

Blu-ray Display



ENDCAP



INLINE

TARGET INSTALLATION INSTRUCTIONS

OVERALL SCOPE OF WORK:

This project includes the installation of all electronic parts of this end cap display. This includes mounting the cross bars, the mounting bracket for the monitor, the monitor, all connectivity for the monitor and flash player, the mounting of the shelves and the perfectly placed "dummy" Blu-ray player. This display is designed to display an ongoing loop of material on the monitor via the HD Flash player housed within the mounting bracket. The video loop will display at a resolution of 1080i HD.

BEFORE YOU BEGIN:

Make sure you have all required tools and equipment. Check to make sure you have received all fixture master cartons and that check your parts against the parts list below. If you find you are missing any parts please contact FP.FDR@target.com.

FOR UPDATES AND FURTHER TROUBLESHOOTING PLEASE GO ONLINE AND FOLLOW THESE STEPS: Stores Workbench/Sales Floor/Electronics Interactive Display Troubleshooting/Blu-ray

8803-000116
06/08

RESOURCES NEEDED:s

Tools and Equipment: One Phillips head screw driver, a scissors or clippers, a large sheet of cardboard the size of the front face of the monitor.

Team Members Needed: The SBS plus one other team member (arrange for a Store Signing Specialist to help).

Parts List:

- Adjustable AX1981 Crossbars (2)
(NOT PICTURED)

- The ASPV32-AVT NEC Monitor
(AX2028) (NOT PICTURED)

- The AX1983 mounting bracket
(includes main box, front cover,
lower bracket/power strip rest,
(4)front cover screws, (2) lower
bracket screws, (1) lower bracket
stabilizer screw the AX 1982 flash
player, flash card, power cable, and
proprietary A/V cable, (5) Zip Ties)
(PICTURED)

- The AX2029 two plug power strip
(PICTURED)

- (1) mock up of Blu-ray player
perfectly placed and perfect
placement bar (PICTURED)



Blu-ray Player PX4490



NEC Monitor AX2028



Mounting Bracket AX1983
Flash Player AX1982

SECTION 1: Hanging the Monitor - PART A

Hanging the Cross Bars and Mounting Bracket

- 1) First have the store team place the backer paper and the shelving according to the POG. THIS MUST BE DONE BEFORE YOU PROCEED.
- 2) Hang the top crossbar with the top bracket hook in the 11th slot from the top of the end frame (see Fig. 1A1)



FIG. 1A1

- 3) Remove the front plate from the mounting bracket (see Fig. 1A2).

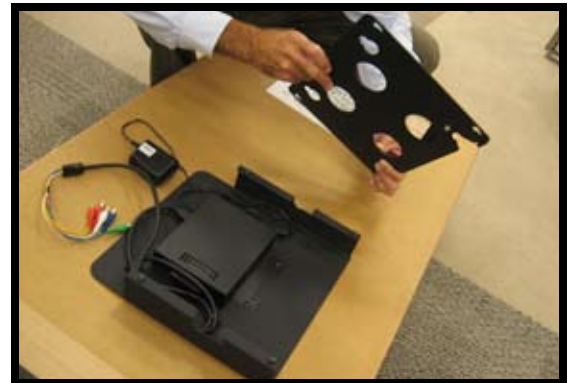


FIG.1A2

- 4) Set the flash players ON/OFF switch to the ON position (See Fig. 1A3). Make sure all cables connected to the flash player are connected securely.



FIG.1A3

- 5) Route cables out of bracket with enough slack to attach the cables to the monitor (see Fig. 1A4).



FIG.1A4

SECTION 1: Hanging the Monitor - PART A - CONTINUED

- 6) Find the NEC monitor's power cord in the monitor's box and use one of the zip ties provided to wrap much of the extra cord as shown (see Fig. 1A5). This is done to eliminate extra cord leaving less to manage within the mounting bracket.



FIG.1A5

- 7) Hang the bracket on the cross bars (see Figures 1A6).



