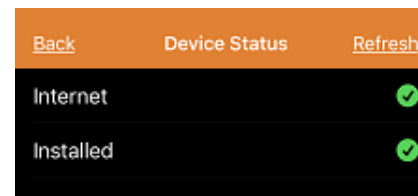
Device Status is a Dashboard displaying three key indicators:

- Internet: indicates whether the device has an active connection to the Internet
- Installed: indicates whether a Product is installed on the device
- Device Owner: only visible on InVue certified Android Digital Players; not applicable on any other device

### Android app



### iOS app



## App Settings

App settings allow you to control the behavior of the App and how the content is displayed. The following options are available.

### General Settings, available for both Android and iOS

- Videos: indicates the number of Videos configured for the installed content. This is controlled in the CMS > Config > Reference Planogram.
- Bounceback after Interaction:
  - Specifies the number of seconds since the last interaction by an end-user, after which:
    - Video(s) automatically restart → only if videos are configured as part of the Product Content from CMS > Configuration > Reference Planogram OR
    - Content resets to the main Product Information page.
  - This value is set by the administrator in the CMS > Settings > Default App Settings.
- App Content Mode:
  - Toggle Video/Content: when no end-user interaction is detected with the content, (1) Video(s) will play, in sequence if more than one; (2) then the Product Information page will be displayed for the number of seconds = *Bounceback after Interaction* time; and (3) then, the Video(s) will begin to play again.
  - Product Content only: when no end-user interaction is detected with the content, (1) Video(s) will not play; (2) the Product Information page will be displayed.
  - Video(s) only: when no end-user interaction is detected with the content, (1) Video(s) will play, in sequence if more than one; (2) the Product content will not display.
  - Interaction required: until end-user interaction is detected with the content, Video(s) will play, in sequence if more than one. If no Video(s) are configured, then Product Information page will be displayed.
- Motion detection: the configured Motion Video begins to play when the camera's field of view is disturbed (e.g., when someone approaches the device). No images or videos are captured by the camera, and therefore nothing is saved.
- Landscape mode: locks the display orientation to Landscape (only available on App running on the InVue 5" MicroPlayer).
- Screen saver mode: to avoid burn-in, the screen display goes black outside of Store Business Hours which are configured in the CMS.

### Android Settings, in addition to the General Settings

- App Mode:
  - Kiosk Mode: prevents the end-user from exiting the MicroSigns content and accessing other apps and functions on the device, such as accessing internet web sites using the browser app. This mode is useful in maintaining the presence of both the Content and the App on the device.
  - Bounceback: (in seconds) - click on the "i" icon to see the current setting and a detailed explanation.
    - App automatically restarts if not in Kiosk mode.
  - None: neither of the above two behaviors.

### iOS Settings, in addition to the General Settings

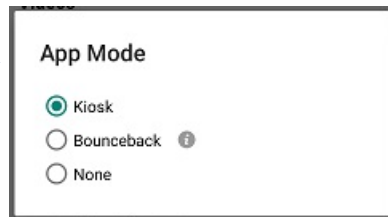
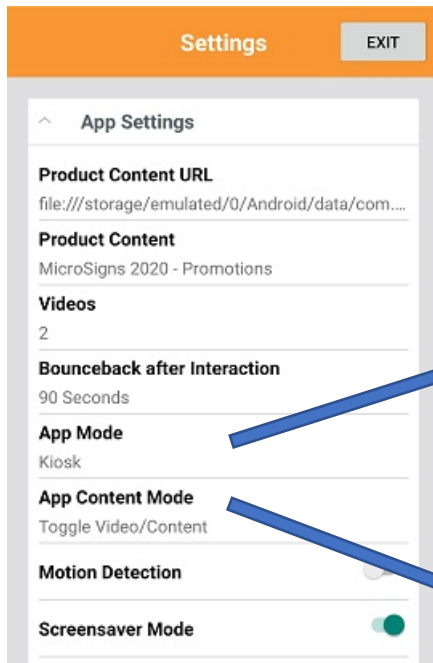


- Notification mode: a notification is sent at the number of seconds = *Bounceback after Interaction* time after end-user interaction is detected with the content. Tapping the notification will reopen the App.

