



MOBILE ACTIVATION GUIDE

Document Version 1.6

March 2020

©2020 Cineplex Digital Media. All rights reserved.

Copyright protection claimed includes all forms and matters of copyrightable material and information now allowed by statutory judicial law or hereinafter granted, including without limitation, material generated from the software programs displayed on the screen such as icons, screen displays, or looks.

Author: Jack Leach, jack.leach@cineplex.com

Co-Owner:

Document Version: 1.6

Revision Date: March 2020

Changes are periodically made to this document without notice. Changes, technical inaccuracies, and typographic errors will be corrected in subsequent editions.

Ver.	Date	Changes
1.0	09/04/2019	Document Creation
1.1	10/17/2019	Document Updates, Screenshot Updates
1.2	10/21/2019	Updated Xpress Activation Link
1.3	10/23/2019	Updated Terminology for Connection Group, Removed Serial Validation
1.4	10/23/2019	Removed Device Labeling, Added clarification regarding VPN reboots
1.5	10/25/2019	Updated to new Brand Guidelines
1.6	03/13/2020	2.4.2 Updates - Added ME MAC via OSD (Appendix I), Device Status Alert timeout, and MZ with Multi-Screen IP Association (Appendix III)



ATTENTION: No changes are to be made to this document except by the original author. If changes are required, then add an addendum to this document, clearly stating what change is necessary, why the need for the change, who authorized the change and date of change.

TABLE OF CONTENTS

OVERVIEW.....4

ENTERING ACTIVATION KEYS4

INSTALLER INFORMATION6

DEVICE ASSIGNMENT7

CONTENT DISTRIBUTION.....9

VIDEO CONFIRMATION12

VISUAL CONFIRMATION13

INSTALLATION COMPLETION14

APPENDIX I – LOCATING A MAC ADDRESS16

APPENDIX II - SETTING STATIC IP ADDRESSES FOR MEDIA ZONES17

APPENDIX III – IP SCREEN ASSOCIATION.....19

OVERVIEW

Before activating a Media or Location Engine, confirm the following:

- Activation Key(s), which are provided by the Cineplex Project Management Team
 - If keys were not provided, contact the Cineplex Project Manager as per the Escalation Matrix document
- Intended store location number and address details
- Amount of Media/Location Engines and their MAC addresses

ENTERING ACTIVATION KEYS

BEFORE STARTING

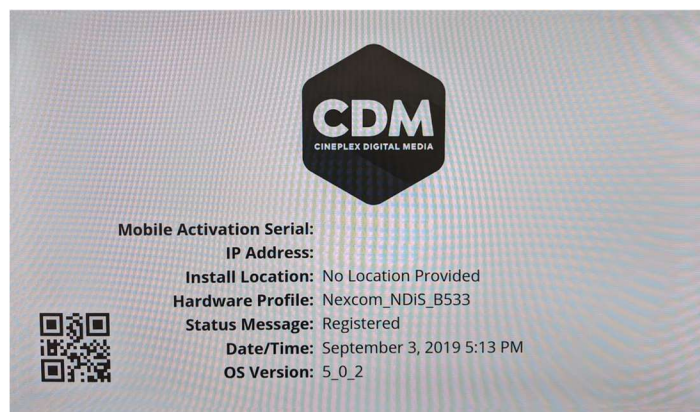
⚠ ATTENTION

ACTIVATE ONE ZONE AT A TIME

This will expedite content downloads as content is cached on local Engines

Newly activated Media Engines will reach out to other local Media Engines for faster downloads

1. Connect the Engine(s) to the appropriate power and network connections
2. Once the Engines boot, they will enter a registration phase.
 - This process is automatic - Do not interrupt the registration by unplugging network or power
 - If the device has successfully registered to CDM's data center, a screen like below will appear on the display



Above: Example of a device registered to CDM's data center

- If the registration process is interrupted, or if there is an issue with the Engine, an error will be present on the screen
- **"WARN: Cannot send Registration Information to Registration Service: ..."** or any other error should be escalated to CDM's Helpdesk. Refer to the Escalation Matrix

```
Verify that I have an IP address before continuing
OK: Local IP is 172.18.8.56

Verify Bootstrap Upn Files
Verify route to the Concentrator(s)
bsts.ck3.com 1195:
traceroute to bsts.ck3.com (209.98.158.138), 38 hops max, 68 byte packets
 38 209.98.158.138 <syn,ack> 82.117 ms 84.011 ms 82.098 ms
OK: Route to Concentrator Verified!
Starting the UPN client process
active
Verifying that the UPN tunnel is up
...OK: The bootstrap UPN tunnel is up.
Info: Luminal: Updated variable. variable=engine_mac
undefined
OK: Set engine mac to c4:88:ad:29:e6:76
Info: Luminal: Updated variable. variable=engine_serial
undefined
OK: Set engine serial to C488AD29E676
Redirecting to /bin/systemctl start rabbitmq-server.service
OK: Starting registration process
WARN: Cannot send registration information to Registration Service: service is unavailable or engine is already registered
WARN: Registration will be retried until successful.
```