FIG.1A6

- 8) Place the power cord from the monitor inside the mounting bracket (see Fig. 1A7).



FIG.1A7

- 10) Hang the bottom cross bar in the 19th slot from the top of the end frame (see Fig. 1A8).



FIG.1A8

SECTION 1: Hanging the Monitor - PART A - CONTINUED

- 9) Attach the face plate to the mounting bracket and tighten all four screws (see Fig. 1A9).

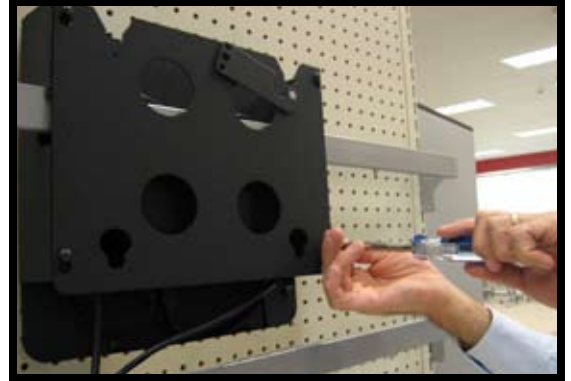


FIG.1A9

- 11) Hang the bottom bracket (see Fig. 1A10). Attach this bracket to the main mounting bracket using the two screws provided. DO NOT TIGHTEN THESE SCREWS YET.
- 12) Center the bracket on the end frame using a measuring tape.



FIG.1A10

- 13) Insert the locking screw into the bottom of the lower bracket and tighten this enough so that the bracket is not loose on the cross bars (see Fig. 1A11).
- 14) Tighten the screws that attach the bottom bracket to the main mounting bracket.



FIG.1A11

- 15) Set the Power Strip in the power strip holder and secure it with the included zip ties (see Fig. 1A12).



FIG.1A12

SECTION 1: Hanging the Monitor - PART A - CONTINUED

- 16) Plug the power pack from the Flash Player into the Power Strip. Secure this with the zip tie included. Plug the power cord for the monitor into the power strip (see Fig. 1A13).

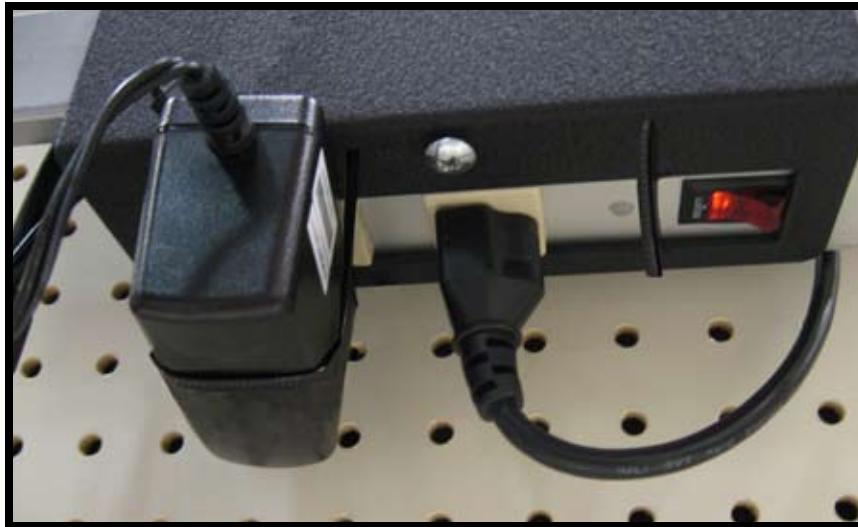


FIG.1A13

SECTION 1: Hanging the Monitor - PART B

Hanging the Monitor

- 1) Remove the monitor from its packaging and place it on the cardboard face down on the floor (see Fig. 1B1).

NOTE:

Make sure to set aside the I.R. remote, and all cabling included with the Monitor. The remote is vital for TV set-up and lock-out features, and should be kept for future adjustments. All cabling should be kept with the remote during the installation.



