

Digital Advertising Tag

DT-124 User Manual



DT (Digital Advertising Tag) is a wearable media player with a 2.4" LCD screen. DT displays 640x480 still images and 320x240 video. FREE software is provided for image scaling and video conversion. 256MB of built in flash memory will hold 60 minutes of video or 8,000 still images. DT has a USB port to manually update content from a PC. iTAG web based management utility is available to automatically update content to many DT devices, simply plug your DT device into an internet connected PC!

DT kit includes:

- DT player
 - 2.4" Full-Color TFT LCD Display
 - Mini TF Card Slot (4 GB max)
 - Built-in speaker & microphone
 - Built in rechargeable lithium-ion battery
- AC charger
- USB Data/Charging cable
- Shirt/Suit magnet clip
- Lanyard
- Mini CD
 - Still image conversion software
 - Video conversion software
 - PC "Gateway" program connects to web based management utility
- User manual



Specifications:

- Display screen size: 2.4"
- Supports video in MPEG-4 (AVI) format
- Supports still images in JPG format
- Supports MP3 and WMA audio files
- Standalone platform
- Memory 256MB built in flash memory
- Resolution 320 x 240 video, 640x480 still
- Connectivity: Mini USB 2.0 interface
- Size: 2.8" x 2" x .5"
- Weight: 2.7 oz
- Playback time: 12 to 15 hours
- Battery: Rechargeable Lithium-ion
- Operating system: Windows 98 or higher
- Energy saving: Adjustable brightness and backlight.

First time use:

1. Turn the unit on and let it play until it turns off to completely drain the battery.
2. The first two charging cycles may take up to 8 hours. Normal charge cycle is three to four hours.

File Conversion:

Your DT includes a CD which file conversion software:

“Free Image Converter” to scale and convert common still images (JPEG, JPG, JPE, JFIF, BMP, DIB, GIF, TIF, TIFF and PNG) to the proper JPG format for your DT player. You will find this utility in the Image-TOOLS directory of the CD.

“AVI Converter” to scale and convert common video formats (WMV, RM, AVI, VOB and DAT) to the proper AVI format for use with your DT player. You will find this utility in the AVI-TOOLS directory of the CD.

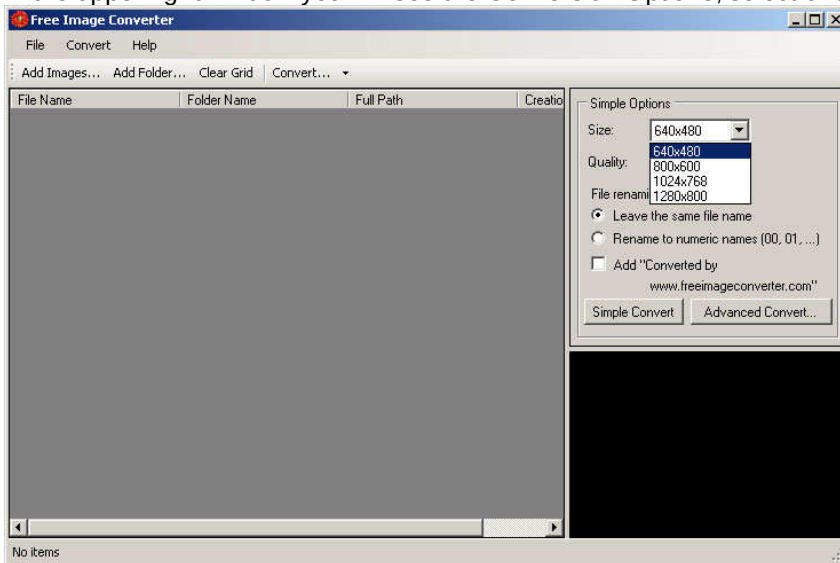
Free Image Converter software:

For best image quality, photo image resolution should be 640x480. This image scaling tool is used to resize your images if you are manually copying your files from you PC to the DT device. The iTAG web management utility auto-scales images to 640x480 when they are uploaded to the server, therefore, this utility is not necessary when using iTAG.

