

# **Digital Signage**

## **Quick Start Guide**






# Foreword

## General

This manual introduces the functions and operations of the Digital Signage (hereinafter referred to as the "Signage"). Read carefully before using the Signage, and keep the manual safe for future reference.

## Safety Instructions

Signal Words	Meaning
 WARNING	Indicates a medium or low potential hazard which, if not avoided, could result in slight or moderate injury.
 CAUTION	Indicates a potential risk which, if not avoided, could result in property damage, data loss, reductions in performance, or unpredictable results.
 NOTE	Provides additional information as a supplement to the text.

## Revision History

Version	Revision Content	Release Time
V1.0.0	First release.	October 2024

## Privacy Protection Notice

As the device user or data controller, you might collect the personal data of others such as their face, audio, fingerprints, and license plate number. You need to be in compliance with your local privacy protection laws and regulations to protect the legitimate rights and interests of other people by implementing measures which include but are not limited: Providing clear and visible identification to inform people of the existence of the surveillance area and provide required contact information.

## About the Manual

- The manual is for reference only. Slight differences might be found between the manual and the product.
- We are not liable for losses incurred due to operating the product in ways that are not in compliance with the manual.
- The manual will be updated according to the latest laws and regulations of related jurisdictions. For detailed information, see the paper user's manual, use our CD-ROM, scan the QR code or visit our official website. The manual is for reference only. Slight differences might be found between the electronic version and the paper version.
- All designs and software are subject to change without prior written notice. Product updates might result in some differences appearing between the actual product and the manual. Please contact customer service for the latest program and supplementary documentation.
- There might be errors in the print or deviations in the description of the functions, operations and technical data. If there is any doubt or dispute, we reserve the right of final explanation.

- Upgrade the reader software or try other mainstream reader software if the manual (in PDF format) cannot be opened.
- All trademarks, registered trademarks and company names in the manual are properties of their respective owners.
- Please visit our website, contact the supplier or customer service if any problems occur while using the device.
- If there is any uncertainty or controversy, we reserve the right of final explanation.

# Important Safeguards and Warnings

This section introduces content covering the proper handling of the device, hazard prevention, and prevention of property damage. Read carefully before using the device, and comply with the guidelines when using it.

## Transportation Requirements



Transport the device under allowed humidity and temperature conditions.

## Storage Requirements



Store the device under allowed humidity and temperature conditions.

## Installation Requirements



### Stability Hazard

Possible result: The device might fall down and cause serious personal injury.

Preventive measures (including but not limited to):

- Only use cabinets and brackets specified for the device.
- Only use furniture and structures that can safely support the device.
- Do not place the device on the edge of the furniture or structure that is supporting it.
- Always educate children about the dangers of climbing furniture to reach the device and its controller.
- Carefully arrange the cables connected to the device to avoid people tripping over them and pulling on them.
- Make sure that the device is installed on a stable surface.
- Do not put the device on tall furniture, such as cabinets and bookcases, without first ensuring that the supporting structure is stable enough to bare the device.
- Do not place the device on fabric and other similar material.
- Do not place items, such as toys and remote controls, that may entice children to climb on top of the device or furniture on which the device is placed.



- Do not connect the power adapter to the device while the adapter is powered on.
- Strictly comply with the local electrical safety code and standards. Make sure that the ambient voltage is stable and meets the power supply requirements of the device.
- Please follow the electrical requirements to power the device.
  - ◇ Following are the requirements for selecting a power adapter.
    - The power supply must conform to the requirements of IEC 60950-1 and IEC 62368-1 standards.


- The voltage must meet the SELV (Safety Extra Low Voltage) requirements and not exceed ES-1 standards.
- When the power of the device does not exceed 100 W, the power supply must meet LPS requirements and be no higher than PS2.
- ◇ We recommend using the power adapter provided with the device.
- ◇ When selecting the power adapter, the power supply requirements (such as rated voltage) are subject to the device label.
- ◇ Please place the Signage in areas with the altitude below 5000 meters, or it would have performance issues.