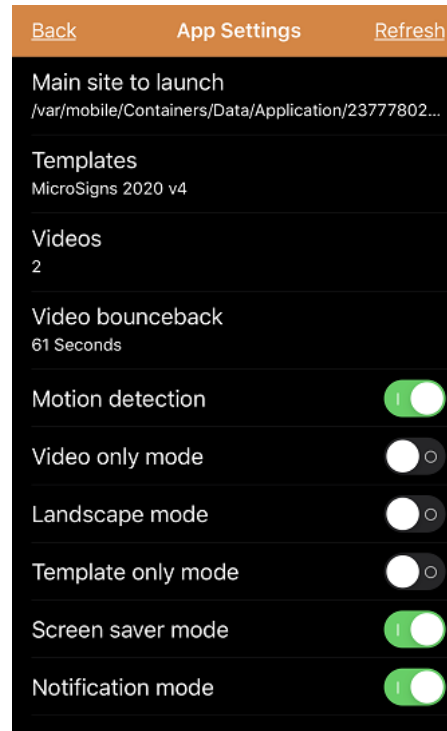
**IMPORTANT:** changes are saved as they are made.

(screen images on following page

## Android app



## iOS app



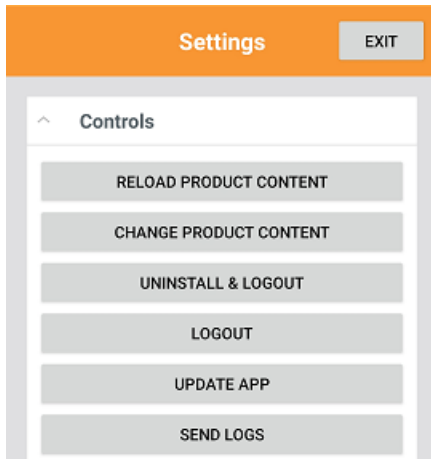


## Controls

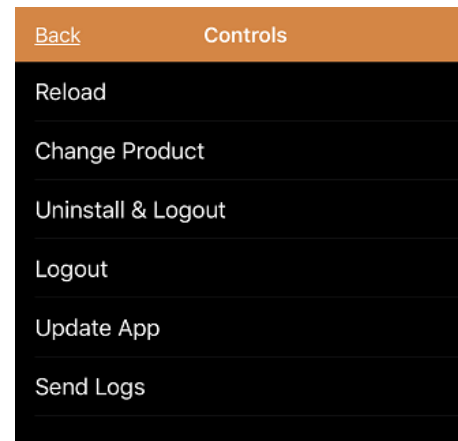
The following functions are available from the Controls menu.

1. Reload Product Content – reload the content
  - ✓ On Android, long press (3 seconds) to hard-reload.
2. Change Product Content – uninstall the current content and prompts to install new content without logging out.
3. Uninstall & Logout – uninstall the current content from the device and logs out.
4. Log Out – log out of the app. The content is not removed from the device.
5. Update App – upgrade the app to the latest available version. App will auto-install and then restart ... be patient; speed will vary based on WiFi.
  - ✓ If the app does not download successfully and/or subsequently auto-update, see the *MicroBrowser (mobile app for distributing the content)* section for instructions to update the app manually.
6. Send Logs – information typically required for technical support; in case support is required.