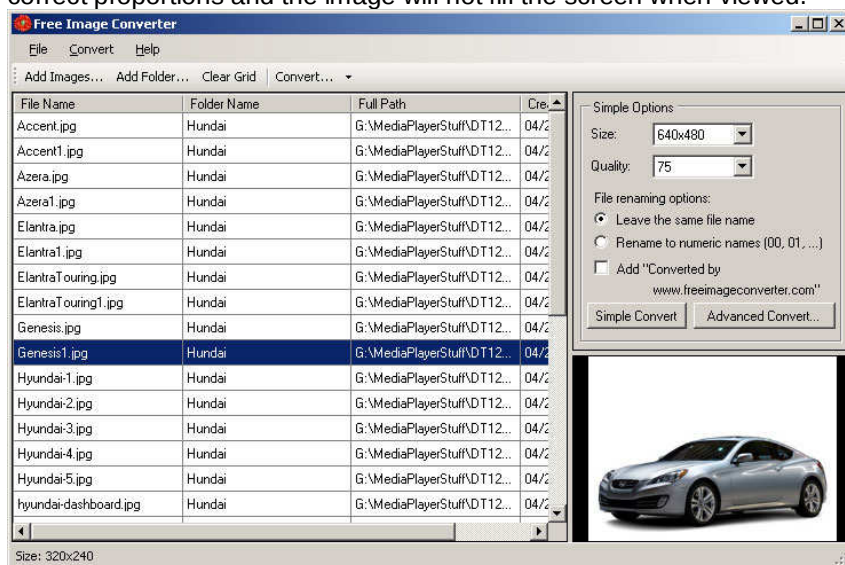
How to bulk convert images using Free Image Converter (3 easy steps)

1. Add images to convert:
Use the "Add Images..." button. You can select multiple files in this window using the CTRL key, or you can use "Add Folder..." to add all images from a selected folder.

2. In the upper right window you will see the Conversion Options, select 640x480.



Select a file to preview it in the window in the lower right corner. If a black area is shown, the original image is not the correct proportions and the image will not fill the screen when viewed.

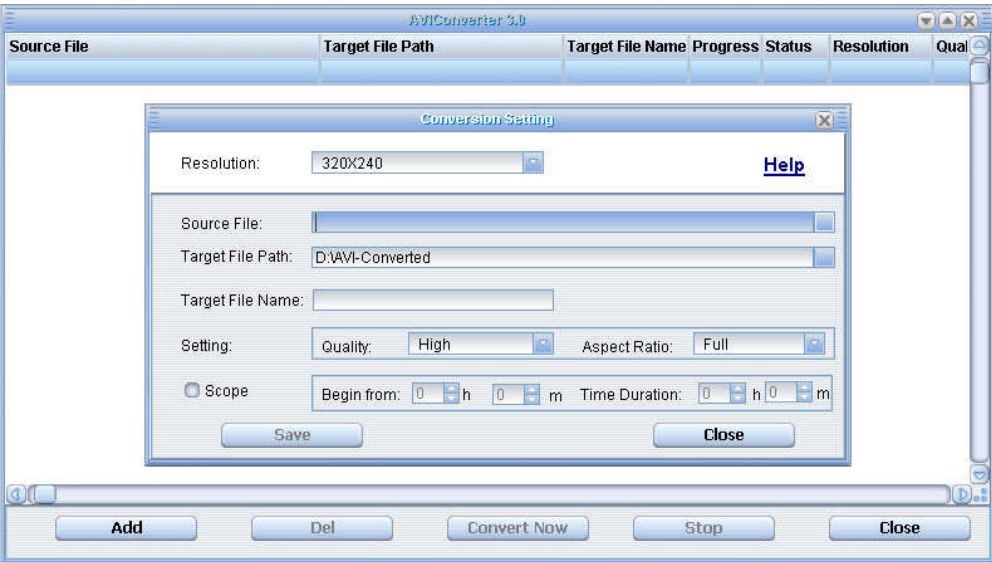


3. Select a destination for the converted files:
Click "Convert...", you will be prompted for a destination folder where your converted files will be saved. Wait until all images are converted.

