

Installation

in·stal·la·tion *noun*:

The act or process of making a machine, a service, etc., ready to be used in a certain place; something (such as a piece of equipment) that is put together and made ready for use

Version 1.26.17

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Importance of a Successful Installation

The CTM Way

We commit to delivering a superior experience to our clients and partners—a pursuit of excellence in our daily interactions.

Our ExploreBoard experience should be the “best in class” visitor information solution on the market today.

We recognize that doing things the right way is the only way—and is always rewarding.

Setting the tone with a successful ExploreBoard installation provides the host partner with confidence in our products and services. We understand that the investment of our time and attention to providing high quality service visits is rewarding for clients, visitors and host partners.

We care about the satisfaction of our location partners—they are integral to our success and deserve exceptional service.

ExploreBoards should always be perceived by our location partners as a valuable, useful and necessary resource to enhance their guest /customer experience.

We care about the success of our clients—our goal is to deliver value and drive results.

Visitors should find ExploreBoards welcoming and inviting, excited to interact with high quality and relevant local information. To achieve valuable (and trackable) usage reports and deliver a high return on each client’s investment, the most up-to-date client content should always be appearing on ExploreBoards located in high profile, heavy traffic locations

We embrace open and transparent communication and feedback.

We rely on constant feedback from you and our host partners to understand how our screens are performing in the field.

We recognize that success comes from a relentless passion for creativity, innovation and improvement—empowering us to drive positive business results every day.

Your feedback and constant communication helps us continually improve our equipment, products and services.

Toolkit:

Allen Wrench



Wrench Set



Two 25 ft Ethernet cables



Two 3 ft HDMI cables



Glass Cleaner



Paper Towels • Microfiber Cloth



Compressed Air Can



Screwdriver (Flat/Phillips)



Pliers



Zip Cable Ties



Scissors



Paper Clips



Electrical Tape



Remote Control (for touch screen)



Extra Screws



USB Sticks for Calibration (1)



Keyboard with USB Connection



Other:

Dolly/Hand Truck



Extra Box(es)



Moving Pads



Bungee Cords



Equipment: ExploreBoard Stands

Brand New Equipment:

Once a host location partner has been approved and the internet connection is confirmed, your stand order is placed by the Ettractions team.

We offer 5 different colors for stands. Stands are shipped from Chicago. Expect to receive your new stand **2 weeks** after host connectivity is confirmed.

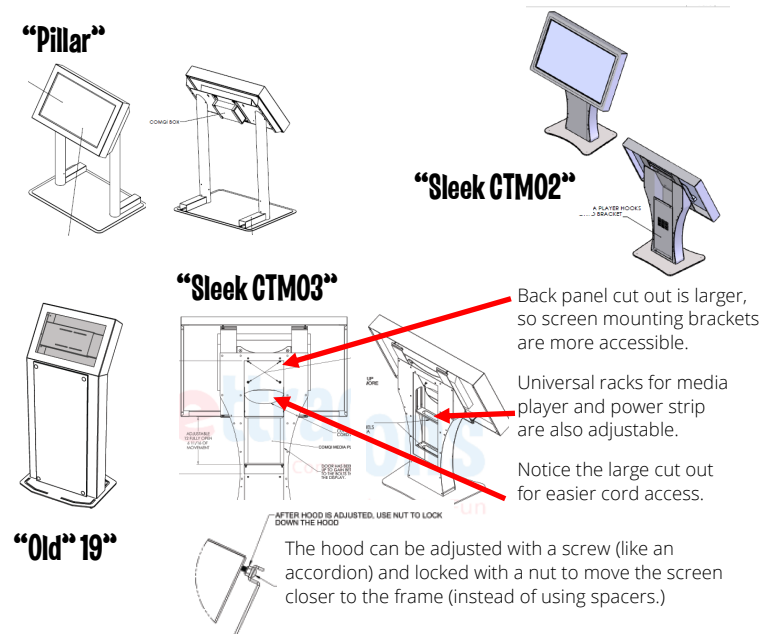
Avoid delays in processing your order by providing all the necessary signed paperwork, and have all host location profile materials ready to go. Even if equipment has been received, we cannot complete the set-up process without the host profile.

Using Existing Equipment:

In some cases, you may be using existing equipment. Your designated stand may already be in your warehouse, or may need to be transferred to you from another division's warehouse.

Just like any "open box" equipment, you will want to make sure that you have all the necessary tools and parts available to assemble the stand properly.

If you are shipping existing equipment to another warehouse, please send a complete set-up and package everything very carefully. A stand that arrives damaged or with missing parts may delay your colleague's installation schedules.



Stand Colors:

Black · Silver · Brown · Rust · White

Stand Options for 19" Screens:

"Old" Stand · "Sleek" (Original)

Stand Options for 32" Screens:

- Iron Giant (Discontinued; do not re-use)
- Pillar Style
- Sleek (Original)
- Sleek CTM02
- Sleek CTM 03

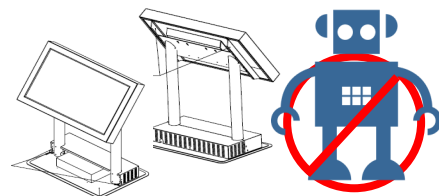
Stand Options for 42" Screens:

- Iron Giant (Discontinued; do not re-use)
- Portrait (Special circumstances only)
- Pillar Style
- Sleek (Original)
- Sleek CTM02
- Sleek CTM 03



Wall Mounted Screens

Our experience shows that wall-mounted ExploreBoards do not generate quality client engagements. Visitors are conditioned to view wall-mounted screens as entertainment (think sports bars) or for digital signage/menu boards. Also, sessions are not private, since all activity is in full view of others.



Discontinuing Old Equipment

Our oldest (large) stand models may no longer support some newer screen models. Please ask Ettractions about how to handle old equipment.

Equipment: ExploreBoard Touch Screens

Brand New Equipment:

Once a host location partner has been approved and the internet connection is confirmed, your touch screen order will be placed by the Etractions team.

Screens are shipped from Chicago. Expect to receive your new stand **2-3 days** after the order is placed.

Avoid delays in processing your order by providing all the necessary signed paperwork, and have all host location profile materials ready to go. Even if equipment has been received we cannot complete the set-up process without the host profile.

Using Existing Equipment:

In some cases, you may be using existing equipment. Your designated screen may already be in your warehouse, or may need to be transferred to you from another division's warehouse.

Just like any "open box" equipment, make sure that you have all the necessary tools and parts available to assemble the ExploreBoard properly.

Using an NEC Screen:

Look for the display cable (VGA, DVI or HDMI) plus the power cable and the touch cable.

On NEC screens, the touch cable is native to the screen.

Using an ELO Screen:

On ELO screens, the touch cable is detachable. If the *touch* cable is missing, a replacement will need to be ordered from ELO.

If the *display* or *power* cable is missing, replacements may be purchased locally.

Do You Need a Remote Control?

NEC screens and older ELO screens will need a remote control (with working batteries.)