- Do not place the Signage in a place exposed to sunlight or near heat sources.
- Keep the Signage away from dampness, dust, and soot.
- Install the Signage in a well-ventilated place, and do not block its ventilation.
- The device is a class I electrical appliance. Make sure that the power supply of the device is connected to a power socket with protective earthing.
- When installing the device, make sure that the power plug can be easily reached to cut off the power.

## Operation Requirements



-  The device or remote control contains button batteries. Do not swallow the batteries due to the risk of chemical burns.  
Possible result: The swallowed button battery can cause serious internal burns and death within 2 hours.

Preventive measures (including but not limited to):

- ◇ Keep new and used batteries out of reach of children.
- ◇ If the battery compartment is not securely closed, stop using the product immediately and keep out of reach of children.
- ◇ Seek immediate medical attention if a battery is believed to be swallowed or inserted inside any part of the body.

### ● Battery Pack Precautions

Preventive measures (including but not limited to):

- ◇ Do not transport, store or use the batteries in high altitudes with low pressure and environments with extremely high and low temperatures.
- ◇ Do not dispose the batteries in fire or a hot oven, or mechanically crush or cut the batteries to avoid an explosion.
- ◇ Do not leave the batteries in environments with extremely high temperatures to avoid explosions and leakage of flammable liquid or gas.
- ◇ Do not leave the batteries in environments with extremely low air pressure to avoid explosions and leakage of flammable liquid or gas.



- In a domestic environment this may cause radio interference in which case you may be required to take adequate measures.

- Ground the device to protective ground before you power it on.



- Use the device under allowed humidity (10%–85% (RH)) and temperature (0 °C to 40 °C, or 32 °F to 104 °F).
- Check whether the power supply is correct before use.
- Operate the device within the rated range of power input and output.
- Do not drop or splash liquid onto the device, and make sure that there is no object filled with liquid on the device to prevent liquid from flowing into it.
- Do not disassemble the device without professional instruction.

## Maintenance Requirements



Replacing unwanted batteries with the wrong type of new batteries might result in explosion.

Preventive measures (including but not limited to):

- Replace unwanted batteries with new batteries of the same type and model to avoid the risk of fire and explosion.
- Dispose of the old batteries as instructed.



The appliance coupler is a disconnection device. Keep it at a convenient angle when using it.

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# 1 Overview

This series of products adopt an industrial design with a sturdy body made of high-strength materials. It is an intelligent display terminal that integrates multimedia information and advertisement release, audio & video access, and network access. It enjoys simple and elegant appearance and uses grade-A LCD panel that ensures long-lasting and high-definition display.



## 2 Ports

Slight difference might be found between different models. Here we use two types of signage as examples. Please refer to the actual device for detailed information.

Figure 2-1 Ports

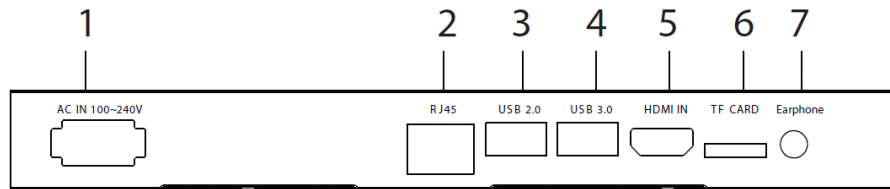


Table 2-1 Description of ports (1)

No	Name	Description
1	Power input port	Inputs 100–240 VAC power.
2	RJ-45	Connects the Signage to the network through Ethernet cable.
3	USB2.0	Connects to devices such as mouse or USB drive.
4	USB3.0	Connects to devices such as mouse or USB drive.
5	HDMI IN	Inputs uncompressed HD video signals and multichannel audio signals from the external HDMI signal source.
6	TF card slot	Install the TF card.
7	Earphone	Outputs audio signals.