AVI Conversion software:

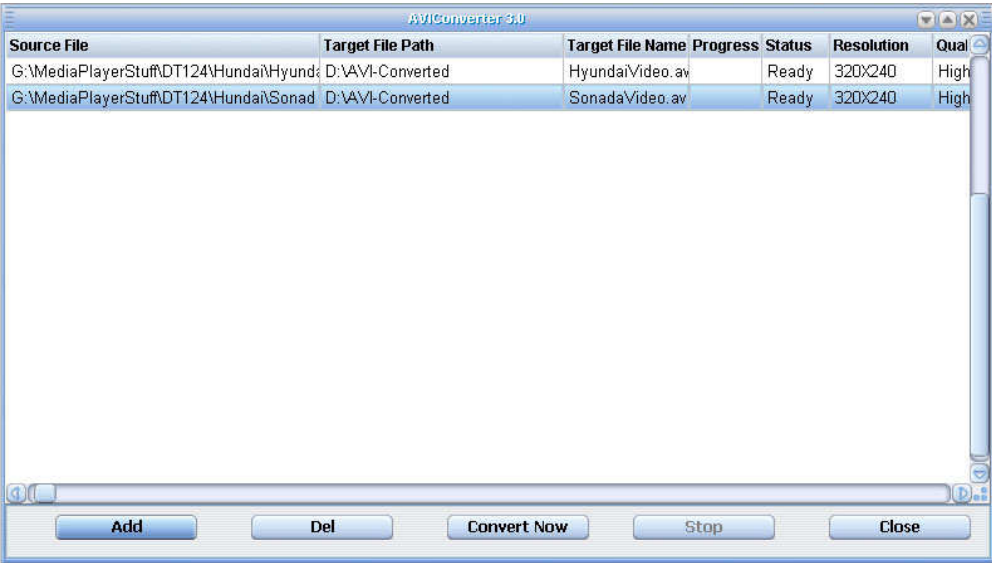
“AVI Converter” to scale and convert common video formats (WMV, RM, AVI, VOB and DAT) to the proper AVI format for use with your DT player. You will find this utility in the AVI-TOOLS directory of the CD.

All the SD (640x480) video files (.wmv, .mpg .etc) must be converted to 320x240 resolution to playback properly on DT device. The software is located on the supplied Mini-CD. Install and run the application. Click the “Add” button at the bottom of the window, then select a video to be converted by browsing using the “Source File” drop down window. Select the location to save your converted files using the “Target File Path” drop down window.



After selecting a video file, click the “Save” button to add to the list of files to convert. Repeat this process for all files to be converted. Click the “Close” button when done.

The files to be converted will be shown in the window below. Click the “Convert Now” button. The conversion progress will be displayed in the “Status” column.

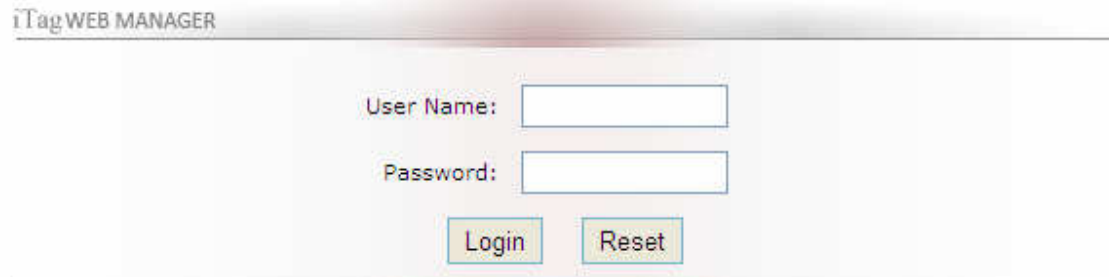


iTAG web based management utility

www.itagsign.com

iTAG is a web based management utility for DT devices. Please contact us for a user name and password. This service is available for a small monthly subscription fee.