Above: Example of Media Engine after failing to register

- 3. Once the device has been registered, access the **Activation Application** on a mobile device (laptop, mobile phone, or tablet) at the following link:

<https://inpulseonline.com/xpress-activation>

- 4. Enter the Activation Key provided and select **Continue**



Above: Example of an Activation Key being entered



ATTENTION: If a validation key was entered instead of an activation key, skip to the section titled **VIDEO CONFIRMATION**

INSTALLER INFORMATION

Above: Example of the Contact Information Page

5. Enter the Installer Name, Installer Phone, Installer Email, and then select **Continue**
 - Contact information is used for support requests and reporting/validation. Ensure the contact information is correct before continuing
 - This information will only need to be entered once per device
6. Confirm the Location Information. If it is correct, select **Confirm**
 - Location information is based off Activation Key
 - If the Location is incorrect, select **Deny** and refer to the Escalation Matrix document

Above: Example of the Location Verification Page

DEVICE ASSIGNMENT

Each activation key is tied to a Connection Group and has a specified number of screens. If there are more/less entries for devices in the Device Assignment section of the Activation process, immediately contact Support by referring to the Escalation Matrix documentation

Above: Example of the Device Assignment page

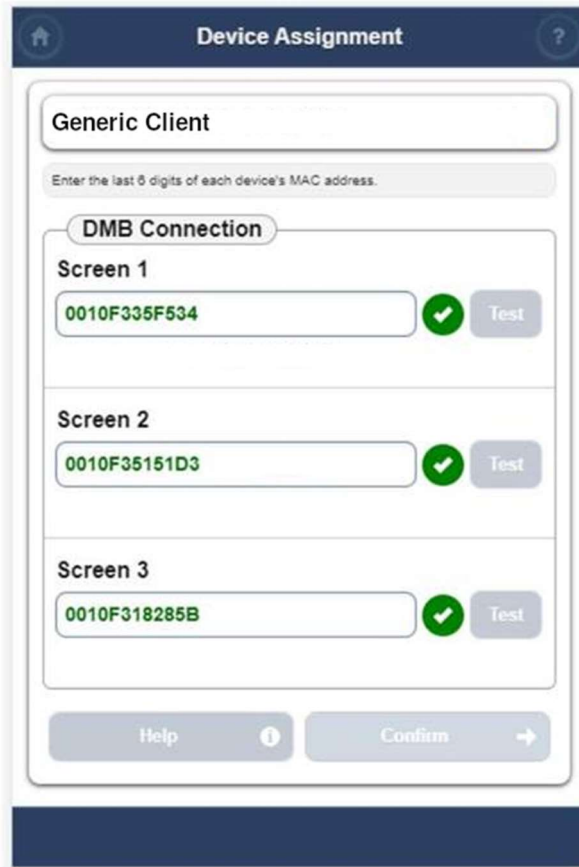
7. Enter the **MAC address** for each Engine
 - Refer to **APPENDIX I – LOCATING A MAC ADDRESS**
 - Enter the **last 5 to 6 digits** of the MAC, and the rest will autocomplete
 - A blue circle indicates that the MAC is being looked up for auto-completion
 - Once auto-completed successfully, the MAC address will turn green

Screen 1

Above: Example of a MAC address being looked up

Below: Example of a successful MAC lookup

- 8. Once all MAC addresses have been entered, select **Test** for each Engine to ensure it is online and reachable. A green checkmark will appear if the test has been successful