Newer ELO screens (4202 and 3202) do not need a remote control.

ExploreBoard Screen Sizes:

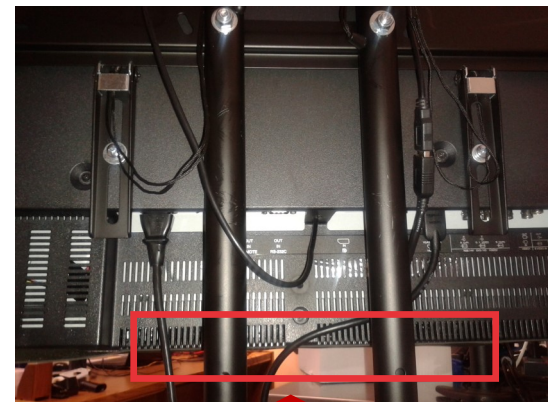
- 19"
- 32"
- 42"

Screen Models:

NEC V421, V422, and V423

32" ELO (BlueStar 3202L)

42" ELO (BlueStar 4202L)



The cable and power source connections to the NEC screens are accessible underneath the screen



Newer ELO screen models will have their cable and power source connections *vertically* accessible on the back side of the screen.

Equipment: ExploreBoard Players

Brand New Equipment:

Once a host location partner profile is completed, your player will be prepared by the Etractions team.

Players are set up and shipped from the Etractions office in Woburn, MA. Expect to receive your new player **2-3 days** after the host profile is finalized.

Avoid delays in processing your order by providing all the necessary signed paperwork, and have all host location profile materials ready to go. Even if equipment has been received, we cannot complete the set-up process without the host profile.

Using Existing Equipment:

In some cases, you may be using existing equipment. Your designated player may already be in your warehouse, or may need to be transferred to you from another division's warehouse.

VERY IMPORTANT!

Your player will need to be connected to the internet to delete the previous content and upload the latest files for your new host location.

Just like any "open box" equipment, make sure that you have all the necessary tools and parts available to assemble the ExploreBoard properly.

Using RP900 Media Players:

These are the largest of our players used with "Iron Giant" stands that are being phased out. You may use VGA, DVI and HDMI cables with RP900s.

Using RP915 Media Players:

These players will fit in all stands—inside the "Iron Giant" box, attached to the back panel of the "Pillar" style or housed in the storage area of the "Sleek" stands. They work only with DVI or HDMI cables.

Using RP930 Series Media Players:

These players will fit in all stands and work with all display cable options.

Using RP505 Media Players:

These (small) players will fit in all stands and only work with HDMI display cables.



RP 900 Media Players

These players can accept HDMI, DVI and VGA cables connect to the screens, and will also require a power source and Ethernet cable.



RP 915 Media Players

These players can accept HDMI or DVI cables, *but not VGA cables*, to connect to the screens, and will also require a power source and Ethernet cable.



RP930 Media Players

These players can accept HDMI cable, DVI, and VGA inputs to connect to the screens, and will also require a power source and Ethernet cable.



RP505 Media Players

These players can only accept HDMI cable inputs to connect to the screens, and will also require a power source and Ethernet cable.

HDMI CABLE & HDMI PORT:

HDMI cables support high definition digital content from the player to the screen. All ELO screens and most NEC screens will have an HDMI option



DVI CABLE & DVI PORT:

DVI cables support both analog and digital content from player to screen and has pins. Some NEC and older ELO screens will use this cable.



VGA CABLE & VGA PORT:

VGA cables support analog content from the player to the screen. Some NEC screens will use this cable.



DVI TO VGA ADAPTER :

Connect a VGA Screen to a DVI Player. (RP505/RP915)



Equipment: ExploreBoard Tablets

Brand New Equipment:

Once a host location partner profile is completed, your tablet will be ordered by the Etractions team.

Tablets are set up and shipped from ELO. Expect to receive your new tablet **2-3 days** after host location connectivity is confirmed.

Stands and locks are ordered separately through Peerless. Expect your tablet stand to arrive **2 weeks** after host connectivity is confirmed.

Avoid delays in processing your order by providing all the necessary signed paperwork and have all host location profile materials ready to go. Even if equipment has been received, we cannot complete the set-up process without the host profile.

Using Existing Equipment:

In some cases, you may be using existing equipment. Your designated tablet may already be in your warehouse, or may need to be transferred to you from another division's warehouse.

VERY IMPORTANT!

Your tablet will need to be connected to the internet to delete the previous content and upload the latest files for your new host location.

Just like any "open box" equipment, make sure that you have all the necessary tools and parts available to assemble the ExploreBoard properly.

When receiving a tablet, look for the stand (if your installation requires a stand.)

If the tablet is to be hardwired, be sure you have an Ethernet cable. Other than the Ethernet cable, you should not need to purchase anything locally.

Locks for ExploreBoard Tablets:

To help prevent tablets from being lost or stolen cable locks can be ordered at the same time the tablet stand is ordered.

The lock itself will attach to the back of the tablet (like a key) and the cable can be passed through the base of the stand and connected to something secure at the host location.

The code for the lock should always be set to **1130**.

ExploreBoard Tablet Sizes:

- 10"
- 15"
- 22"

Screen Models:

ELO

Tablet Locks:



Equipment: Routers & 3G Sticks

NOTE: ExploreBoard Connectivity is Fully Explained in a Separate Training Module

Using Wi-Fi Routers:

Wi-Fi routers allow us to connect the media player to the host location's wireless network and are essentially wireless to Ethernet adapters.

Be sure you are equipped with power adapters and (a long enough) Ethernet cable prior to installation.

Checklist:

1. The Wi-Fi Router and its Power Adapter
2. An Ethernet Cable
3. A Laptop (with a USB port)
4. The network's User Name and Password
5. The Set-Up Guidance sheet
6. A USB stick in case you need to use the static settings on the media player.

3G Routers & Sticks:

These allow us to connect the media player to a cellular provider's network. To connect to the internet (primarily T-Mobile or AT&T.)

You will connect the stick to a router and the connect the router to the media player.

Refer to the "Connectivity" training module for more details. We recommend setting up and testing your device prior to installation to confirm that all equipment is functioning properly.

Checklist:

1. 3G Stick with an activated (& inserted) SIM Card
2. The TP-LINK Router with its Power Adapter
3. An Ethernet Cable
4. A Laptop (with a USB port)
5. Set-up Guidance Sheets for Your Equipment



ETHERNET CABLE & ETHERNET PORT:

Ethernet cables support a high speed internet connection between players, routers and wall ports.

Wi-Fi Only Connections:



CISCO LINKSYS ROUTER:

The router (box) needs to be connected to a power source. The Ethernet cable needs to be connected from the player to the router's single port.



NETGEAR WNCE3001 ROUTER:

The router (box) needs to be connected to a power source. The Ethernet cable needs to be connected from the player to the router's single port.



ENGENIUS ROUTER:

The router (box) needs to be connected to a power source. Ethernet cable should be connected from the player to the router's Port1 to the player.