Go to www.itagsign.com and log in.



iTag WEB MANAGER

User Name:

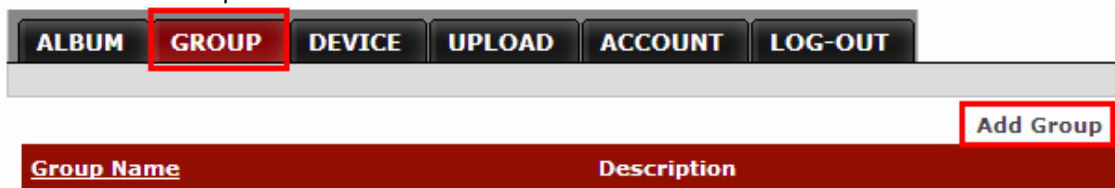
Password:

Login Reset

3 Quick Steps

Step 1: Create A Group Name

1. Click on the GROUP tab
2. Click on "Add Group"

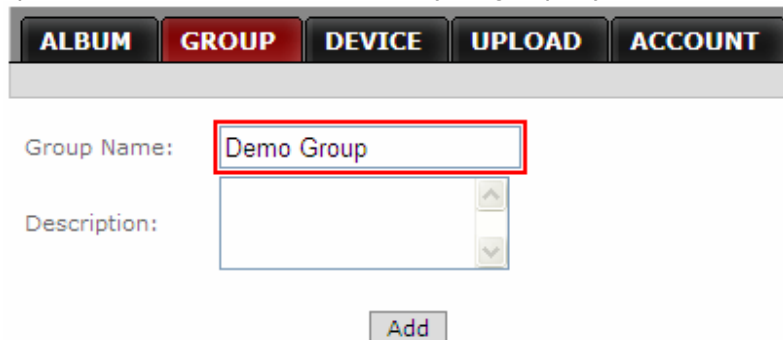


ALBUM **GROUP** DEVICE UPLOAD ACCOUNT LOG-OUT

Add Group

Group Name	Description
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3. Type any group name in the Group Name box. "Demo Group" is used for example purposes only. The Description is optional and can be used to describe your group in your own terms. Click "Add" when finished.



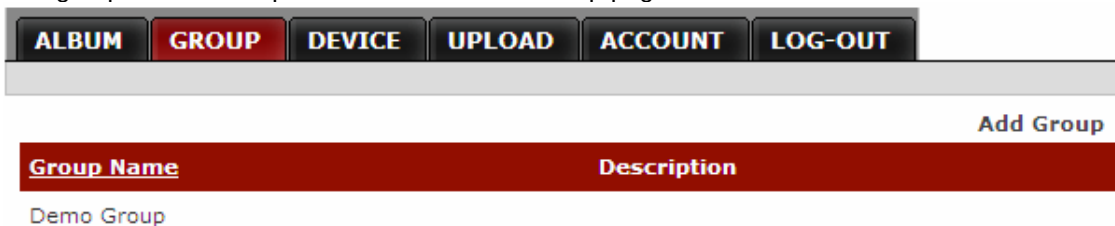
ALBUM **GROUP** DEVICE UPLOAD ACCOUNT

Group Name:

Description:

Add

4. The group "Demo Group" has been added on Group page



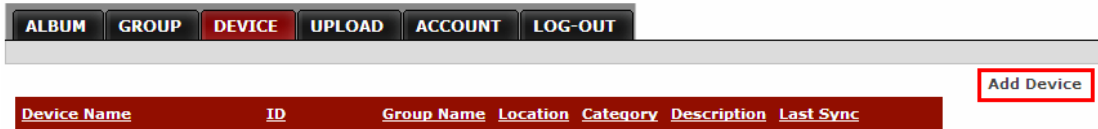
ALBUM **GROUP** DEVICE UPLOAD ACCOUNT LOG-OUT