Above: Example of Device Assignment page with all devices tested

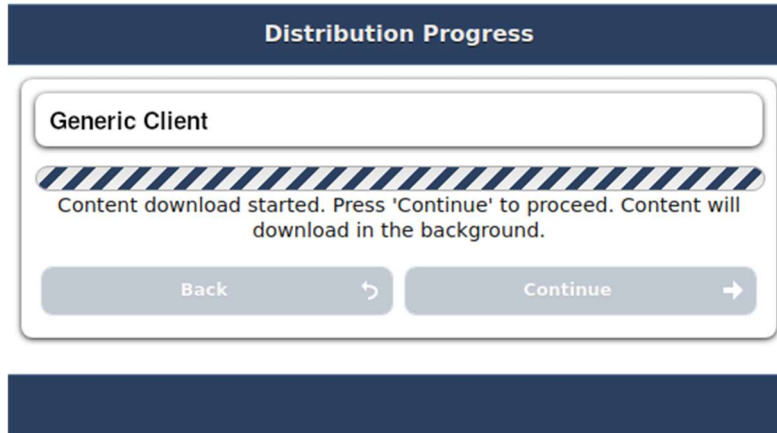
- 9. Once all MAC addresses have been tested, press **Confirm** to move to the **Content Distribution** section

CONTENT DISTRIBUTION



ATTENTION: Wait at this stage for the content download to complete. Once complete, the progress bar will stop, and content will be present on the installed displays. Perform any additional hardware installation while this process completes.

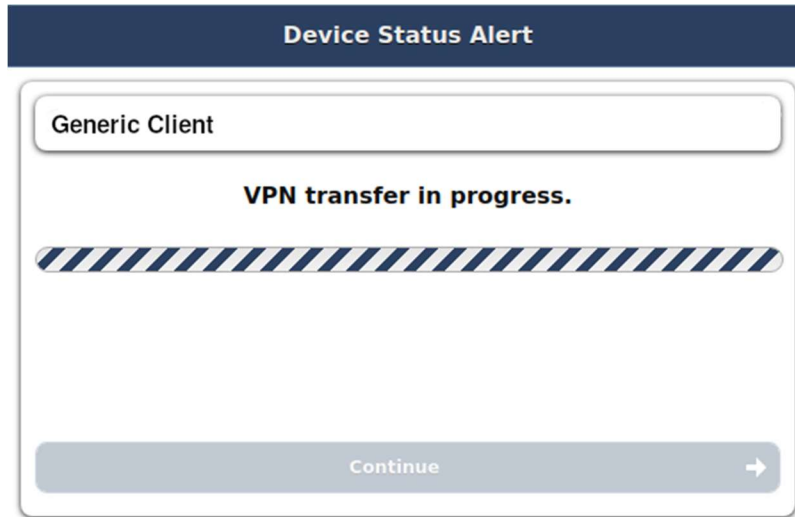
Screens may flicker, and client logos may be present until content is downloaded



Above: Example of the distribution progress page

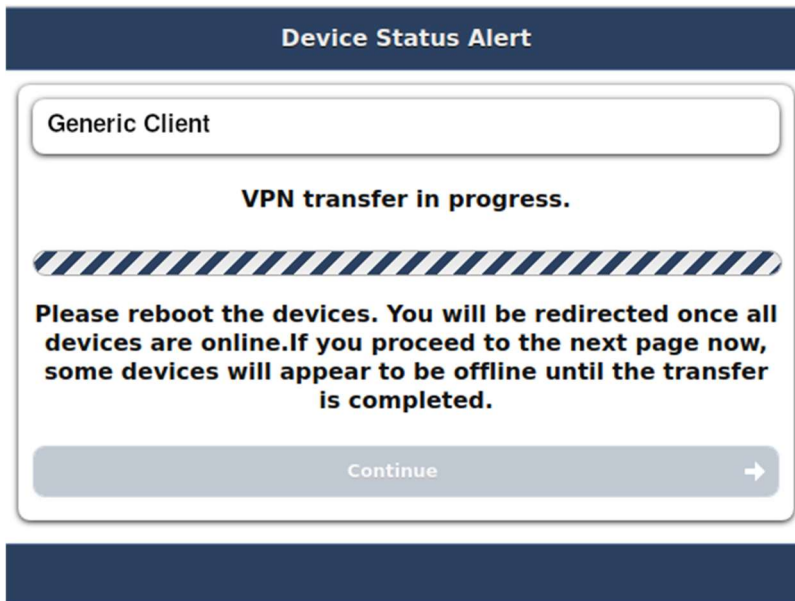
10. Once content has been downloaded, press **Continue**

- 11. VPN profiles will also be downloaded during this stage of the process. Allow time for this to complete



