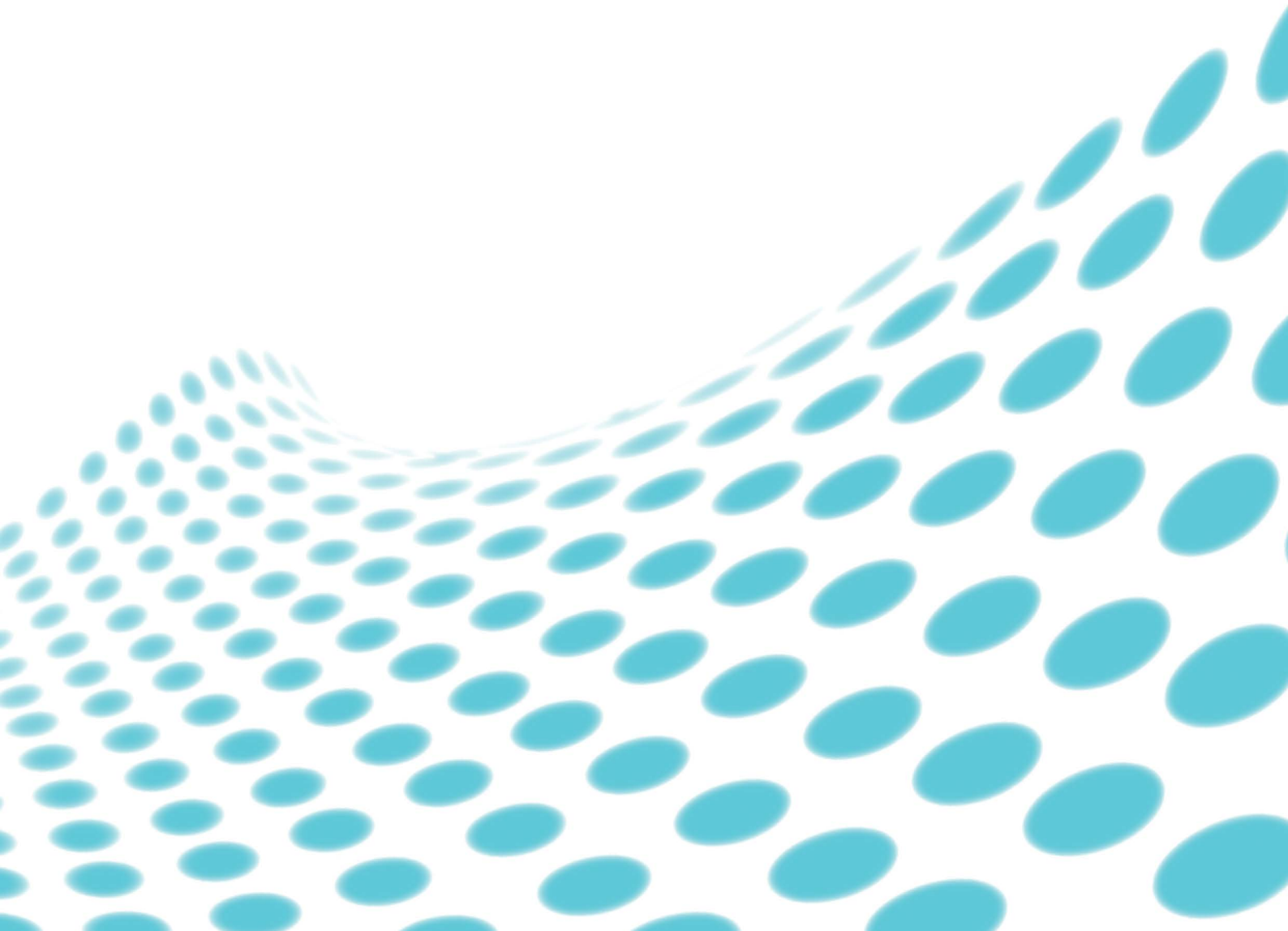




dreamocTM *POP*

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User manual
version 1.0



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EU-declaration of conformity