IOGEAR WI-FI ROUTER:

The router (long box) needs to be connected to a power source. Ethernet cable should be connected from the player to the router's single port.

Wi-Fi-OR-3G Connections:



TP-LINK ROUTER:

The router (box) needs to be connected to a power source. Ethernet cable should be connected from the player to the router. **Can be used as a Wi-Fi or 3G device (with activated USB 3G stick.)**



TOP GLOBAL ROUTER:

The router (box) needs to be connected to a power source. Ethernet cable should be connected from the player to the router's single port. **Can be used as a Wi-Fi or 3G device (with activated USB 3G stick)**

In-Office Assembly & Testing: ExploreBoards

We know everyone is excited to get the new ExploreBoard installed... but we *also* know arriving and realizing that something isn't working (or that you are missing an important part requiring a *second* visit) is frustrating.

Avoid this situation by completely setting up and testing your ExploreBoard in your office prior to the installation date.

You will want to assemble your stand in a well-lit space with plenty of room, an active internet connection and a fellow employee to help you.

1. Inspect Equipment for Damage

- Make sure all equipment matches what was ordered (size, color, etc. on order form)
- Confirm that stand is not scratched or dented
- Touch screens should be free of any damage, scratches, dark spots, etc. and the "touch" should be working properly.

2. Confirm an Active Ethernet Port

- You will need to confirm that you have downloaded the latest content files prior to install.

3. Open the Stand's Storage Plate

- Your stand should come with screws, an Allen wrench, and a power strip. Set these aside for use during installation.
- Open back of stand (using Allen wrench provided by Peerless). Remove the bottom 2 screws and loosen the top 2 screws. (Top 2 do not need to be fully removed).
- Carefully lean storage area plate against the wall



Importance of an In-Office Assembly

Assembling everything in your office makes it very clear if you have any missing or damaged parts (allowing time to order replacements) and to catch any content issues prior to the set-up in your host partner's high-traffic location.



In-Office Assembly & Testing: ExploreBoards

4. Remove the Stand's Frame

Remove the frame using an Allen wrench to remove the 2 screws from the top and 2 from the bottom. Please keep the screws you remove for each section together so you make sure to put back the screws you removed in the same spot



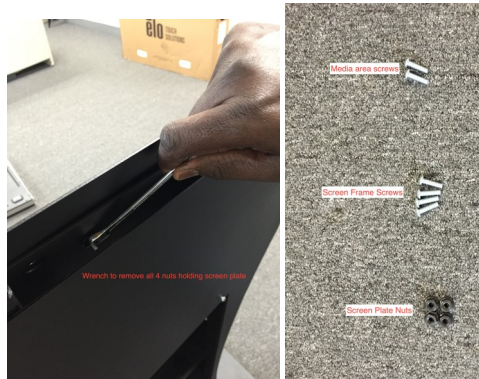
5. Remove Screen Plate

Using a wrench (not included, you must have this tool in your office) carefully remove the 4 nuts from the screws located inside the player area and lean screen plate against the wall.

Use a wrench to remove the screen plate. Confirm the following:

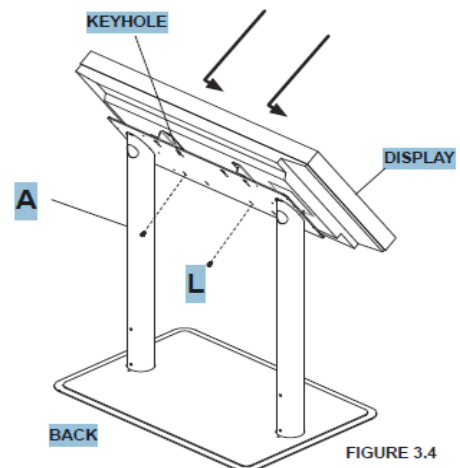
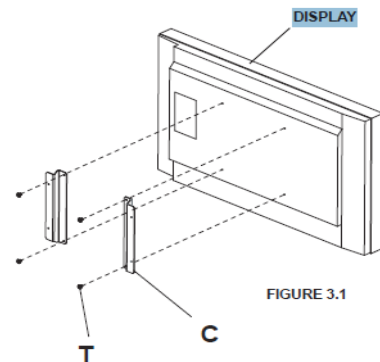
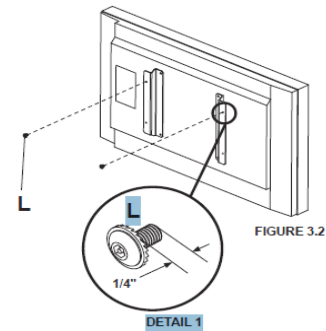
- 2 Media Area screws
- 4 Screen Frame screws
- 4 Screen Plate nuts

The plate will release from the front of the stand.



Screen brackets are different for Pillar Stands depending on if you are using an NEC screen.

Since this is older equipment, please contact Ettractions for the specific technical specs for your unique set-up.



In-Office Assembly & Testing: ExploreBoards

6. Prepare Screen for Assembly

Take screen and place it flat on the floor using foam pad from packing in the box to protect the screen from the floor. Carefully place screen face down on the floor.

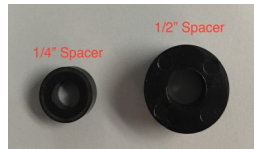
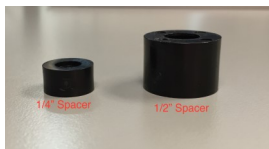


SPACERS:
If necessary, add spacers in all 4 connections on the back of the screen

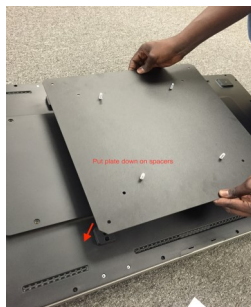
7. Attach Screen to Screen Plate

Take screen plate and align with the 4 holes in the screen. Depending on the screen and stand used, you may need spacers. ELO 4201L and 3201L and newer models do not require any spacers. ELO 4202L and 3202L require a 1/2 inch spacer to fit. This will be the most common setup. The CTM03 stand does have a feature that adjusts the screen closer to the frame with a screw. (No spacers!)

Please ensure you have plenty of spacers in your office and contact Etraction for more. (You may need additional spacers when attaching plate to the screen.)