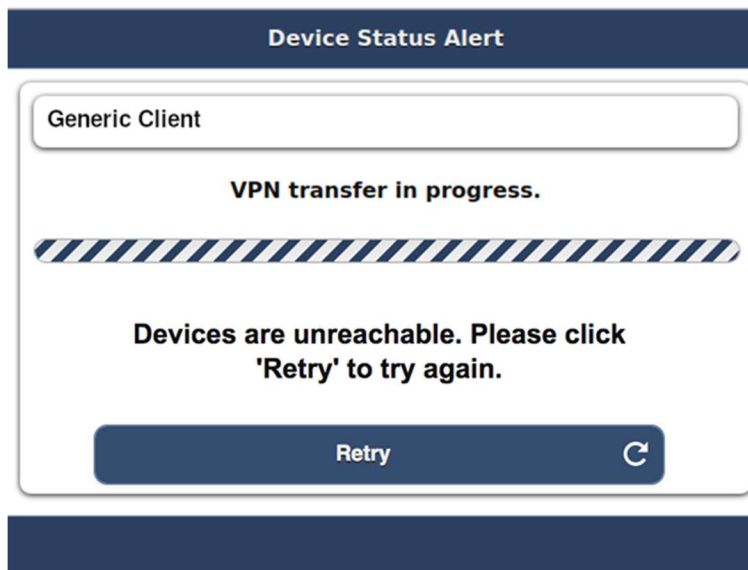
Above: Example of the VPN Distribution page

Below: Reboot alert shown once content & VPN profiles are downloaded

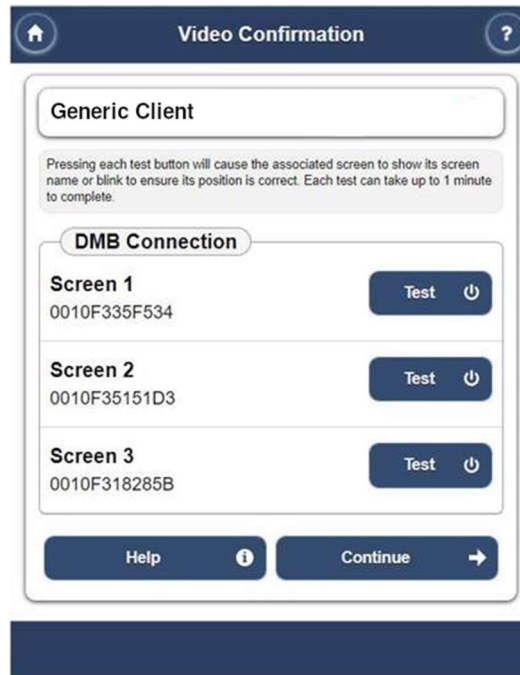


- 12. Once prompted, **reboot** the Engines to complete the VPN registration process
- 13. Once all devices have rebooted, select **Continue** to begin Video Confirmation Testing

NOTE: If this step exceeds a set duration (default 1 hour) you will see a notification stating "Devices are unreachable. Please click 'Retry' to try again." Clicking 'Retry' will reload the page. Verify network connectivity, if necessary.