EU-declaration of conformity	
Realfiction ApS Øster Allé 42, 5th floor 2100 Copenhagen Ø Denmark	
Hereby declares that the Dreamoc POP meets the Council Directive 2006/05/EF of December 12, 2006 (low voltage).	
Dreamoc is designed to display and promote products along with an electronic produced and animated colour show. Content and scope of the colour show is designed in an interchangeable memory card, and worked with the client's wishes. Dreamoc consists of a display unit that is mounted on a floor stand. Display unit can also be mounted on the wall without using a stand, or placed on other stable surfaces.	
Furthermore, the product is in accordance with Council Directive 2004/108/EC of December 15, 2005 on the approximation of Member States relating to electromagnetic compatibility.	
DK-1250 Copenhagen, date 31/8-2011  Clas Dyrholm CEO, Realfiction ApS	

It is important to read this manual before using the Dreamoc, and to follow advices and instructions on safety, operation and general use to get the best possible experience with your Dreamoc.

The Dreamoc is designed to showcase products and other objects in combination with free floating 3D video animations. Should the Dreamoc be used for purposes other than described, the CE marking and guarantee is no longer valid without a written approval from Realfiction.

The Dreamoc is design protected in shape and form. Realfiction and Dreamoc are registered trademarks owned by Realfiction ApS.

Security precautions

Installation of the Dreamoc must be done according to this manual, and must be performed by an adult (Over 21 years).

The Dreamoc must be placed on a horizontal, stable and plane surface. The floor stand (coming product) must be fitted with sufficient ballast as described in this manual.

Do not install the Dreamoc in narrow passageways or other places where a lot of people and equipment has to pass close by, thereby risking collisions that might cause the Dreamoc to tip over causing human injuries and damage to property.

The Dreamoc must be connected to a power outlet with current and voltage as described in the product marking.

Turn off the Dreamoc before changing the memory card.

During service and cleaning the the power plug must be removed from the outlet. To disconnect the apparatus from the mains, the plug must be pulled out from the main socket; therefore the main plug shall be readily operable.

Handle the liquid crystal display (LCD) with care. The LCD is a very delicate display device: Do not press its surface with excessive force, hit it or prick it with a sharp object.

No sand or dust! Fine sand or dust entering the system could cause malfunctions or defects.

No water or oil! Water or oil entering the system could cause electric shock, malfunctions or defects.

The surface of the system will be slightly warm when using, but this does not indicate a fault.

Be careful of unusual ambient temperature. Using the system in a place where the temperature is over 40°C (140°F) or lower than 0°C (32°F) may result in malfunction.

Do not place the Dreamoc in direct sunlight or near magnetism, corrosive gas or ultrasonic humidifier. This could cause malfunction.

Do not expose the Dreamoc to soot or steam. Thick soot or steam could damage the electrical components and cause malfunctions.

Keep the memory card out of reach of children to prevent swallowing.

Product guarantee

The manufacturers guarantee includes production, materials and function of the supplied equipment. The guarantee is valid only if the supplied material is used as described in this manual, and to the purpose to which it has been designed.

The guarantee includes repair or replacement of malfunctioning components.

The guarantee is no longer valid if any unauthorized repairs or replacement of parts have been performed on the product.

The LCD screen is a product of high precision technology. Out of the total pixels 0.01% or less pixels may be out (black dots) or may remain lit as coloured dots (red, blue, and green). This shows the limitations of the current technology, and does not indicate a fault.

Correct Disposal of This Product (Waste Electrical & Electronic Equipment)

(Applicable in the European Union and other European countries with separate collection systems)



This marking shown on the product or its literature, indicates that it should not be disposed with other household wastes at the end of its working life. To prevent possible harm to the environment or human health from uncontrolled waste disposal, please separate this from other types of wastes and recycle it responsibly to promote the sustainable reuse of material resources. Household users should contact either the retailer where they purchased this product, or their local government office, for details of where and how they can take this item for environmentally safe recycling. Business users should contact their supplier and check the terms and conditions of the purchase contract. This product should not be mixed with other commercial wastes for disposal.

When receiving the Dreamoc POP

Please be careful when unpacking the Dreamoc. Especially the optic is a highly precise component.