FIG.1B1

SECTION 1: Hanging the Monitor - PART B - CONTINUED

- 2) Install all (4) mounting buttons on the back of the monitor (see Fig. 1B2.1 and 1B2.2).

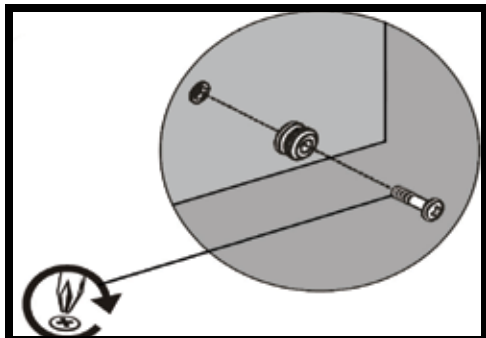


FIG.1B2.1



FIG.1B2.2

- 3) Lift the monitor and set it standing up on the shelf (see Fig. 1B3).

WARNING:

MAKE SURE ONE TEAM MEMBER IS HOLDING THE MONITOR UPRIGHT AT ALL TIMES!!



FIG.1B3

- 4) Attach all cabling.

- Start by connecting the power cord for the monitor into the back of the monitor (see fig.1B4).
- Next attach the component cable ends from the flash player into the back of the monitor (see figures 1B5 and 1B6). Make sure all cable connections are secure.



FIG.1B4

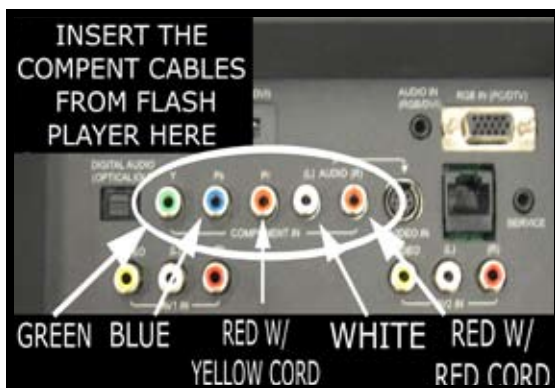


FIG.1B5



FIG.1B6

SECTION 1: Hanging the Monitor - PART B - CONTINUED

- 5) Carefully lift the monitor resting the mounting buttons into the slots on the bracket (see Fig. 1B7).

WARNING:

Make sure all cables are clear of the slots as the monitor is lowered into place!



FIG.1B7

- 6) Plug the power strip into the gondola power supply. This should be routed up or down the face of the end frame in such a way as to be as concealed as possible.
- 7) Make sure the power strip is powered "ON" and that the red light on the "ON/OFF" switch lit (see Fig. 1B8).

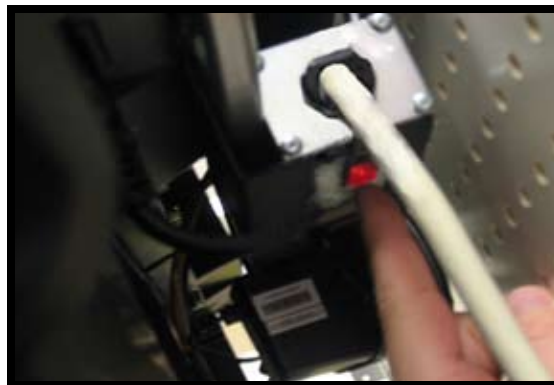


FIG.1B8

SECTION 1: Hanging the Monitor - PART C

Tuning the Monitor and Placing the "Dummy" player.

- 1) Use the TV's remote to power the monitor on if it did not power up when power was applied to the power strip (see Fig. 1C1).