Figure 2-2 Ports

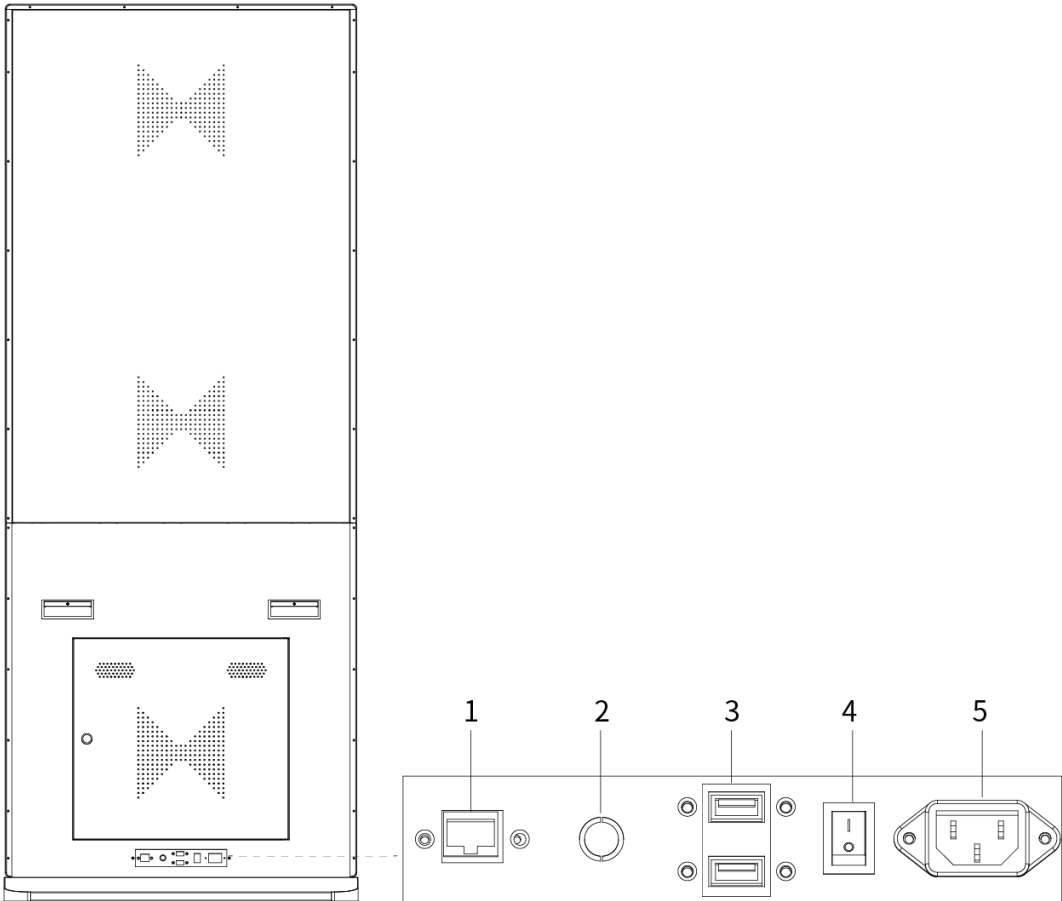


Table 2-2 Description of ports (2)

No.	Name	Description
1	Network port	Connects the Signage to the network through Ethernet cable.
2	Reserved port	Reserved function.
3	USB 2.0	Connects to devices such as mouse or USB drive.
4	Power switch	Turn on or turn off the power supply of the device.
5	Power input	Inputs 100–240 VAC power.

# 3 Installation

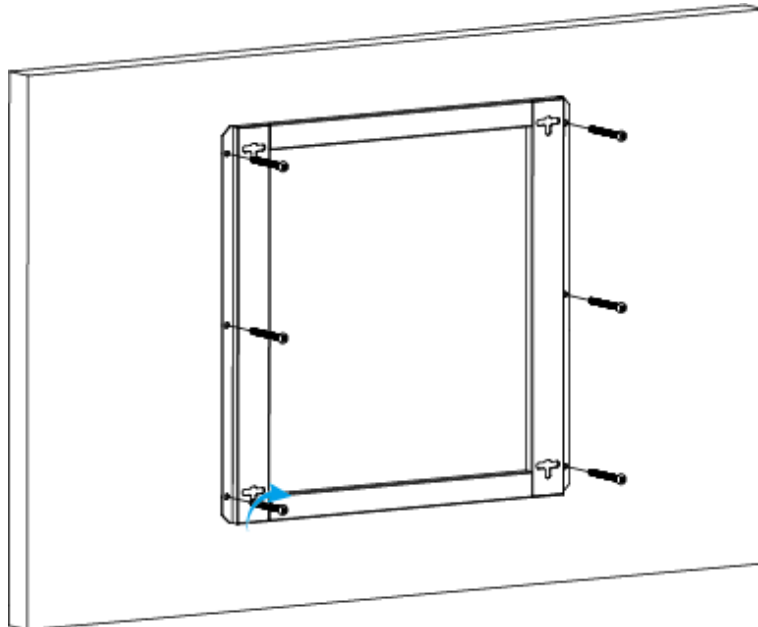
## 3.1 Wall-mounted Signage Installation

The images below are for reference only, please refer to the actual device for details.