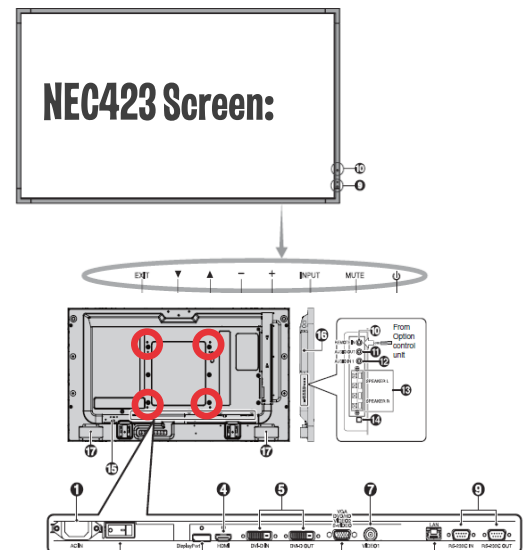
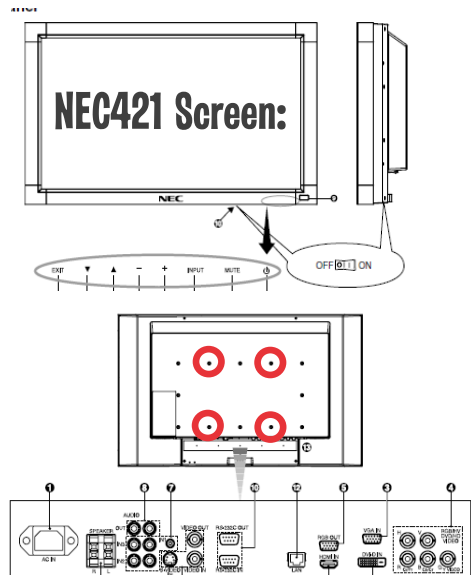
Once spacers (if needed) are in place, screw the plate to the screen using M6-1.00 x 40 screw provided by Peerless.



Attaching Screens to Screen Plates:

You are only looking to align 4 holes on the screen plate with 4 holes on the back of the screen.

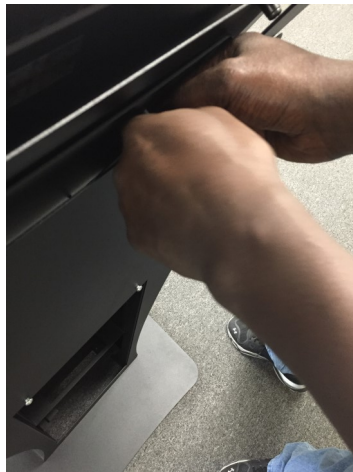
Depending on the equipment model, there may be additional holes, but you should only need to use 4.



In-Office Assembly & Testing: ExploreBoards

8. Attach Screen Plate to Stand

Lift screen and attach to stand via 4 holes.
Screw screen to stand with the nuts removed
in step 5



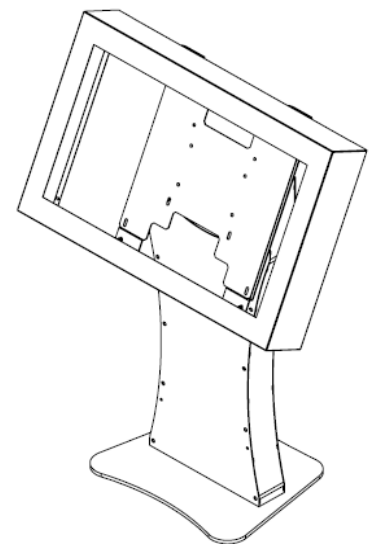
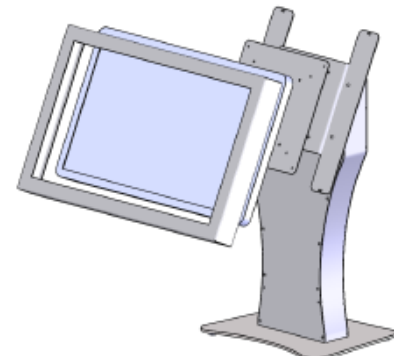
VERY IMPORTANT!

Once assembled, do not move ExploreBoards only holding the stand's frame. Make sure you (and anyone else who needs to move the EBs) lifts the board while also securing the back plate.

Do not drag the stands, the base (and your floors) may get scratched up.

Sleek Stand Assembly:

- 1.) FLAT SCREEN PLATE IS ATTACHED TO VESA PATTERN ON BACK OF SCREEN
 - a.) ELO SCREENS: SCREEN PLATE WILL MOUNT DIRECTLY TO BACK OF DISPLAY
 - b.) FOR NEC SCREENS: SCREEN PLATE WILL BE MOUNTED UTILIZING .375" (3/8") SPACERS AND LONGER SCREWS (INCLUDED) BETWEEN SCREEN AND PLATE
- 2.) "H" PLATE IS ATTACHED TO TOP OF KIOSK BASE
- 3.) SCREEN AND PLATE ARE MOUNTED THROUGH HOLES IN THE CENTER OF "H" PLATE AND FASTENED FROM BEHIND
- 4.) FRAME IS PLACED OVER SCREEN AND ATTACHED TO "H" PLATE



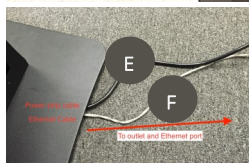
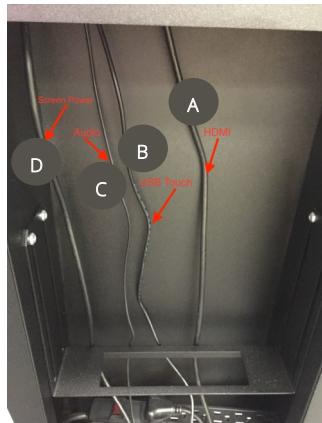
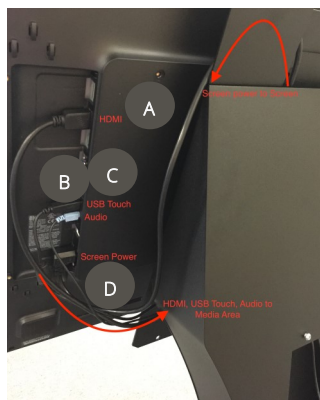
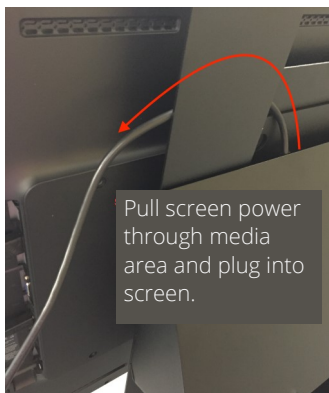
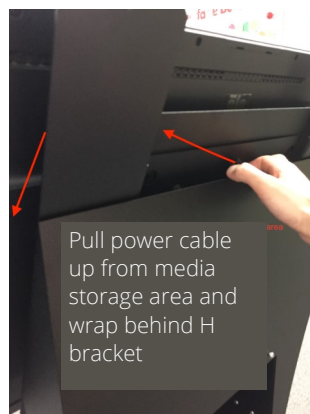
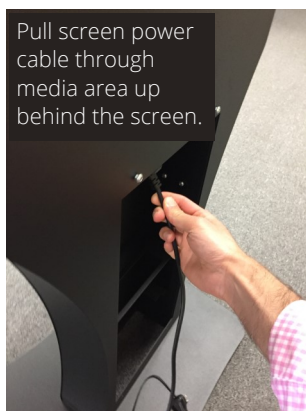
In-Office Assembly & Testing: ExploreBoards

9. Plug in Screen's Cables & Connections

Plug cables into screen and pass under the screen to lead out to the back player storage area.