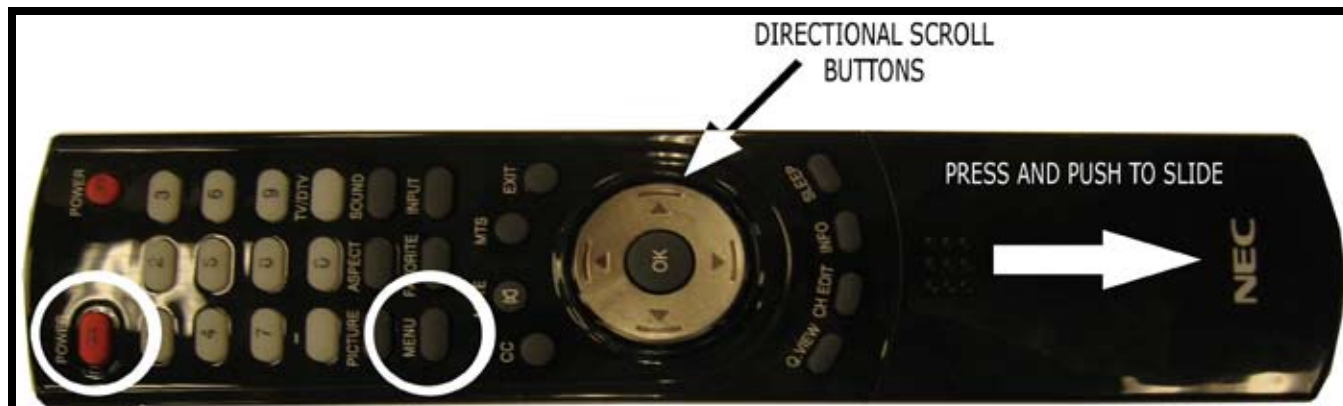


FIG.1C1

SECTION 1: Hanging the Monitor - PART C - CONTINUED

- 2) Slide the lower face of the remote to expose the hidden buttons (see Fig. 1C2).



FIG.1C2

- 3) Press the "Component" button on the remote (see Fig. 1C3). This will set the monitor to the correct input.

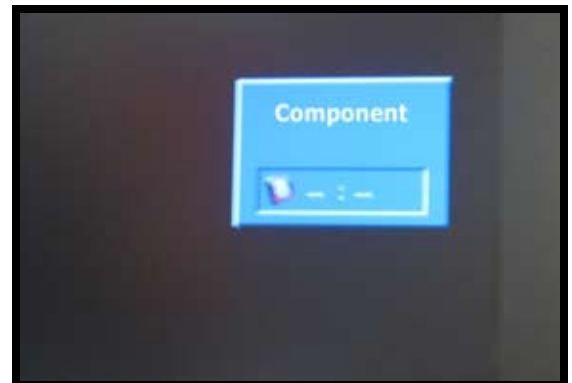


FIG.1C3

- 4) Check to make sure you are getting a proper picture signal from the flash player.
 - a. If you are not receiving a signal from the flash player your screen will appear as shown (see Fig. 1C4). Make sure your flash player is powered on. It may take up to 15 seconds for the content to load on the player. If this doesn't work check all cable connections.
 - b. If you are receiving a signal but the picture is either black and white, or tinted strongly one color refer to the troubleshooting steps at the end of this Section.

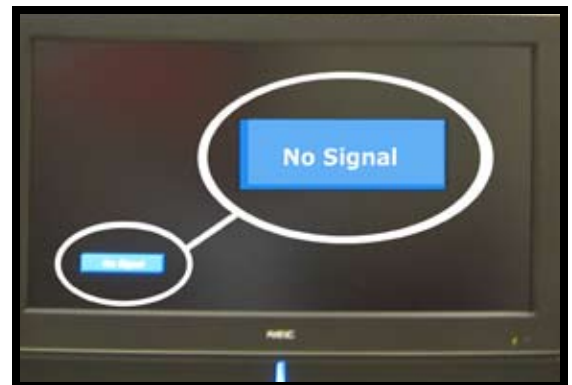


FIG.1C4

SECTION 1: Hanging the Monitor - PART C - CONTINUED

- 5) Adjust the volume on the monitor to "4"
(see Fig. 1C5).