Package contents

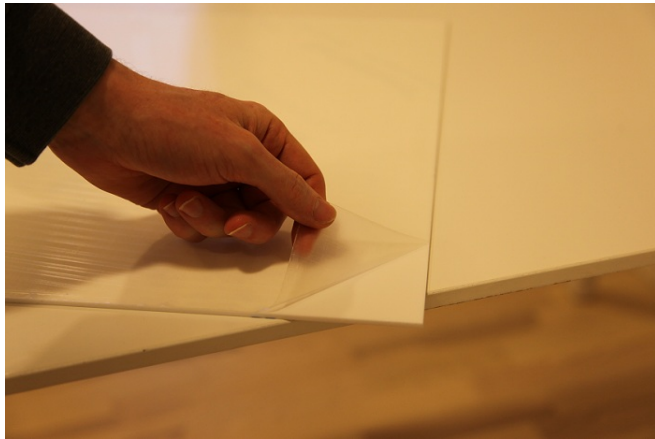


1. Dreamoc POP Display
2. Bottom plate (to be placed inside of the Dreamoc POP)
3. User Manual
4. Power cord
5. Cleaning cloth (for cleaning the optic)

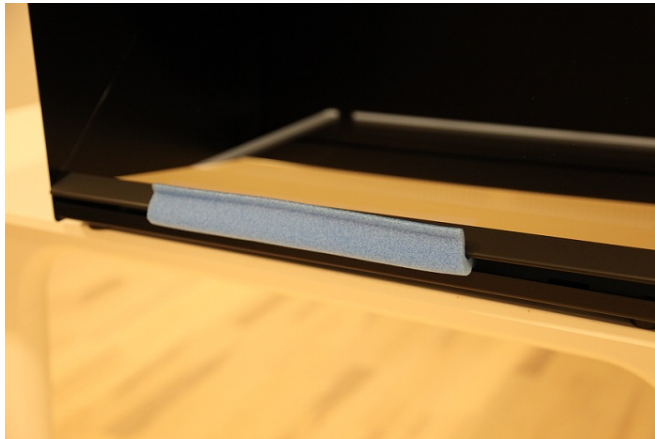
Begin using the Dreamoc POP

To keep the display in a pristine condition, we have included a cleaning cloth for cleaning the optic, do not use chemicals or water to clean the optic, this might damage the coating. The housing can be cleaned with a damp cloth.

Once the Dreamoc is out of the box, please prepare the POP by doing the following:



Remove the protective foil from the white bottom plate



Remove the protective foam



Open access to the chamber of the Dreamoc POP by pushing the optic gently with a finger through the small hole in the bottom plate – this is easier if you place the Dreamoc slightly away from the edge of a table. Lift up the optic with your other hand.



Place the white bottom plate inside the Dreamoc.



Connect the power cord to the tail of the fixed cord.

You are now ready to use your new Dreamoc POP. Connect the unit to the power outlet and wait about 20 seconds. The Dreamoc is delivered with a pre-installed movie, which will start automatically. The Dreamoc can operate 24/7, but if you would like to turn off the unit, you can simply cut power to the Dreamoc. The system is not damaged in any way. As soon as the unit gets power again, it will restart automatically.

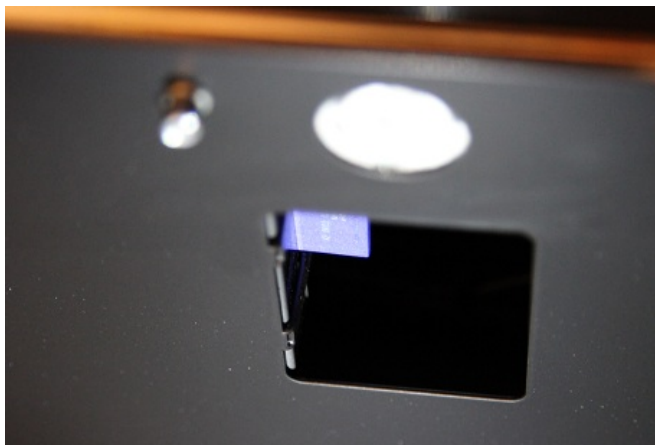
How to insert/change the content on the Dreamoc

If you want to change the content in the Dreamoc POP, you simply do that by swapping the memory card. Alternatively you can overwrite the content or add extra files to the memory card already supplied with the Dreamoc POP.

NOTE: We recommend always keeping a backup copy of your Dreamoc content, either on a computer or on a backup memory card.