Put power strip inside storage area and run power cable through the bottom of the stand. Also run Ethernet cable out through the bottom of the stand.

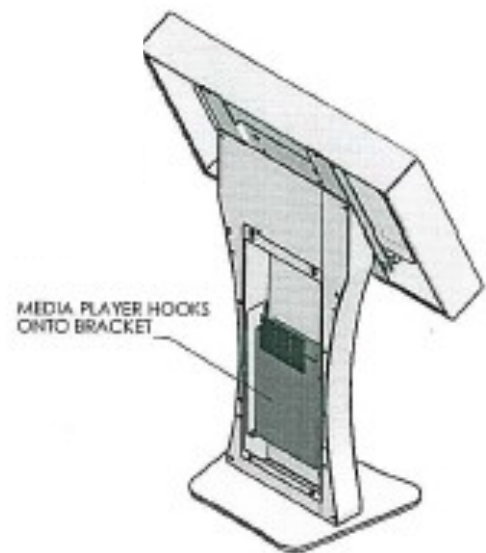
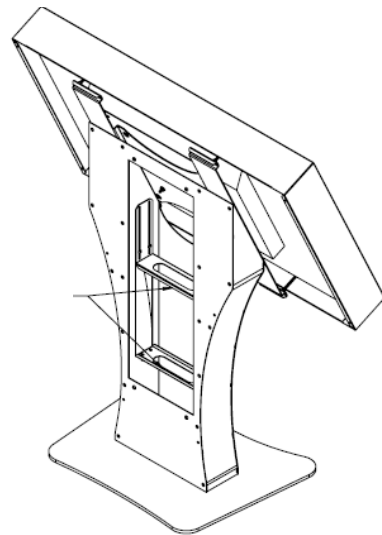
The Ethernet cable and power strip cable are the only 2 cables that should come out from the stand.



- (A) HDMI Cable
- (B) USB (Touch)
- (C) Audio Cable
- (D) Screen Power Source
- (E) Power Strip cable
- (F) Ethernet Cable

Power strips are supplied by Peerless and can be housed in the storage area of the stand with the cable running under the base board to connect to the wall outlet.

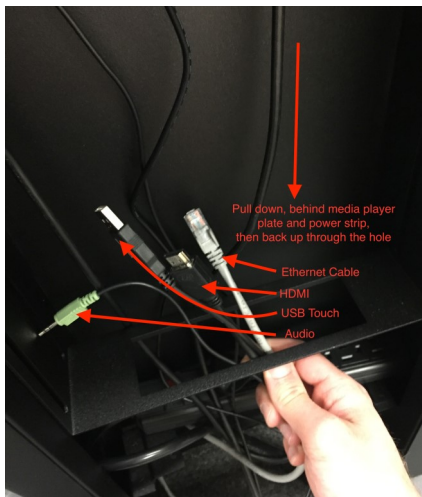
Sleek Stands: set the media player on the top bracket and the power strip on the bottom bracket:



In-Office Assembly & Testing: ExploreBoards

10. Connect Player to Cables Inside the Stand's Storage Area

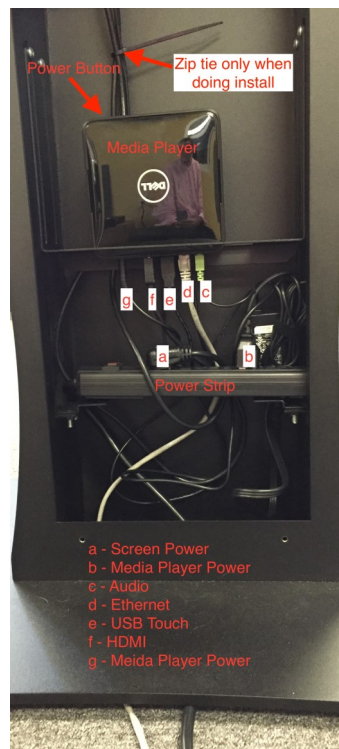
Pull your newly screen-connected cables down behind media player plate and power strip then back up through the hole.



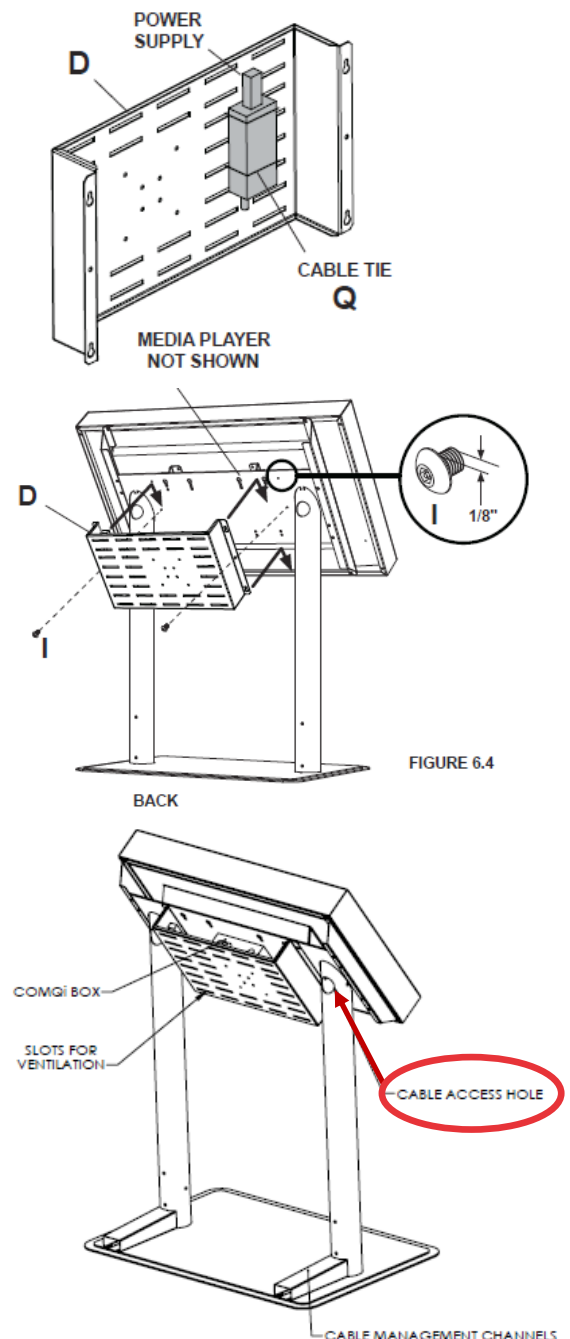
- HDMI Cable
- USB (Touch)
- Audio Cable
- Screen Power Source
- Power Strip cable
- Ethernet Cable

11. Confirm all Cables & Connections

Media player will sit with the power button on the top and screen power, media player power, audio, Ethernet, USB touch, and HDMI will connect on the bottom right above your power strip.



When using Pillar Stands, run your cables down the hollow pole from top to bottom and pull them out the back of the stand to connect to the player, router and screen.