### Procedure

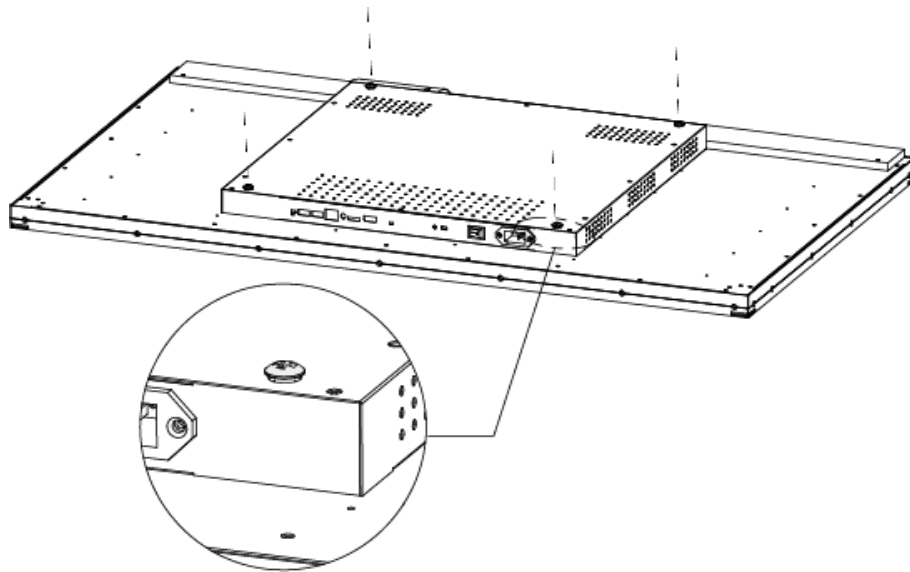
- Step 1 Open the package, and then take out the signage, wall-mounted bracket and 4 M6×12 screws.
- Step 2 Drill 6 holes (dimensions: Ø10 mm; depth: 55 mm) on the wall, and then put the expansion bolts into the holes.
- Step 3 Use 6 ST6×50 screws to fix the bracket on the wall.

Figure 3-1 Fix the bracket



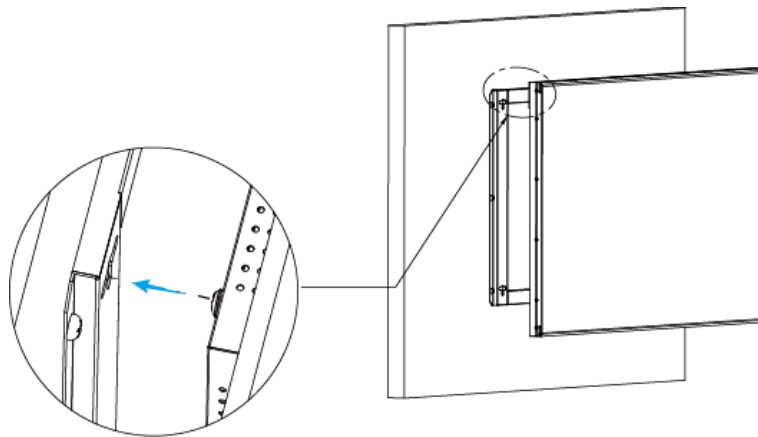
- Step 4 Install 4 M6×12 screws on the back of the signage.  
Do not tighten the screws (leave  $3.0 \pm 0.5$  mm from the signage) for later adjustments.

Figure 3-2 Install the screws



**Step 5** Attach the Signage to the corresponding holes on the wall-mounted bracket by using the screws.

Figure 3-3 Fix the signage



## 3.2 Floor-standing Signage Installation

The images below are for reference only, please refer to the actual device for details.