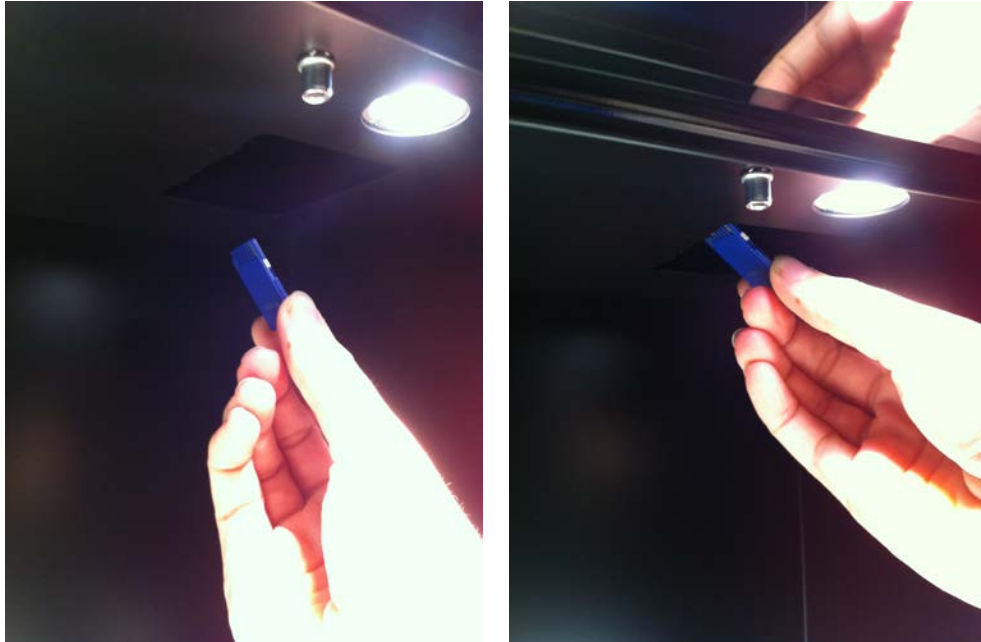


Open the optic to get access to the player and memory card.



The memory card slot is placed inside the chamber of the Dreamoc POP, in the back, right side just behind the LED lamp as shown on the picture.

With the unit powered off, take out the memory card and insert another card in the player with the label facing upwards. Do not use excessive force when inserting the card. Close the Dreamoc POP and turn on the power once again. Wait about 20 seconds and the display will start showing the new content.



NOTE: The type of player and memory card can vary based on standard or high feature specifications. The standard version is shown on the picture.

Cleaning the Dreamoc POP

The transparent optic is made of plastic and should only be cleaned gently with the **dry** black cleaning cloth that comes with the product - to avoid scratches on the surface. The surface is hard coated, but will still need to be handled with care. The metal housing can also easily be cleaned with a damp cloth.

NOTE: Do not use chemicals, cleaning substances, sponges etc. Only use the cloth which comes with your new product. Never use stump objects to remove dirt from the optic.

How to access the chamber of the Dreamoc POP

Placing your actual product or another physical object inside the display creates a very effective mix of reality and fiction! So we urge people to incorporate physical items in the storytelling whenever possible.

The white bottom plate can be taken out completely. This makes it possible to create a scenery or landscape inside the Dreamoc, or to securely fix an object to the plate - which we strongly recommend to avoid the object being out of position after a while.



Open access to the chamber of the Dreamoc POP by pushing the optic with a finger through the small hole in the bottom plate – this is easier if you place the Dreamoc slightly away from the edge of the table. Lift up the optic with your other hand.

After placing an object inside of the Dreamoc POP, gently replace the optic to its resting position.

How to change the LED light

NOTE: The lamps become hot during operation, so be sure to turn off the display and let it cool about 10 minutes before handling the LED lamps.

The LED lights are pre-installed in the Dreamoc POP, thus it should not be manually installed after purchase. But should you need to change the lamps, please do the following.

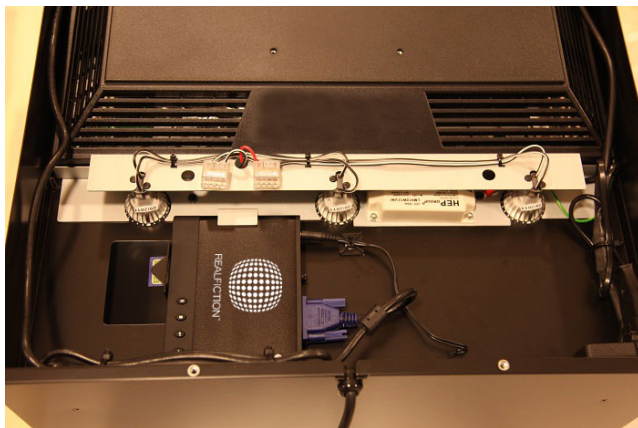
Note: Make sure that you have unplugged the Dreamoc POP from the power outlet.