In-Office Assembly & Testing: ExploreBoards

12. Attach the Frame

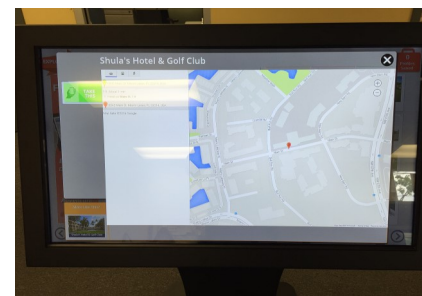
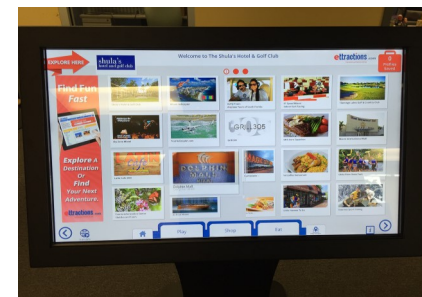
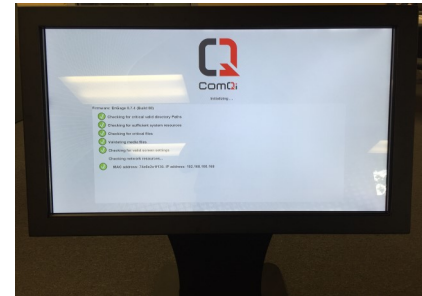
Carefully put frame on by slowly fitting it around the screen. One person should hold the frame while the other secures it with the screws and Allen wrench (4 screws from step 2.)



13. Test Connectivity

Temporarily place player in storage area and power on (pushing the button in the front.)

Confirm all content loads and looks OK. Check maps on the EB and send yourself and email and text message to confirm it is working properly.



In-Office Assembly & Testing: ExploreBoards

14. Confirm Host Location Content

Be sure to confirm that the host location profile information is correct, ensuring that the host's logo appearing in the top left corner.

Is the "Welcome to"... message correct?

In rare circumstances, some host partners will request to block every profile's booking information with a custom message routing visitors to their concierge or ticketing desk. This should be communicated and approved in advance of the EB order.

Some host partners will be particular about any competitor's information that can or cannot appear. This should also be communicated and approved prior to the EB order.

If approved, confirm that this is set-up correctly prior to install.

15. Affix the "Visitor Information" Decal

Clean the front of the stand.

Slowly remove back paper from decal to reveal the sticky part of the decal. Please go very, very slowly. Removing this too quickly may result in damaging the decal.

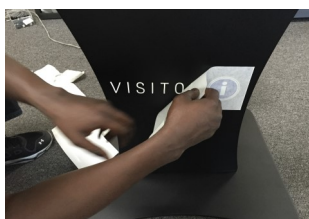
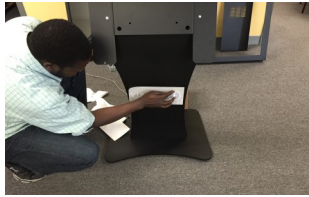
Line up decal making sure it is level.

Firmly press decal on the stand.

Please press firmly several times to ensure it sticks to the stand.

Slowly peel the front paper back to see if the decal is sticking. You may need to put the paper back and press firmly again over a letter to make sure it sticks. This part takes some nuance to get it to stick correctly, just go slowly.

Once the front paper is off, go back over with your hand to make sure it is sticking properly to the base.



In-Office Assembly & Testing: Tablets

1. Confirm Receipt of 3 Components:

- Inspect each one for any damage:
- Desktop Stand from Peerless (Comes with a number of different parts. Not all will be used.)
- 10", 15" or 22" ELO Tablet
- Security Cable used to secure to the desk at the host location (Set the code to 1130)

2. Send the Serial Number to Ettractions

- We will need to know the serial number so we can add it to our remote monitoring system.

3. Assemble the Stand



Screw back (VESA Mount) into tablet (screen) using the Phillips head screws supplied by stand manufacturer (Peerless)



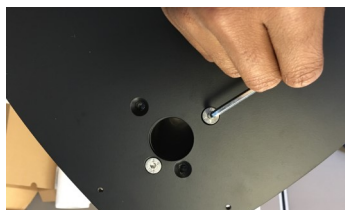
Place the small plate at bottom of stand



Allen screws are used for the mounting the base.



Attach large base leaving small plate in-between the base plate and stand using an Allen wrench

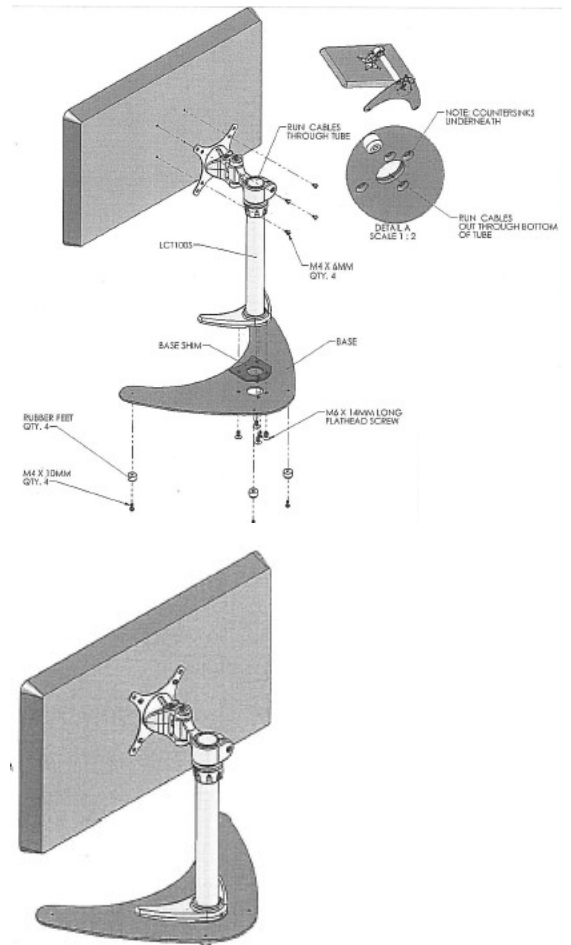


Locating the Serial Number

Serial number appears on the back of the stand. (MAC Addresses are accessed in the tablet Settings.)



Stand Assembly



Transporting Equipment

NEVER Transport a Fully Assembled ExploreBoard...

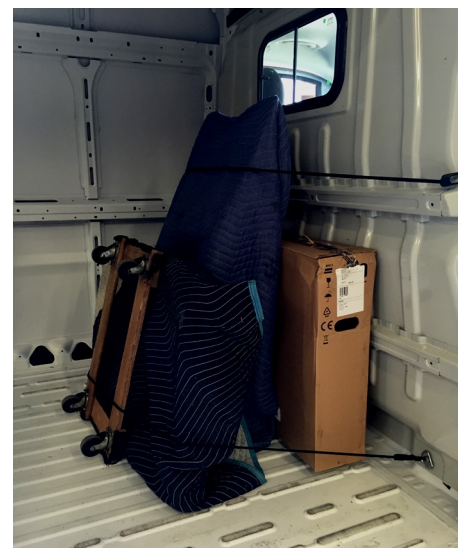
While this is tempting, you run the risk of severe damage, especially to the glass on the touch screen.