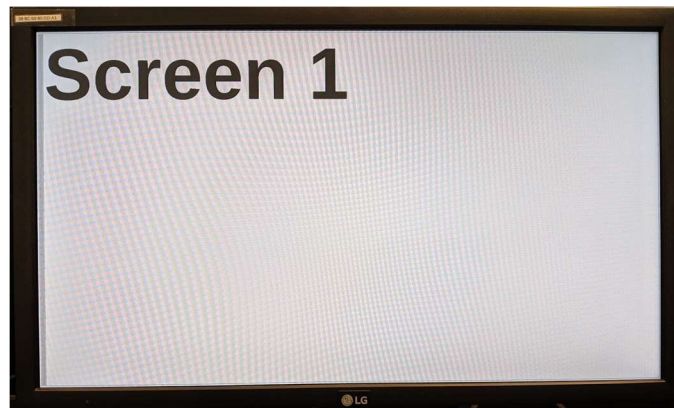


VIDEO CONFIRMATION

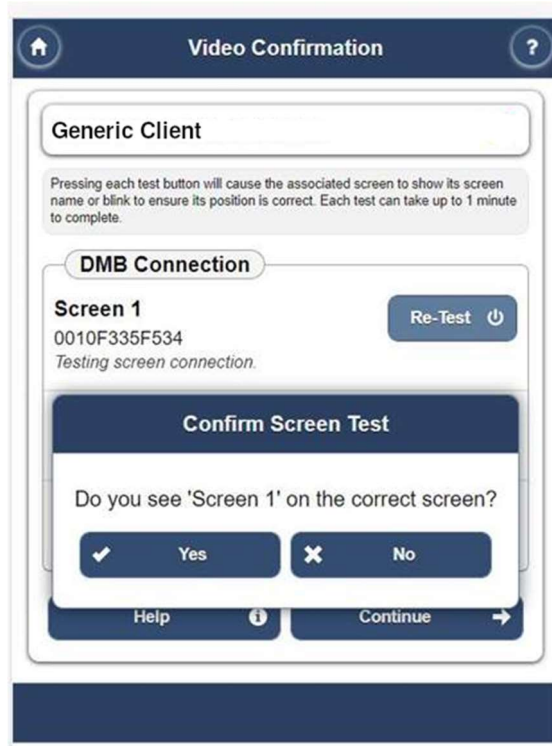


Above: Example of the Video Confirmation Page

14. Test Primary Video Output - Press **Test** for each Engine within the Connection Group
- Tests can take up to 30 seconds each, during which the screen will display text output indicating what screen position it is
 - After pressing **Test**, review the display
 - If the test content is shown on the correct display, confirm by pressing **Yes** on the Video Confirmation section of the Mobile Activation tool (example on following page)



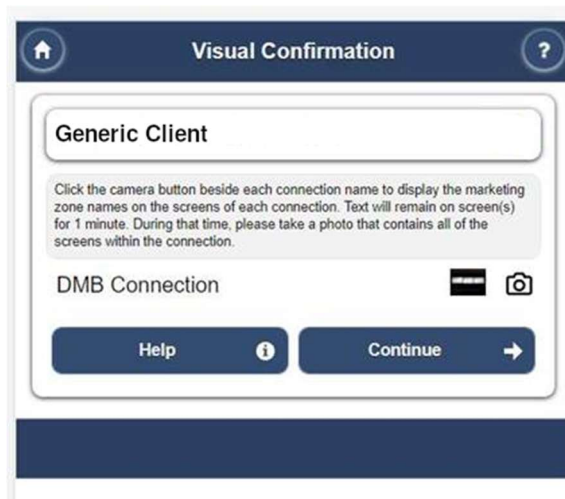
Above: Example of what's shown on the Display while testing




Above: Example of the video confirmation prompt

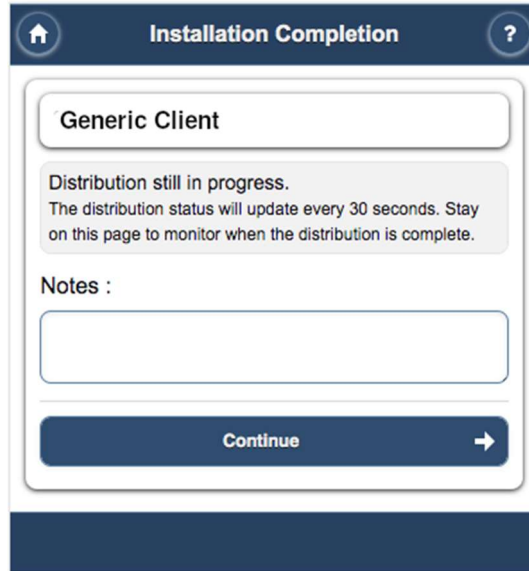
VISUAL CONFIRMATION

The Visual Confirmation section of Mobile Activation requires a picture of **all** installed screens within each Connection Group to be taken. This picture is then sent in for installation review.



15. On the **Visual Confirmation** Page, press the  icon. This will open the Camera App on your mobile device
 - Ensure that **all** screens within the Connection Group are visible in the image
 - Take a picture
 - Select **Continue** to finalize the installation

INSTALLATION COMPLETION



Above: Example of the Installation Completion Screen with a distribution in progress

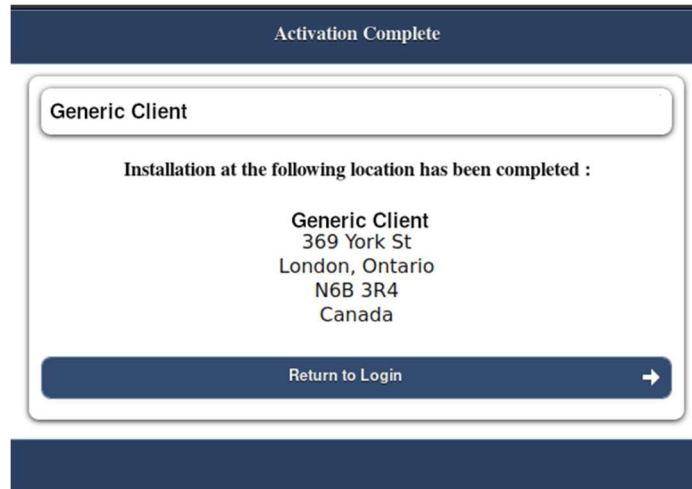
16. Enter any applicable notes regarding the installation
 - If the Media Engine is still downloading media, the **Installation Completion** page will display a warning informing you that the Distribution is Still in Progress. Wait on the page until specified otherwise