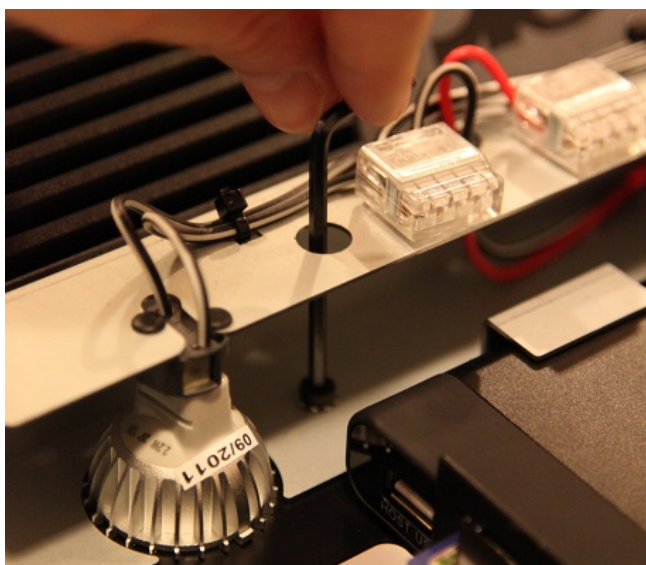
Remove the two unbrako screws on top of the Dreamoc



Remove the top plate by lifting up in the small tip placed just over the power cord



Just behind the LCD display you will see the LED module containing the 3 LED lamps.



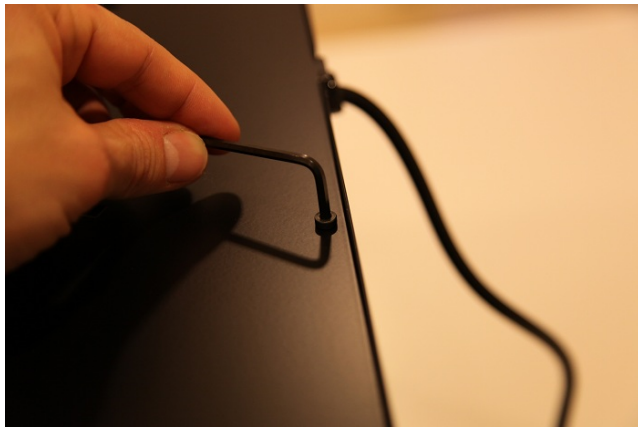
Remove the two unbrako screws to unmount the LED module. Gently remove the module and replace the LED lamps.

OPTIONAL: The Dreamoc POP has a standard MR11 socket for G4 LED lamps, which makes it easy to change the light to smoother/brighter LED lamps or change the color of the light, by replacing the original LED lamp.

How to access the LCD display and Media Player

Normally there is no need to access the LCD display or Media Player. But should this be required, e.g. for maintenance purposes, please do the following.

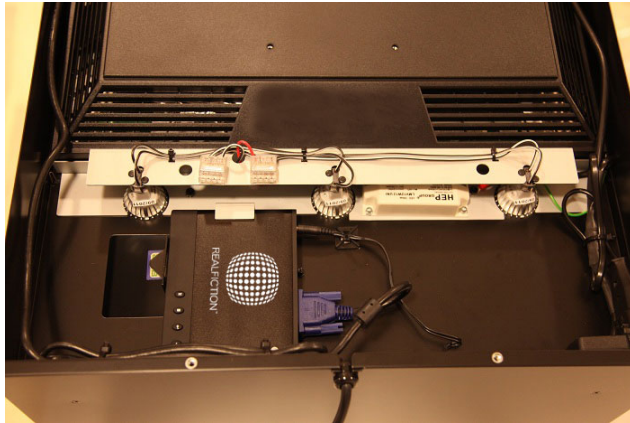
Note: Make sure that you have unplugged the Dreamoc POP from the power outlet.