Break Down the Equipment by Reversing the Assembly Steps

- Put screen back in it's original box surrounded with (Styrofoam) packing material. You may leave the screen plate on the screen while transporting
- Put together a box with media player, power adapter, router, cables and all loose screws in front seat or a secure area in your vehicle where it won't be tossed around
- Put the player in separate box with all the cables and tools for install
- Put the storage area cover back on the stand
- Leave frame OFF while transporting

Transporting Equipment

- Don't forget your toolbox!
- Put the stand on a dolly and bring all the equipment outside of the van/vehicle.
Stand • Frame • Screen (packaged carefully in the original box) • Player and cables (together in a box)
- Lift stand and put against wall to cab and cover in moving pad(s)
- Place the screen (in the box) securely behind stand against cab wall
- Keep the player box securely by the front seat
- Wrap EB frame in moving pad and set the wrapped frame in front of the stand.
- Hook top bungee cable around top of stand
- Put the dolly in front of wrapped frame
- Hook bottom bungee around dolly, frame and stand



On Site Assembly & Installation

- **Call ahead!** Let both Ettractions and your host partner know your intended installation date so all support teams are in place to address any issues while you are on site.
- **Try and schedule a time when everyone can offer their full attention, not at peak service times for their guests.**
- **Upon arrival and *before* bringing equipment inside, go in and find the host partner's contact and confirm the intended placement of the EB (where the connectivity test was performed,) making sure other equipment, furniture, décor, etc. is cleared out of the way.**
- **Bring equipment in and assemble the same way you did in the office.**
Please be respectful of your host partner and their guests in public spaces, especially if you have tools, cords or packing materials out in the open.
- **Use zip ties or electric tape to secure cables together and organize the storage area.**
- **Place the player inside the storage area**
- **Confirm all connections are tight/working.**
- **Turn equipment on.**
- **Check the volume.**
Find a profile with a video (under photo box) and play it to determine if the speakers/volume are appropriate for the space.
- **Check brightness, screen resolution and image quality.**
The default settings on the ELO screen should be good-to-go. If you are questioning the quality of what is appearing, please contact Ettractions ASAP (document with photo/video if possible) so we can troubleshoot the issue with you while you are there.
- **Wipe the screen and board, clean the area.**

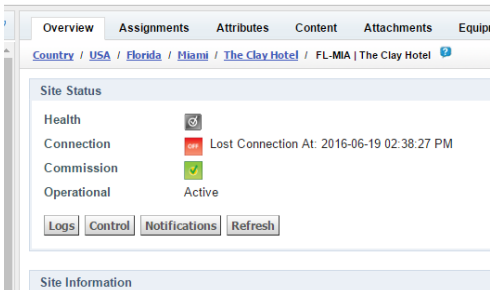
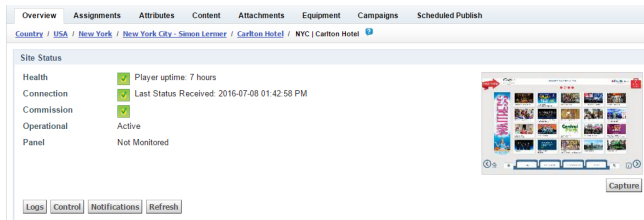


CORDS SHOULD BE INCONSPICUOUS:
Reach into your toolkit for zip cables, electric tape, etc. and don't leave a "jellyfish" of cord connections in plain sight.

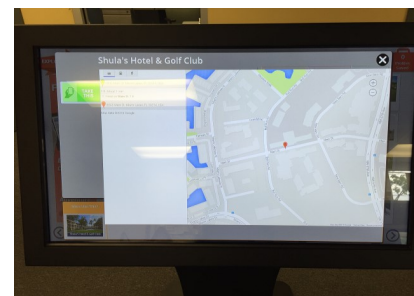
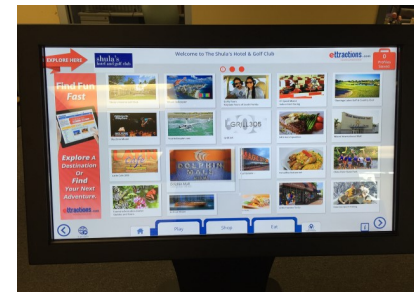
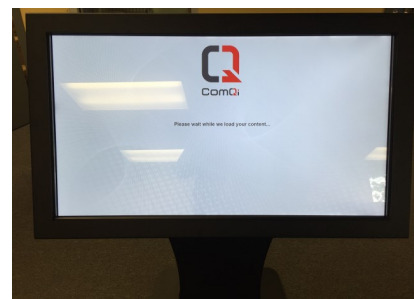
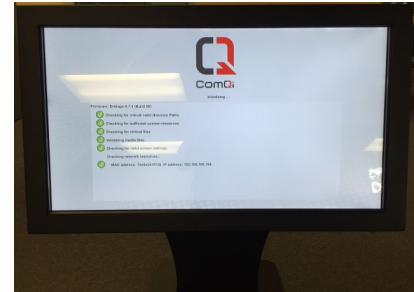
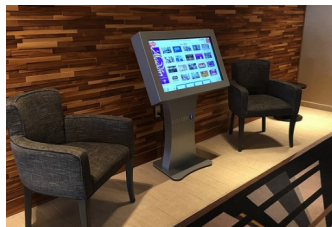


Confirming Connectivity

- Tap “Explore Here” on the top left
- Confirm map is showing on the profile
- Tap “Tap to See Map and Directions”
- Tap “Take This”
- Tap “Mail this info to me”
- Send Ops Manager an email and text message.
- Once connection is confirmed close back storage area
- Contact Ettractions to confirm that we can see the EB on our end. We will need to see that your EB is connected through our monitoring software to provide remote support to the host location.



- Take at least one great photo of your installation and send it to support@ettractions.com
- The entire EB photo library can be viewed at <https://www.flickr.com/photos/ettractions>



Installation Punch List

Cords & Connections:

- Confirm that plugs, wires and cords are secure. (Not too loose to be easily pulled/disconnected and not too tight to be pinched/damaged.)
- Cords/wires should be inconspicuous from the visitor's viewpoint and should not be pinched under the stand itself.

Connectivity

- Don't leave without confirming that you can send e-mails and SMS messages from the boards.
- Maps should be loading when profile is opened.
- Contact Ettractions to make sure we can see that the ExploreBoard is fully connected on our end and provide remote support.

Content

- The "Welcome to" message and host logo on the top of the screen should be spelled correctly and be up-to date with their current branding.
- If the host partner has requested any special booking message or required that certain competitors are blocked, be sure these are set-up.

