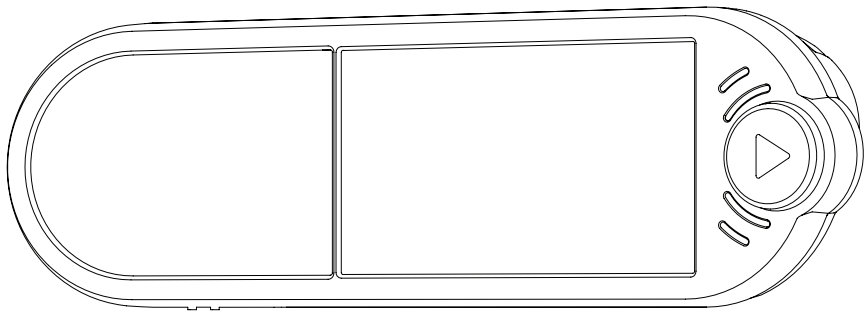


# i DISPLAY

Interactive Digital Displays

## 7" i Shelf 2 User Manual



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Thank you for purchasing an i Display product.

Before you start to use your new i Display, please read the user manual carefully to enjoy best performance and longer service life.

Keep this manual in a safe place for future reference.

In the interest of continually improving our product, i Display reserves the right to update or modify information contained in this manual.

The screens and the illustrations shown in this manual were produced during the development stage and may differ from the actual product.

For further information or support, please contact:  
[support@i-display.com](mailto:support@i-display.com)

# Safety and Warnings

## Main Supply

This equipment is designed to operate from a 100-240 Volt, 50/60Hz AC main supply. The use of other power sources may damage this equipment. Check that the voltage marked on the rating plate located at the rear of the power adaptor states 100-240V. The manufacturer will NOT accept responsibility for damage or injury caused by connecting to the wrong voltage.

## Main Unit

**FC** This device complies with CE/FCC regulations.

## Main Adaptor

The power adaptor supplied is compatible with a standard main socket. NB. If the power adaptor or lead gets damaged, it must be replaced by a qualified service agent with an approved adaptor of the same type and rating.

Operation is subject to the following two conditions: (1) this device may not cause harmful interference, and (2) This device must accept any interference received, including interference which may cause undesired operation. This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.

Consult the dealer or an experienced radio / TV technician for help. In accordance with FCC requirements, changes or modifications not expressly approved by manufacturer could void the user's authority to operate this product.

## FCC Radiation Exposure Statement

This equipment complies with FCC radiation exposure limits set forth for an uncontrolled environment. This equipment should be installed and operated with minimum distance 20cm between the radiator & your body.



Dangerous voltage constituting a risk of electric shock is present inside this equipment.



This mark is applied to show the equipment conforms to European safety and electro-magnetic compatibility standards.



There are important operating and maintenance instructions in the literature accompanying this equipment.

## Warning

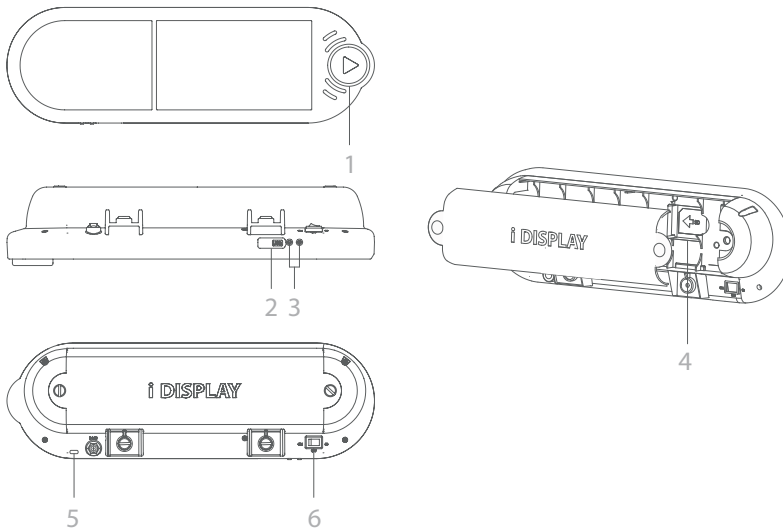
- The main plug shall be the main disconnect device and shall remain operable at all times.
- Never let anyone push objects into holes and ventilation slots.
- Do not expose this product to dripping or splashing or place any objects filled with liquids on or near the product.
- Do not place a naked flame source such as lighted candles on or near this product.
- Do not attempt to repair this product yourself; always get a qualified service agent to carry out adjustments or repairs.

# Overview

## Components

1. i Display i Shelf 2
2. Power Supply Unit
3. Screwdriver
4. User Manual

## Features



1. Activation Button
2. USB Port
3. Volume
4. S.D Port
5. Security hole, used to secure the unit with a cable
6. ON/OFF/SB Switch

# Operating Instructions

## Quick Start

### Turning on

The display has a choice between 2 play modes:

- STANDBY (SB) mode:

When the unit is turned on (ON/OFF/SB Switch is turned to SB), the unit will play the promotional movie (located in folder 1) once, and then a blank screen will appear.