Remove the two unbrako screws on top of the Dreamoc



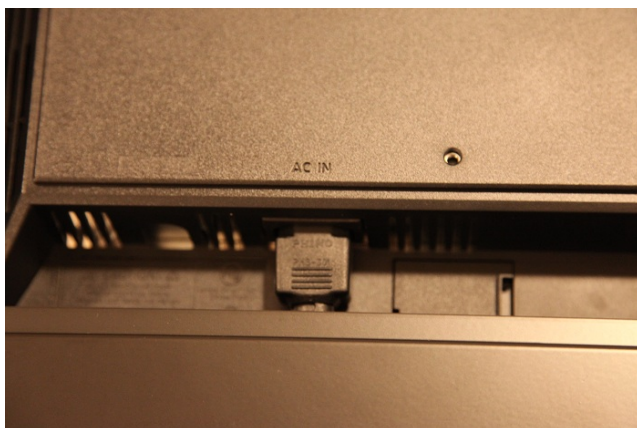
Remove the top plate by lifting up in the small tip placed just over the power cord



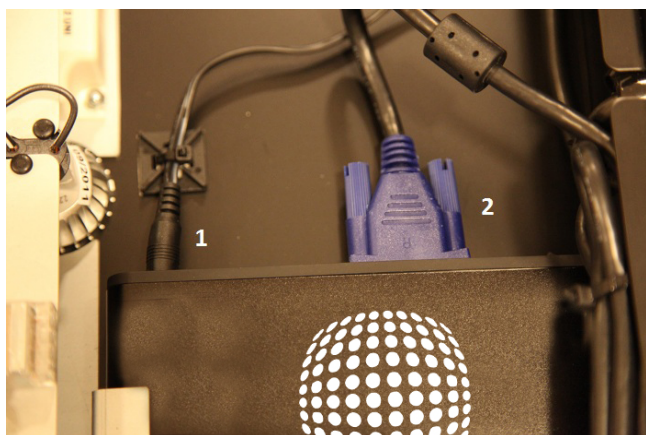
Here you have access to the LED lamps, LCD display, Digital Media Player and internal wiring.



VGA input for the LCD display



AC Power input for the LCD display



Power input for the Media Player (1) VGA output from the Media Player (2)

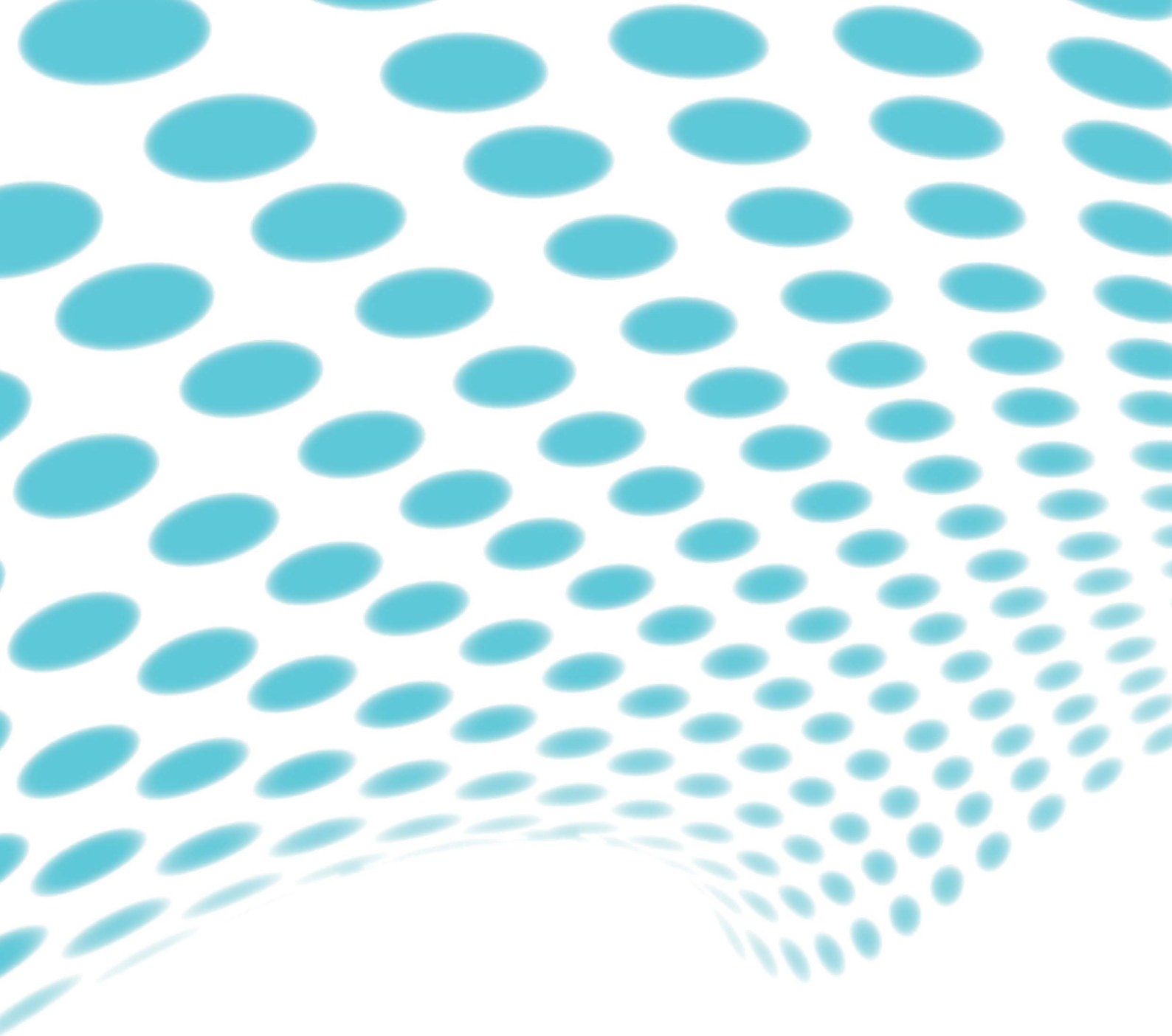
Here it is possible to check all connections and change cables if needed.