Cleanliness

- Make sure the ExploreBoard itself is thoroughly cleaned and the area around the board and stand is cleared of any debris, packaging, boxes or installation equipment.
- If any host location furnishings were moved to accommodate the installation, please ensure they are returned to their original spot.

Communication (Host Partner)

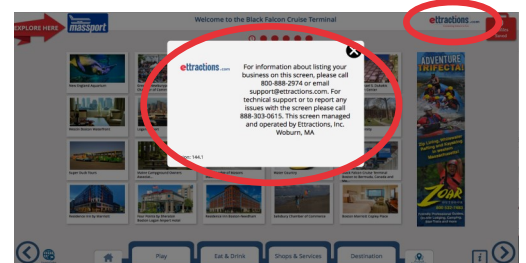
- See information to the right... host partner should know the benefits/features of the ExploreBoard, how to turn the board/tablet on/off, and how to handle basic maintenance and who to contact for support.

Confirmation (Photo)

- Take a few nice photos of your installation! Send them to ebsupport@ettractions.com to be loaded in our ExploreBoard photo library: www.flickr.com/photos/ettractions

Training our Host Partners

- Show all the parts that constitute the board or tablet
- Explain the need for a steady and stable **Internet** connection
 - Text, Email and Map
 - Content updates/change
- Explain the need for steady and stable **electrical** connection. The player, screen and router (if applicable) need power to function normally.
- If the host partner has a cleaning service that unplugs the equipment, or if they turn the screen off at night, make sure someone at the location is responsible for plugging it back in and turning it back on.
- Show how to reboot the media player or restart the router/3G device if applicable.
- Show them where to find our support contact information on the board itself and ensure they have your contact information if they need local service or support. Laminated contact information cards should also be attached to the back of the screen/stand.



- Review host marketing materials including Host Media Kits and EB Features sheets (available for download here if you do not have hard copies):

www.ettractions.com/page/resources

Parts List

Wrench Set: (Allen Wrench Set) <http://www.homedepot.com/p/Workforce-Household-Tool-Kit-42-Piece-007-46/202279687>

25ft Ethernet cables: <http://www.homedepot.com/p/Leviton-25-ft-White-Cat-5e-Patch-Cord-R17-AG500-25W/100356934>

3ft HDMI cables: <http://www.homedepot.com/p/XEPA-3-ft-HDMI-Cable-V1-4-High-Speed-with-Ethernet-26602PB/203627563>

Glass Cleaner: (ammonia free) <http://www.homedepot.com/p/Windex-32-oz-Crystal-Rain-Scent-Ammonia-Free-Glass-Cleaner-8-Pack-70141/204236308>

Paper Towels and/or Microfiber Cloth: http://www.staples.com/Staples-MicroFiber-Cloths-3-pk/product_775499

Compressed Air Can: <http://www.homedepot.com/p/CRC-8-oz-Compressed-Gas-Dust-and-Lint-Remover-05185-6/100206489?keyword=forced+air+cleaner+can>

Screwdriver (Flat/Phillips) : *Interchangeable with different bits:* <http://www.homedepot.com/p/Workforce-Household-Tool-Kit-42-Piece-007-46/202279687>

Pliers: <http://www.homedepot.com/p/Workforce-Household-Tool-Kit-42-Piece-007-46/202279687>

Zip Ties : <http://www.homedepot.com/p/Commercial-Electric-8-in-Double-Locking-Black-UV-Resistant-Cable-Ties-75lb-Tensile-Strength-100-Pack-295813/202520065>

Scissors: <http://www.homedepot.com/p/Workforce-Household-Tool-Kit-42-Piece-007-46/202279687>

Paper Clips (for resetting router)

Electrical tape

Assorted Screws: *Peerless will send extras as well)* <http://www.homedepot.com/p/Workforce-Household-Tool-Kit-42-Piece-007-46/202279687>

Keyboard with USB connection http://www.amazon.com/AmazonBasics-KU-0833-Wired-Keyboard/dp/B005EOWBHC/ref=sr_1_4?s=pc&ie=UTF8&qid=1450120932&sr=1-4&keywords=usb+keyboard

USB sticks for calibration

Remote for a screen (ELO) (this is attached to the screen)

FAQs

What should I do if my host location asks to move the ExploreBoard for a conference, construction project, remodeling, etc.?

Investigate the circumstances carefully, as “remodeling” might be a cover for other issues or objections. The safety and security of our equipment is critical, and you do not want to risk having anything damaged or lost if the host partner moves our equipment.

Work with your host partner to find a temporary replacement spot, if possible. If not, we recommend picking up the board and holding at your warehouse until a re-installation date is set-up (for projects lasting more than 7-10 days.)

Can ExploreBoards print boarding passes or accept credit cards payments for tickets?

ExploreBoards are not large computers with the ability to surf the internet. For the security of our host partner’s network, our own site and the privacy of our users there are no transactions on the boards.

What about e-mails and phone numbers visitors enter into the ExploreBoards?

We do not share any personal visitor information from the ExploreBoards with host locations or advertisers. Guests may opt-in to subscribe an Ettractions visitor e-newsletter from the boards which is in compliance with electronic privacy laws. Contact sales@ettractions.com for information.

Pop Quiz!

- What is the security code for tablets?
- What screens require the use of a remote control?
- How many screws are required to secure a screen to the stand's screen plate?
- Regardless of Internet connection , what type of cable must be connected to an ExploreBoard media player?
- Give at least 2 reasons why it is necessary to assemble an ExploreBoard in the office prior to installation.
- Why should you never transport a fully assembled ExploreBoard to the host location?
- What cable connection from screen to player does an ELO screen need to display content?
- What type of screen display cable only works with the RP505 players?
- What items are checked off your installation "punch list" before leaving the host location?
- What should the host partner know how to do before you leave the installation?

FAQs

Can the ExploreBoard provide directions inside a building, like a mall or a large hotel complex?

ExploreBoards use Google to provide maps & directions. Each profile needs an anchor point... either an address that Google recognizes or latitude/longitude coordinates. We can add site map PDFs to a profile, but we are not currently providing or supporting "wayfinding" technology inside a building.

How do profile translations work?

ExploreBoards use Google Translate to run the English copy through Google's online translation technology. This is efficient, but extremely basic. (There are no human translators on staff.)

My host location wants to control all guest reservations and ticket purchases.

Clients usually prefer to avoid paying commissions to concierge staff and would rather have visitors book/reserve directly. You will need to weigh the wishes of your host location vs. your paying clients.

We do have the ability to override ALL profiles appearing on a host location with one universal message directing visitors to see the front desk or concierge (if that is what you decide.) If blocked, NO advertiser's individual booking info will appear on that host's board. All customizations need to be addressed prior to any ExploreBoard order being placed.

What kind of engagement activity should I expect from an ExploreBoard?

Our expectation is that a "good" location will average 100 daily profile interactions, resulting in at least 3,000 touches per month. Keep in mind that smaller screens will typically produce proportionally fewer activity/engagement numbers.