### Prerequisites

Purchase the casters as needed.

### Procedure

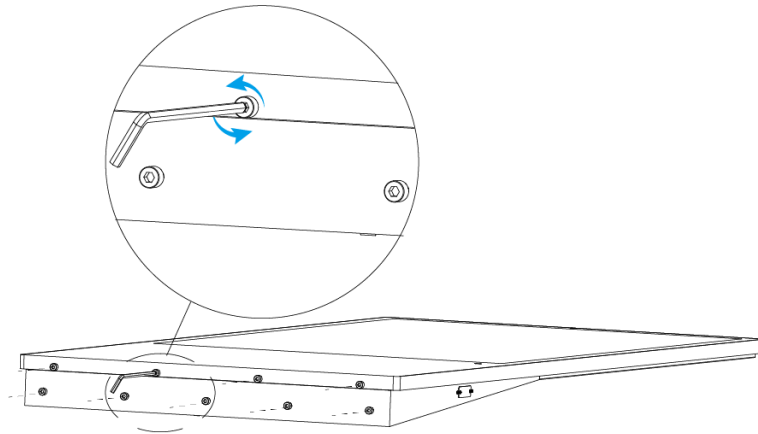
**Step 1** Open the package, and then take out the signage, base, base fasteners, casters, screws and Allen wrench.



Only 75-inch signage includes the base fastener.

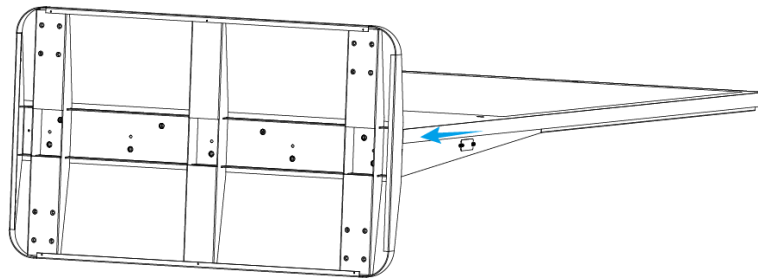
**Step 2** Use the Allen wrench to remove the screws at the bottom of the Signage.

Figure 3-4 Remove the screws



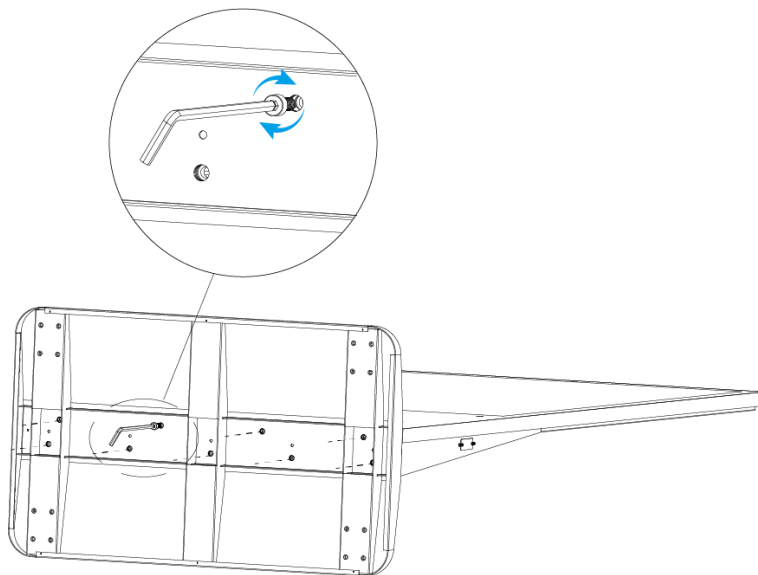
Step 3 Insert the Signage into the base.