Above: Installation Completion Page with successful content Distribution

17. Select **Done**

- A final confirmation will be sent to the email address entered at the beginning of the activation

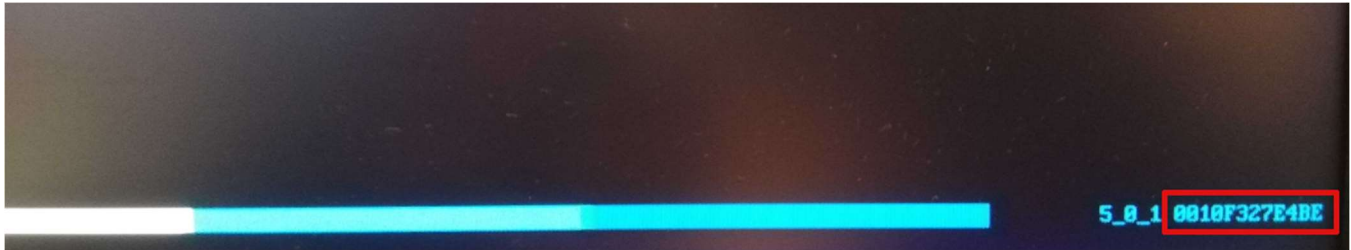


Above: Activation Completion Dialog

APPENDIX I – LOCATING A MAC ADDRESS

The MAC address of the Engine can be found on a label on the Engine itself or seen on the Display during the boot process. While the Engine boots, a progress bar is displayed along the bottom of the Display.

The MAC address of the Engine is displayed to the right of the Progress Bar, indicated by the red box below.



NOTE: This bootup progress bar is shown after the Static IP Selection menu. The Engine will need to be power cycled to access the Static IP Selection menu.

DS-081 MEDIA ENGINE



*Above: Example of the DS-081 Media Engine
Below: Example of MAC sticker on DS-081 chassis*



APPENDIX II - SETTING STATIC IP ADDRESSES FOR MEDIA ZONES

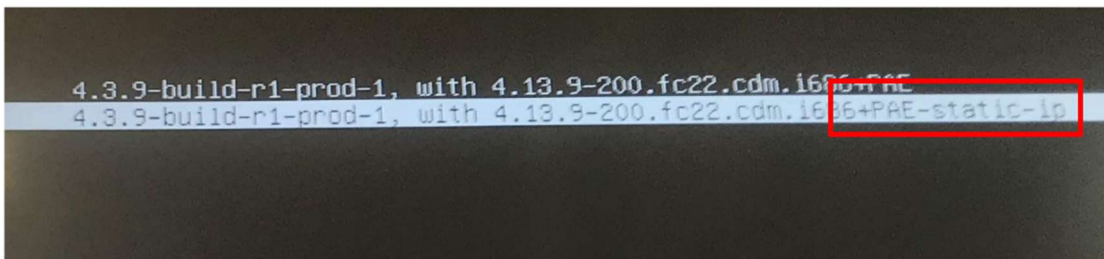


ATTENTION: Performing the following requires a USB keyboard to be plugged in to the Media Engine.

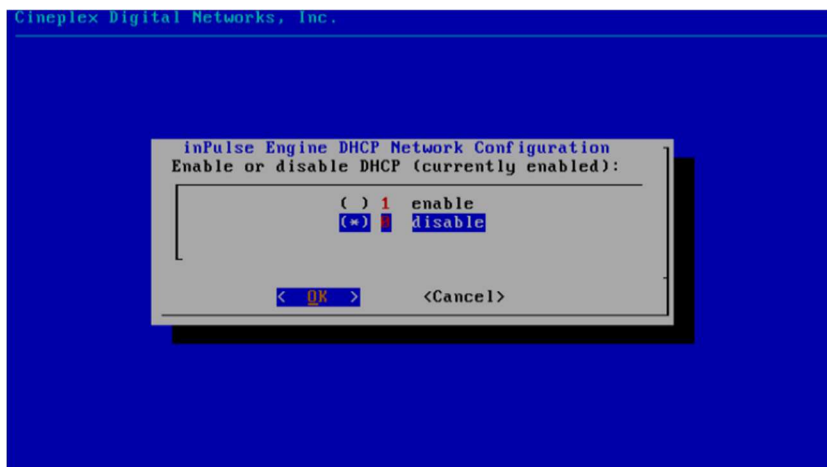
Review the documentation below **before** performing them.