Note: Do not press any of the buttons of the Media Player. This might change the configuration of the Media Player making the unit unable to perform.

Troubleshooting

Problem (General)	Solution
No power.	<ul style="list-style-type: none"> - Make sure the AC outlet has power. - Make sure that the cables are properly inserted. - Open the top of the Dreamoc and check the cable connections.
Screen is showing a blue menu	<ul style="list-style-type: none"> - The SD card can vibrate slightly out of place during transport. Remove the card and insert it properly and the movie should start. - Is the movie on the card properly formatted for the Dreamoc POP? Check the official demo movie and refer to the correct content manual.
Screen shows mirrored lcd screen logo when booting but then remains black afterwards	<ul style="list-style-type: none"> - Open the top lid and check if the player has a green light on the front. Look carefully as it can be hard to see the light from a steep angle. - If no: Make sure the on/off button on the player is set to "I", and the power supply is properly connected in both ends. Alternatively replace the power supply and/or the player. - If yes: Check the VGA connections between player and screen. If the button "M" on the player has been pressed during operation, the output setting will have changed. To correct: press the "M" button and wait 5 seconds. Repeat this operation a couple of times until the image appears on the screen.
Screen does NOT show mirrored lcd screen logo when booting and remains black, but lamps are on	<ul style="list-style-type: none"> - Open the top lid and check the power connection to the screen. - Lift up the screen and check if the power button on the front has been activated (turned off).
LED lamp is off or blinking.	<ul style="list-style-type: none"> - Make sure the lamp is properly inserted in the socket. - Check wire connections from the LED power supply (driver) to the LED lamps - Replace lamp and/or driver.

Problem (General)	Solution
Film is lacking or not playing at all.	<ul style="list-style-type: none"> - Check that the screen and player has power and is turned on. Are the LED lamps on? - If the button “M” on the player has been pressed during operation, the output setting will have changed. To correct: press the “M” button and wait 5 seconds. Repeat this operation a couple of times until the image appears on the screen. - Please check that the content has been produced according to the right Dreamoc content manual. - Take out, format and reload the memory card. - Replace the memory card with a new one.
The video images are out of scale/alignment.	<ul style="list-style-type: none"> - Please check that the content has been produced according to the right Dreamoc content manual. - In case the player or screen has been adjusted manually, contact your reseller for the correct configuration files.



For further information and pricing
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