Figure 3-5 Insert into the base



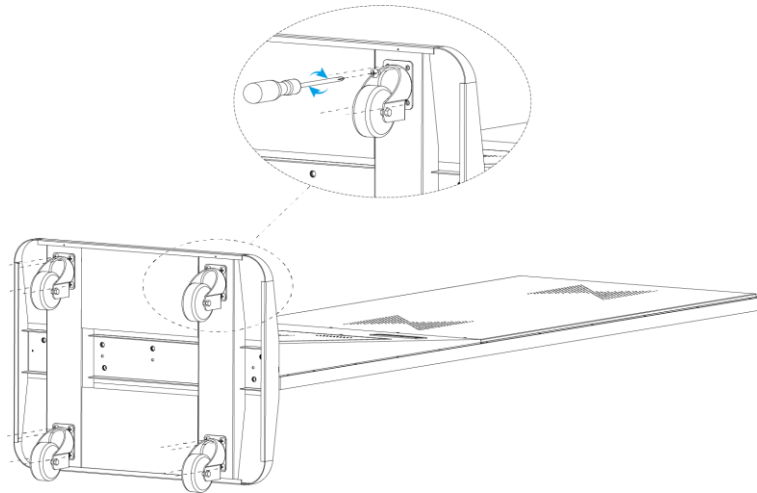
Step 4 Use the allen wrench to tighten the screws.

Figure 3-6 Tighten the screws



Step 5 (Optional) Use the screws to install the casters onto the base of the Signage.

Figure 3-7 Install the casters

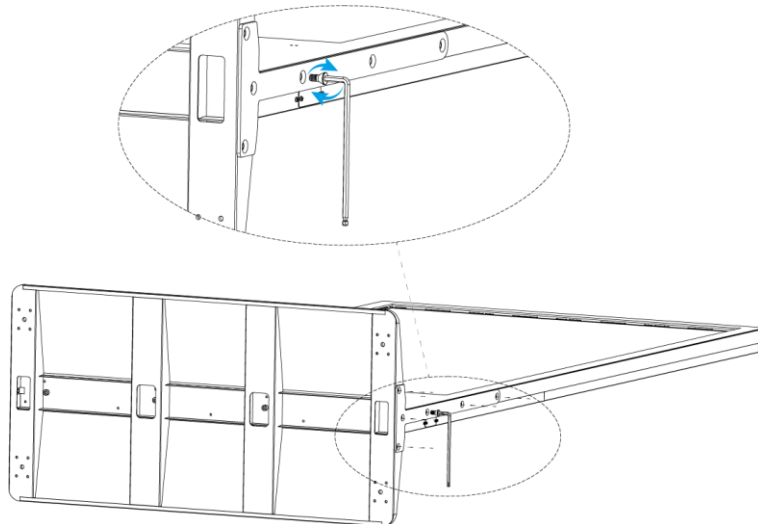


**Step 6** (Optional) Attach the base fastener to both sides of the Signage, and then use screws to secure the base fastener to the Signage.



This step is available for 75-inch signage.

Figure 3-8 Attach the base fastener



# Appendix 1 Remote Control

For Signage of specified models, you can use remote controls to operate them.













- The remote control supports limited operations: You can use the remote control to turn on or off the screen, turn on, turn off, or restart the Signage, adjust the volume and go back to the home page.
- Refer to the packing list to see whether the remote control comes with the Signage. If not, you need to purchase it separately.

Appendix Figure 1-1 Remote control appearance



Appendix Table 1-1 Buttons description

Operation Item	Buttons Needed
Power on/off device	Press  . In the pop-up dialog box, select <b>Power off</b> . Press the button again to power on the device.
Screen on/off device	Press  . In the pop-up dialog box, select <b>Screen off</b> . Press the button again to turn on the device screen.
Reboot	Press  . In the pop-up dialog box, select <b>Reboot</b> .
Adjust volume	<ul style="list-style-type: none"><li>● Volume up: Press  and press the right arrow button.</li><li>● Volume down: Press  and press the left arrow button.</li></ul>

Operation Item	Buttons Needed
Log in	<ol style="list-style-type: none"> <li>1. When you find the screen is locked, you can use your remote control to type the password. Press  on your remote control. The <b>Login</b> page is displayed.</li> <li>2. Operate arrow keys, move pointer to password box, and then type the password.</li> <li>3. Move pointer to <b>Done</b> on virtual keyboard.</li> <li>4. Move pointer to <b>OK</b>, and then press  on your remote control to log in to the device.</li> </ol>
Return to the previous page	Press  .
Return to the main menu	Press  .
Bring up the frequently used tool bar	Press  , and operate the left/right arrow keys to select a function you want.