With a keyboard plugged in, perform the following steps:

1. Power on the Media Engine
2. Count to 5, then begin pressing **ESC** on the keyboard to enter the following configuration screen
 - If you enter the BIOS by mistake, Press **ESC** to Exit the BIOS, selecting **YES** and hitting **Enter/Return**
 - Press **ESC** repeatedly once exited the BIOS and continue with steps below
3. Using the **Arrow Keys**, select the entry in the list ending with static-ip



4. Press Enter/Return to select the highlighted option
5. On the DHCP Network Configuration screen, using the Arrow Keys, select the disable option
6. Press Space to place an asterisk * beside disable



Above: Example of the DHCP Configuration Screen

7. Press **Enter/Return** to confirm

```

inPulse Engine Network Configuration
HELP
-----
This form allows you to see and modify this Engine's current Static
Network configuration.

To set a static IP, enter the IP address, netmask, and the gateway IP
address in their respective fields. Setting a DNS name is optional.

To set a dynamic IP address (DHCP) only, clear all text fields.

Don't forget to save your changes.

Tab: Cycle between text field group and labels
Arrow Up/Down: Cycle between text fields
Enter: Save text field values
-----
IP address
Netmask
Gateway
DNS
-----
< Save Settings >      <Cancel and Reboot>

```

Above: Example of the Network Configuration Menu



ATTENTION: If there are any prepopulated values in any field, clear them before entering the new IP configuration information

8. On the Network Configuration Menu, using the **Arrow Keys**, navigate to **IP Address**
 - Press **Tab** to enter the IP Address field
 - Enter IP address as specified by Digital Marketing Zone documentation
 - Press **Tab** to exit the IP Address Field
9. Using the **Arrow Keys**, navigate to **Netmask**
 - Press **Tab** to enter the Netmask Field
 - Enter the netmask as specified by the documentation
 - Press **Tab** to exit the Netmask Field
10. Using the **Arrow Keys**, navigate to **Gateway**
 - Press **Tab** to enter the Gateway Field
 - Enter the gateway as specified by the documentation
 - Press **Tab** to exit the Gateway Field
11. Using the **Arrow Keys**, navigate to **DNS**
 - Press **Tab** to enter the DNS field
 - Enter the DNS as specified by the documentation
12. Once all fields are correctly populated, press **Tab** to select **Save Settings**
13. Press **Enter/Return** to confirm changes

APPENDIX III – IP SCREEN ASSOCIATION

Connection Groups with Multiple Displays

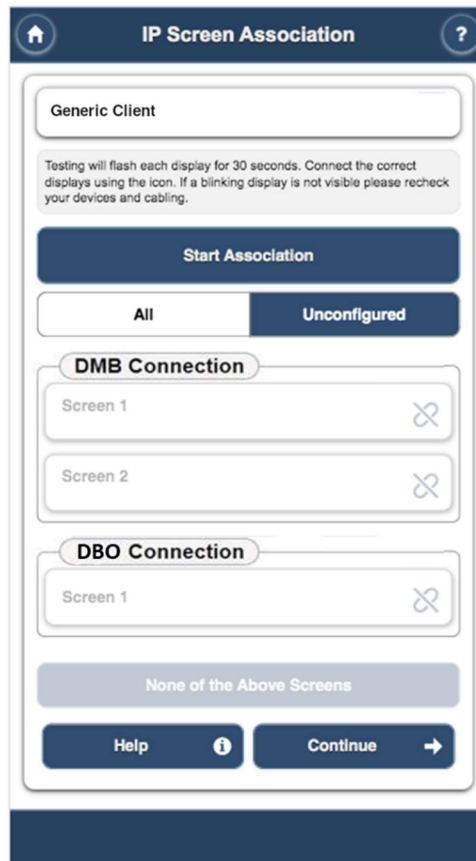
In some instances, a single Connection Group may have multiple displays. The IP Screen Association process provides a means to link any additional displays to the Connection Group for serial-over-IP monitoring and diagnostics. These screens should be assigned in left-to-right order, with Screen 1 starting on the **left**.