Add Group

Group Name	Description
Demo Group	

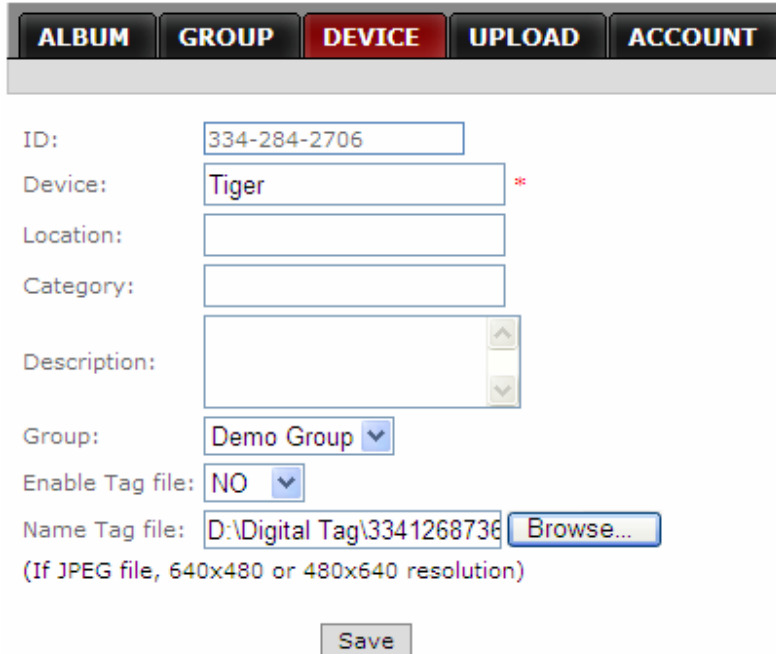
Step 2: Create Device ID

1. Click on the DEVICE tab



Device Name	ID	Group Name	Location	Category	Description	Last Sync
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2. Click "Add Device"



ID: 334-284-2706

Device: Tiger *

Location:

Category:

Description:

Group: Demo Group

Enable Tag file: NO

Name Tag file: D:\Digital Tag\3341268736 Browse...

(If JPEG file, 640x480 or 480x640 resolution)

Save

- **ID:** A unique device ID is automatically generated by iTAG. This 10 digits ID is used to identify DT device(s) when they communicates with the iTAG server. This ID will be entered in the 'Gateway.exe' software on your PC later. Many DT devices can share the same ID. If the ID is shared among several devices, the content for all devices will be identical.
- **Device:** You must enter a device name.
- **Location:** This field is for you own use and is optional.
- **Category:** This field is for you own use and is optional.
- **Description:** This field is for you own use and is optional.
- **Group:** Select the Group name this device will be a part of. All tag devices in the same group will receive same content.
- **Enable Tag File:** If 'YES', you can select one .jpg or video .avi file as this device's personal file.
Example: If you have several locations running the same playlist. All devices at single location can share a single ID number. Location "A" will have a name tag file that might say, "Welcome to ABC, Columbus", location "B" will have a name tag file that says, "Welcome to ABC, Springfield", etc.
When the device(s) download content from the iTAG server, this personal file will be added to the playlist.
If 'NO', there will be no personal file added to the playlist for the device(s).

Step 3: Upload media files to an Album

1. Click the UPLOAD Tab

ALBUM **GROUP** **DEVICE** **UPLOAD** **ACCOUNT**

Upload Media Content

1. Select album name or

2. Browse media files

3. Upload media files

UPLOADING 0%

Quality:

POWER BY MIA Tech

2. Select an existing album or create a new one
3. Browse to select media files. (multiple files can be selected using the CTRL key)
4. Files can be removed from the list by selecting the file(s) and clicking the 'Remove' button.
5. After selecting all files to be uploaded, click the 'Upload' button. All the files will be uploaded to the iTAG server.
6. JPG files will be auto-scaled to fit 640x480.
7. Quality options are 100%, 75% and 50%. 100% is recommended.

Album Page:

- Each album will show 3 thumbnail photos on the main page. The film reel image indicates a video file. No thumbnail is shown for video files.