# Appendix 2 Security Recommendation

## Account Management

### 1. Use complex passwords

Please refer to the following suggestions to set passwords:

- The length should not be less than 8 characters;
- Include at least two types of characters: upper and lower case letters, numbers and symbols;
- Do not contain the account name or the account name in reverse order;
- Do not use continuous characters, such as 123, abc, etc.;
- Do not use repeating characters, such as 111, aaa, etc.

### 2. Change passwords periodically

It is recommended to periodically change the device password to reduce the risk of being guessed or cracked.

### 3. Allocate accounts and permissions appropriately

Appropriately add users based on service and management requirements and assign minimum permission sets to users.

### 4. Enable account lockout function

The account lockout function is enabled by default. You are advised to keep it enabled to protect account security. After multiple failed password attempts, the corresponding account and source IP address will be locked.

### 5. Set and update password reset information in a timely manner

The device supports password reset function. To reduce the risk of this function being used by threat actors, if there is any change in the information, please modify it in time. When setting security questions, it is recommended not to use easily guessed answers.

## Service Configuration

### 1. Enable HTTPS

It is recommended that you enable HTTPS to access web services through secure channels.

### 2. Encrypted transmission of audio and video

If your audio and video data contents are very important or sensitive, it is recommended to use encrypted transmission function in order to reduce the risk of your audio and video data being eavesdropped during transmission.

### 3. Turn off non-essential services and use safe mode

If not needed, it is recommended to turn off some services such as SSH, SNMP, SMTP, UPnP, AP hotspot etc., to reduce the attack surfaces.

If necessary, it is highly recommended to choose safe modes, including but not limited to the following services:

- SNMP: Choose SNMP v3, and set up strong encryption and authentication passwords.
- SMTP: Choose TLS to access mailbox server.
- FTP: Choose SFTP, and set up complex passwords.
- AP hotspot: Choose WPA2-PSK encryption mode, and set up complex passwords.

### 4. Change HTTP and other default service ports

It is recommended that you change the default port of HTTP and other services to any port between 1024 and 65535 to reduce the risk of being guessed by threat actors.

## Network Configuration

### 1. **Enable Allow list**

It is recommended that you turn on the allow list function, and only allow IP in the allow list to access the device. Therefore, please be sure to add your computer IP address and supporting device IP address to the allow list.

### 2. **MAC address binding**

It is recommended that you bind the IP address of the gateway to the MAC address on the device to reduce the risk of ARP spoofing.

### 3. **Build a secure network environment**

In order to better ensure the security of devices and reduce potential cyber risks, the following are recommended:

- Disable the port mapping function of the router to avoid direct access to the intranet devices from external network;
- According to the actual network needs, partition the network: if there is no communication demand between the two subnets, it is recommended to use VLAN, gateway and other methods to partition the network to achieve network isolation;
- Establish 802.1x access authentication system to reduce the risk of illegal terminal access to the private network.

## Security Auditing

### 1. **Check online users**

It is recommended to check online users regularly to identify illegal users.

### 2. **Check device log**

By viewing logs, you can learn about the IP addresses that attempt to log in to the device and key operations of the logged users.

### 3. **Configure network log**

Due to the limited storage capacity of devices, the stored log is limited. If you need to save the log for a long time, it is recommended to enable the network log function to ensure that the critical logs are synchronized to the network log server for tracing.

## Software Security

### 1. **Update firmware in time**

According to the industry standard operating specifications, the firmware of devices needs to be updated to the latest version in time in order to ensure that the device has the latest functions and security. If the device is connected to the public network, it is recommended to enable the online upgrade automatic detection function, so as to obtain the firmware update information released by the manufacturer in a timely manner.

### 2. **Update client software in time**

It is recommended to download and use the latest client software.

## Physical Protection

It is recommended that you carry out physical protection for devices (especially storage devices), such as placing the device in a dedicated machine room and cabinet, and having access control and

key management in place to prevent unauthorized personnel from damaging hardware and other peripheral equipment (e.g. USB flash disk, serial port).