ATTENTION: The IP Screen Association page will only appear if there are IP screen Connection Groups in the current activation. If there are none, you will not see this section

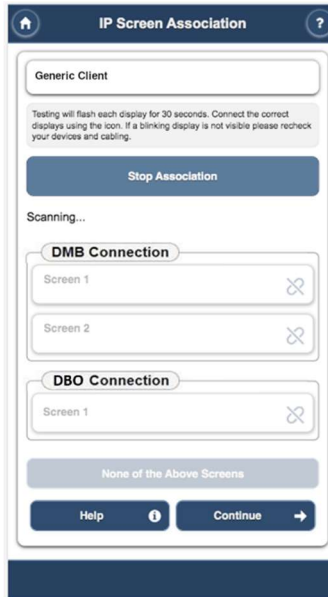
While you can sort between **All** or **Unconfigured** displays, you will only see Connection Groups that are part of the current activation.

1. On the IP Screen Association page, press **Start Association**

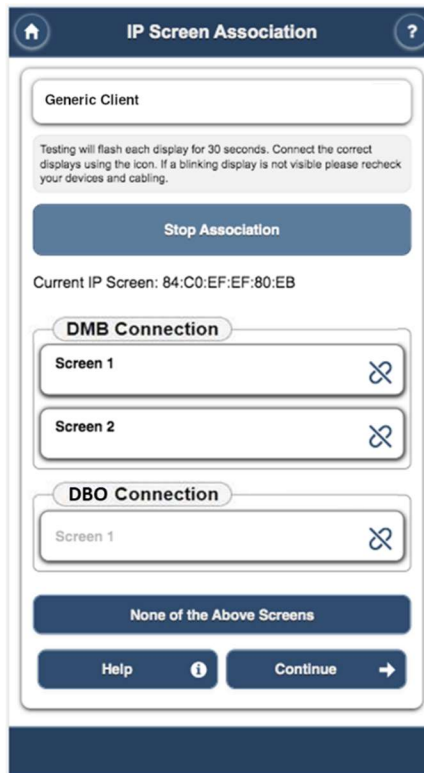


Above: Example of the IP Screen Association screen showing a Connection Group (DMB Connection) with multiple displays above another Connection Group with only a single display (DBO Connection)

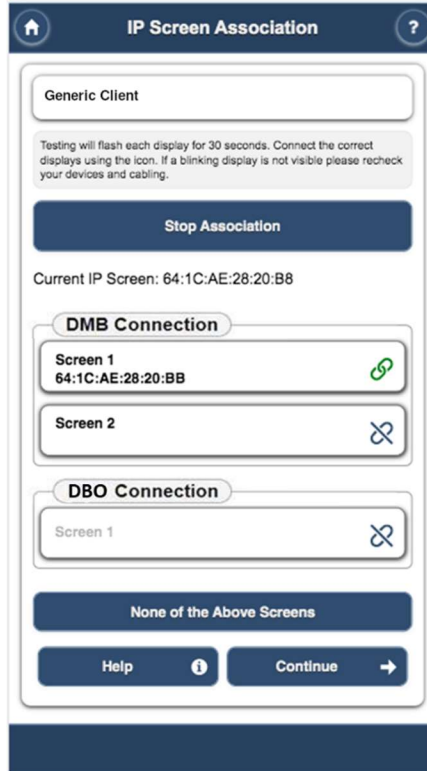
- 2. Mobile Activation will scan the network looking for IP screens



- 3. Once screens have been discovered, the system will select one screen at a time and begin blinking it black/white for 30 seconds. The currently selected IP screen MAC address is displayed in Mobile Activation



4. From the list of screens, **Select** the screen location that is blinking by clicking on its screen location name
 - A green link icon to the right of the screen location name will indicate the screen is now associated, and the MAC address of the screen will be located below the screen location name



Above: Example of an IP screen associated with a marketing zone with multiple displays

5. The next IP screen will begin to blink. Repeat step 4 for all screens as they blink

NOTE: If you see a blinking screen that is NOT a part of the current activation, select **None of the Above Screens** to skip
6. Click **Continue** once all screens are associated to save the MAC addresses to the Connection Group and continue
 - You can continue if screens are not all associated. A warning popup will appear, but it won't prevent you from continuing. No assignment will be made to the blank Connection Groups