Pressing the activation button will play the promotional movie (in folder 1).

Note: During ON/STANDBY mode the activation button should be flashing.

- If the button is not flashing, check the power source.

ON mode:

When the unit is turned on (ON/OFF/SB Switch is turned to ON), the unit will automatically play the movie (located in folder 0) in an endless loop. At the same time, the activation button will start blinking.

Pressing the activation button will play the promotional movie (in folder 1) once.

- If the button is not flashing, check the power source.

If the message "Please insert S.D or USB stick" appears, please go to "Playing other movies / change content" section of this manual (next paragraph).

## Playing other movies / change content

Prepare a USB stick with new content.

SB mode:

1. Make sure the content is copied onto the USB stick in a folder named 1.
2. Connect the USB stick to the USB socket. The content which was in the internal memory will be deleted and the new content in the USB stick will be copied automatically. After the content is copied, the unit will play the content in folder 1 once and then a blank screen will appear.  
The USB stick can now be removed. Pressing the button will play the promotional movie once.

On mode:

1. Make sure the content is copied onto the USB stick in 2 folders: a folder named 0. (for loop movie) and a folder named 1 (for push button movie).
2. Connect the USB stick to the USB socket. The content which was in the internal memory will be deleted and the new content in the USB stick will be copied automatically. After the content is copied, the unit will play the content in folder 0 in endless loop.  
The USB stick can now be removed. Pressing the button will play the promotional movie once located in folder 1 once and then the unit will continue to play the content in folder 0 in endless loop.

Important note:

- The video file name is not important but the folder name must be as stated.
- Make sure the video content is in a format supported by the unit.

## Playing content from an SD Card

1. Insert an SD card into the unit. Make sure the content onto folders named 0 and/or 1 in the same way as preparing content to play from a USB stick.
2. Please note, when an SD card is placed in the unit it does not copy its content to the internal memory of the unit. The content is played directly from the SD Card.
3. In a case that the unit contains content both in the internal memory and from SD card the unit will play the content from the SD card. i.e. the SD card is in a higher hierarchy content wise.

## Copying New Content to Internal Memory

1. Prepare a USB stick with the new content.
2. Make sure the content is copied in folders named: 0,1 into the USB stick.
3. Folder "0" is the loop movie, and folder "1" is the button movie.
4. Connect the USB stick to the USB socket. While the device is set to ON mode, **the content which was in the internal memory will be deleted** and the new content in the USB stick will be copied automatically. After the content is copied,

the unit will start playing the new content automatically. The USB stick can now be removed.

### Setting

To enter the settings page, push and hold the volume buttons.

In the settings page you will find Colour, Brightness, Count clear and Data options.

To navigate in the settings page, use the up / down volume buttons.

### Counter function

The unit will record each time the Flashing Red Button is pressed. This will be maintained on a TXT file.

To copy the TXT file from the unit, create a folder on a USB stick and name it 'recorder'. Insert this USB stick into the device, the TXT file will copy from the unit onto the USB stick. Once this process is complete, the screen will notify you by displaying the message 'Download is finished'.

To clear the TXT file, go to menu settings – counter clear – change to finished.

### Recommend content format

#### **Video Formats**

- Resolution: 720X405
- Video Format: Xvid (AVI)
- Frame Rate: 25 frames per second (up to 30 frames)
- Audio codec: MP3 160Kbps

#### **Picture Formats**

- Format: JPEG
- Resolution: up to 1920X1080

For detailed information regarding content design guidelines go to:

<http://www.i-display.com>

# Accessories

- i Shelf Metal Shelf Clip

All accessories are purchased separately

For more information on the range of accessories, please log on to [www.i-display.com](http://www.i-display.com)

# Troubleshooting

Problem	Troubleshooting
SD/USB is not recognized	<ol style="list-style-type: none"><li>1. Ensure the content is copied in the correct folder format (named 0 / 1 as outlined earlier in this manual).</li><li>2. Make sure the content is created in accordance with our recommended compatible formats (outlined earlier in this manual).</li><li>3. Disconnect power supply for approx 60 seconds, insert the USB/SD card first and then reconnect the power supply.</li><li>4. USB/SD card is damaged; try inserting another USB/SD card.</li></ol>
Cannot copy content to SD card	Make sure the SD card is set to “unlock”
Cannot turn on LCD	<ol style="list-style-type: none"><li>1. Make sure the power supply unit is plugged into electricity</li><li>2. Ensure the power switch on the back of the unit is turned on.</li></ol>

# Power Supply Unit Electrical Data

## Power Adaptor

Input 100-240V 50/60Hz, 0.3A ; Output 5V/1.5A

## Important note

Use only the original power adaptor

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