FIG.1C5

- 6) Make sure the blue front light on the monitor is on.
- If it does not light up when the monitor is powered on bring up the menu screen on the monitor by pressing the "MENU" button (see Fig. 1C6).



FIG.1C6

- Scroll down to the "SETUP" option and select this by pressing "OK" on the remote (see Fig. 1C7).



FIG.1C7

- Scroll down to the "Front Light" option and select this by pressing "OK" on the remote (see Fig. 1C8).



FIG.1C8

SECTION 1: Hanging the Monitor - PART C - CONTINUED

- d. Scroll to the "On" option and select this by pressing "OK" on the remote. This should place a check mark by the "On" option (see Fig. 1C9).
- e. Get back into the "SETUP" option by scrolling left.



FIG.1C9

- 7) Set the "CHILD LOCK" on the monitor. This feature locks out the controls on the monitor so that the remote is required to change any settings.
 - a. Bring up the Menu screen by pressing "MENU" on the remote.
 - b. Scroll down to the "SETUP" option and select this by pressing "OK" on the remote.
 - c. Scroll down to the "Child Lock" option and select this by pressing "OK" on the remote (see Fig. 1C10).



FIG.1C10

- d. Scroll to the "On" option and select this by the pressing "OK" on the remote. This should place a check mark next to the "On" selection (see Fig. 1C11).
- e. Get back to the SETUP screen by scrolling left with the remote. Press "MENU" to exit the Menu screen.



FIG.1C11

SECTION 1: Hanging the Monitor - PART C - CONTINUED

- 8) Place the monitor's remote in the top of the mounting bracket after the TV is tuned (see Fig. 1C12).



FIG.1C12

- 9) Using the perfect placement bar, place the Blu-ray "dummy" player on the standard shelf below the monitor. Refer to Plan-o-gram for correct placement location (see Fig. 1C13).

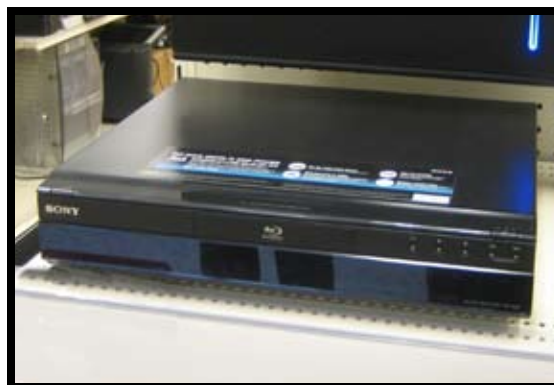


FIG.1C13

NOTE:

ONCE SET UP CORRECTLY, THE MONITOR AND FLASH PLAYER WILL POWER UP AUTOMATICALLY EACH DAY.

SECTION 2: Troubleshooting the Display

NO VIDEO	<ul style="list-style-type: none">• Verify POWER ON LED at lower right corner is lit (RED/standby or GREEN/ON)• Check AC POWER connections to monitors, power strip and power to end caps is present – plug in unit• Check INPUT selection at monitor with remote or front panel controls – select Component (refer to NEC operation manual that comes with the monitor for menu selection)• Check video cable connections at monitor are inserted into Component input• Verify video proprietary cable is securely plugged into Flash player• Verify Flash player is powered ON• Verify Flash Card is seated correctly into player (carefully push Flash card into slot to make sure it is secure) (see Fig. 2A1 - Next Page).
INCORRECT COLOR AND/OR CONTRAST & BRIGHTNESS	<ul style="list-style-type: none">• Normal video but entire screen has an all GREEN appearance - verify the component connections are inserted into the Component inputs on the monitor: Red with Yellow Cord into Red Component Video (Pr) input, Blue into Blue Component Video (Pb) input, Green into Green Component (Y) input.• Normal video but entire screen has an all BLUE appearance. Verify the component connections are inserted into the Component inputs on the monitor. Verify all are connected to the correct inputs (see above).• Normal video but colors appear missing or washed out w/poor contrast/brightness Check component connections at Component INPUT.• If screen displays B&W only the RED & BLUE cables may be disconnected or have a defective connector termination• If the images have a GREEN tint the RED cable may be disconnected or have a defective connector termination• If the images have a PURPLE tint the BLUE cable may be disconnected or have a defective connector termination