### Android app



### iOS app

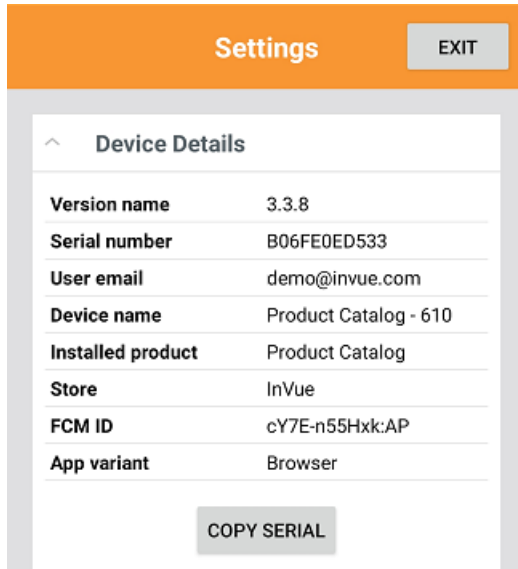




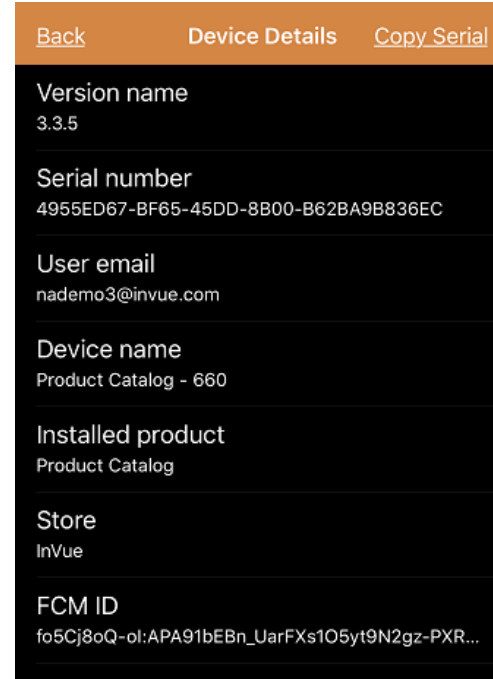
## Device Details

This screen displays information typically required for technical support. In case support is required, you may be asked to provide this information.

### Android app



### iOS app







## MicroPlayer (setting up a fresh, out-of-the-box unit)

### About the MicroPlayer

A “MicroPlayer” is an InVue supported digital content delivery device. While these devices can range in sizes, InVue currently only supports a 5” digital player (details below).

### MicroPlayer – 5-inch display

#### Available models

The 5” MicroPlayer is available in the following two versions:

- White – model/order code: MS1002-W.
- Black – model/order code: MS1002-B.

The player runs the Android operating system.


#### Assembly and Installation

Scan the QR code to view detailed instructions on assembling and installing the MicroPlayer.



#### Preparing to install content – first-time setup

Each MicroPlayer comes ready to install content but requires a one-time setup. Follow these steps to prepare the MicroPlayer for displaying content.

1. Once the MicroPlayer has fully turned on, you should see a screen with the **inVUE** logo.
2. Enter Android Settings and connect to WiFi.
  - **You must have a reliable WiFi connection before proceeding.**
2. Click on the MicroSigns icon  to launch the App.



3. Once the App launches, follow these steps. **See section “MicroBrowser (mobile app for distributing the content)” for details on each step.**
  1. Login & Install Product on Android App.
  2. Install Product.
  3. Enter Settings >
    1. App Settings > *Android Only* > enable the following
      1. Landscape mode.
      2. Kiosk mode.
        - Save updates to App Settings
    2. Controls > Update App.
 

Note: the app cannot be uninstalled/deleted from the MicroPlayer; you can only update it from the menu selection – it will auto-update.
  4. Save and Exit the App.
  5. Content will resume playing on the MicroPlayer.

### Technical Specifications

Screen Resolution	854x480, FWVGA
Aspect Ratio	16:9
Touch Panel	Capacitive G+G
Screen Type	LCD / IPS
Dimensions	Frame 131mm x 82mm x 9.3mm with integrated stand Front edge height: 17.8mm Back edge height: 38.5mm
Screen Size	Size: 4.95", diagonal, 109.65mm x 61.63mm
RAM	1GB
Storage	8GB
Battery	None
Camera	None
Speaker	None
Microphone	None
G-Sensor	None



Mounting	<p>Hardwire cable capable of 15lbs pull force.</p> <p>Product ships with adhesive for mounting.</p> <p>Requires two (2) 3mm threaded inserts for securing with hardware (optional accessory).</p>
Power input	<p>DC input range: 4.75-5.5VDC.</p> <p>Hardwired input cable to minimize overall installed assembly thickness terminates in USBA connector polarized to protect from reverse polarity.</p> <p>No data ability in USBA.</p>
DC connector	<p>USBA=Power only.</p> <p>Must fit through 19mm hole and 12mm slot.</p> <p>USBA connector an cable is for 5V power only</p>
WiFi	802.11 b/g/n
Operating system version	Android 7.0
Device Owner	Preset MicroSigns app as Device Owner
Google Play Services	Services only - see additional for GMS
Browser	Chrome included in App drawer
File Explorer	File Explorer included in App drawer
Settings	Settings icon available on home screen and in app drawer