ALBUMGROUPDEVICEUPLOADACCOUNTLOG-OUT							
Album	Preview			Group	Description	Number	Active
Demo2						6	Yes
Demo				demo		11	Yes

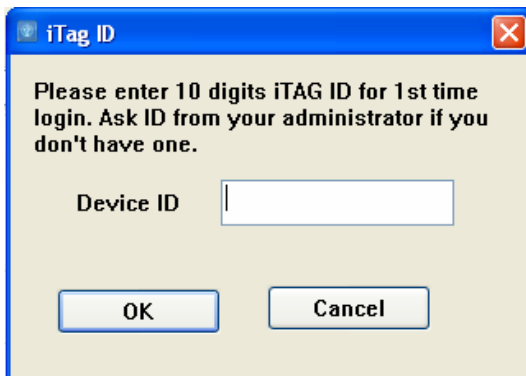
- Click on the album name or any thumbnail, to open the album page. The album page will display all the images included in the album. The file order shown does not represent the order the files will be displayed on the DT device.

ALBUM GROUP DEVICE UPLOAD ACCOUNT LOG-OUT						
Properties Album: Demo2 ✖ Description: Active: ☒ Group Name ☐ Demo Group ☐ demo Save Delete	✖ advertise_004.j...  Click here add comment ✖ PICTURE-002.jpg  Click here add comment ✖ PICTURE-003.jpg  Click here add comment ✖ PICTURE-004.jpg  Click here add comment					

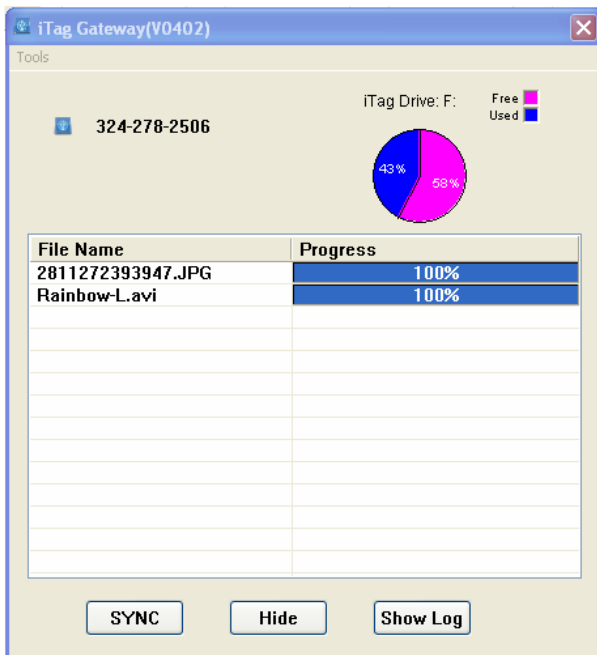
- Active:** If checked, the album contents will be downloaded to the group(s) of devices the album has been assigned. If not checked the album is simply available for future use.
- Group Name:** Check the group or groups the album will be assigned to. When group(s) are checked, the current album will be synchronized with DT device(s) included in the selected group.
- Red **X** above each thumbnail photo is clicked to DELETE the file. **WARNING:** when clicked, the file will be deleted immediately.
- Save:** Save data changes for this album
- Delete:** Delete the entire album

Gateway PC utility:

1. This utility is located on the mini CD. Copy the GATEWAY.EXE file to your PC and double click to run. It will first pop up the ID entry window shown below.



2. Enter the 10 digits ID assigned when you added your device on the iTAG server, and click OK.
3. Make sure your PC is connected to the internet, then connect your DT device to the PC's USB port.
4. Gateway will automatically download content from the iTAG server and copy to your DT device(s).



SYNC: Click SYNC to repeat the sync process to your DT device(s).

Note: All files in the DT root directory will be deleted. Then all media files assigned to the device will be downloaded. If you have other data in the root directory, copy it to a sub-directory or backup before the sync process.

HIDE: Moves Gateway to the small icon tray. Click it to restore the full window view.



Show Log: Displays log data for troubleshooting purposes.

Note: After running Gateway once, it will become a start-up program and run automatically when your PC reboots. It is not necessary to run again.