SECTION 2: Troubleshooting the Display

VIDEO SIZE & DISTORTION

- Image doesn't fill screen – black bars visible side or top/bottom - aspect ratio not correct – with remote or front panel controls verify that screen size is set to 16:9
- Image underscans screen and object geometry appears distorted (round shapes appear oval) – with remote or front panel controls verify that screen size is set to 16:9
- Image overscans screen and objects appear out of focus and cut off on edges & top/bottom - with remote or front panel controls verify that screen size is set to 16:9

NO AUDIO/ LOW VOLUME

- Using remote verify Mute function is OFF
- Using remote verify Volume is set to level 4
- Check Audio (L) & (R) connections at back of monitor are securely plugged into the Component audio inputs
- At the Flash player verify proprietary A/V cable is connected securely

DO NOT TOUCH FLASH CARD UNLESS ALL OTHER TROUBLESHOOTING OPTIONS HAVE BEEN TRIED!! THIS STEP IS NOT NEEDED UNLESS THERE IS A PROBLEM.

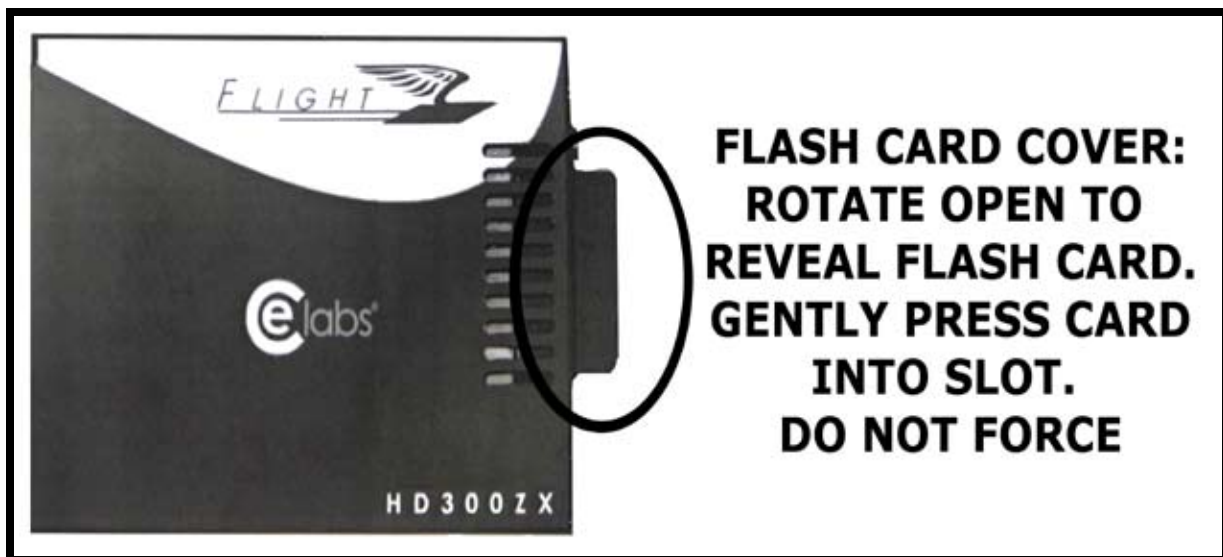


FIG. 2A1

NEC Product Service: 1-800-632-4662 access code (6279)
Account Reference Number 301698
Monitor Model Number ASPV32-AVT

CELabs Product Service: 1-800-767-6189
Account Reference Number - S001015