

# Hype Digital Banner User Guide

## HYPE

The Hype Digital Banner is an ideal display for events, interior spaces and tradeshows.

It plays animations and portrait oriented photos for promotional content.



## features and benefits:

- 1920x1080p Resolution LCD Panel
- 2x8W Stereo Loudspeakers
- White steel frame
- Tempered glass for screen protection
- Remote control for setting adjustments (language change, slide duration, etc.)
- Requires USB thumb drive for content upload (not included)

- Screen brightness: 450cd/m<sup>2</sup>
- 1 year manufacturer warranty
- Power requirements:

Watts:	Amps:	Volts:
400-960W	4A	100-240V

## dimensions:

### Hardware

Assembled unit:  
24.13" w x 61" h x 24.13" d  
613mm(w) x 1550mm(h) x 613mm(d)

Approximate weight without case:  
58 lbs / 27 kg

### Shipping

Packing case(s):  
1 black, hard-shelled, wheeled flight case with lockable lid  
(ships freight only)

Shipping dimensions:  
69.25" l x 34.75" h x 13" d  
1759mm(l) x 883mm(h) x 331mm(d)

Approximate total shipping weight (includes case):  
147 lbs / 67 kg

## additional information:

When included in a larger order, a different packaging solution will be provided to accommodate all contents of the order.  
Individual packaging may no longer be provided.



This product may include the following materials for recycle:  
aluminum, select wood, fabric, cardboard, paper, steel, and plastics.

We are continually improving and modifying our product range and reserve the right to vary the specifications without prior notice. All dimensions and weights quoted are approximate and we accept no responsibility for variance. E&OE.

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1 person assembly recommended:



## Included



+ Hype Digital Banner



+ AC Cord



+ Flight Case  
(ships freight only)



+ Hype Remote



+ USB Extension Cord  
(USB thumb drive  
not included)

Optimal content for display on the Hype includes digital animations in portrait orientation and high-resolution photos in portrait orientation.

## How to Create Animations For the Hype

### Requirements:

Hype Digital Banner

USB Drive (not included)

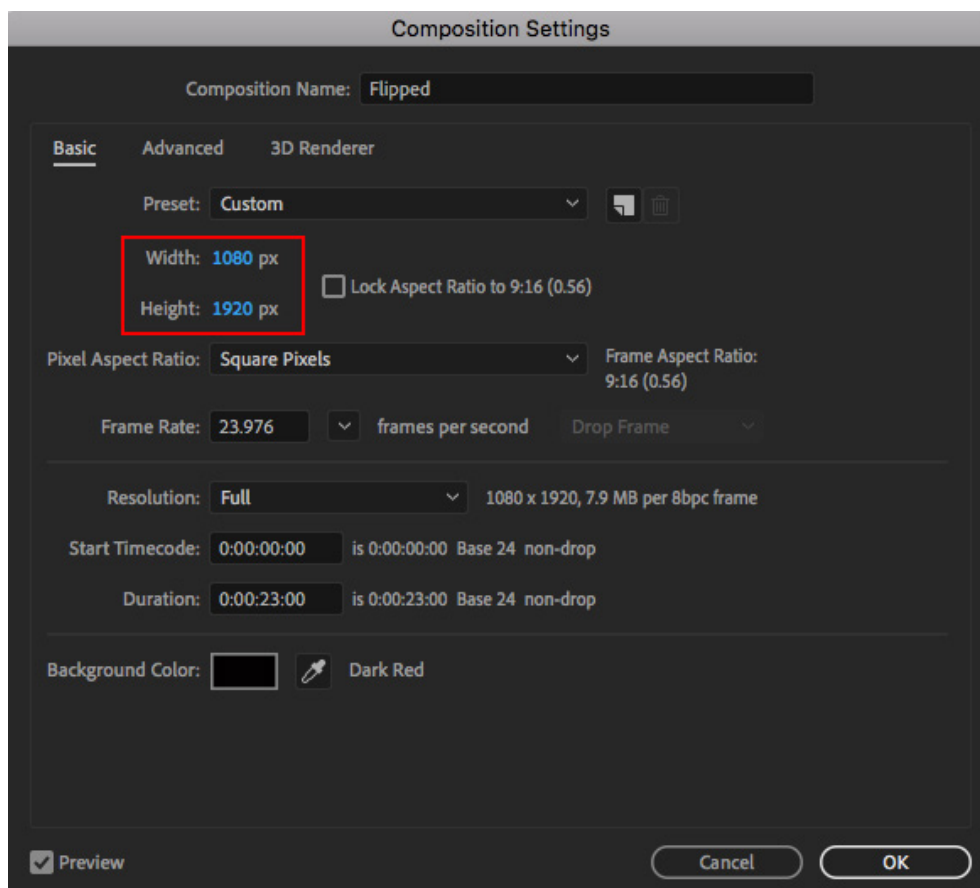
Windows or Mac Computer

(Adobe Premiere Pro/After Effects or similar; optional to create animated content)

Animation Files in .MP4 file format

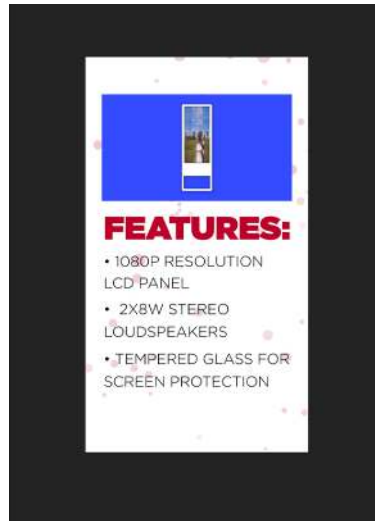
The Hype is a portrait oriented device with a native 1920x1080p (landscape) resolution that flips your files into a 1080x1920p (portrait) resolution once loaded onto the machine. We strongly recommend creating the animation within a 1080wX1920h canvas size.

1. When creating the animation, make the canvas size 1080w X 1920h. (Fig. a)



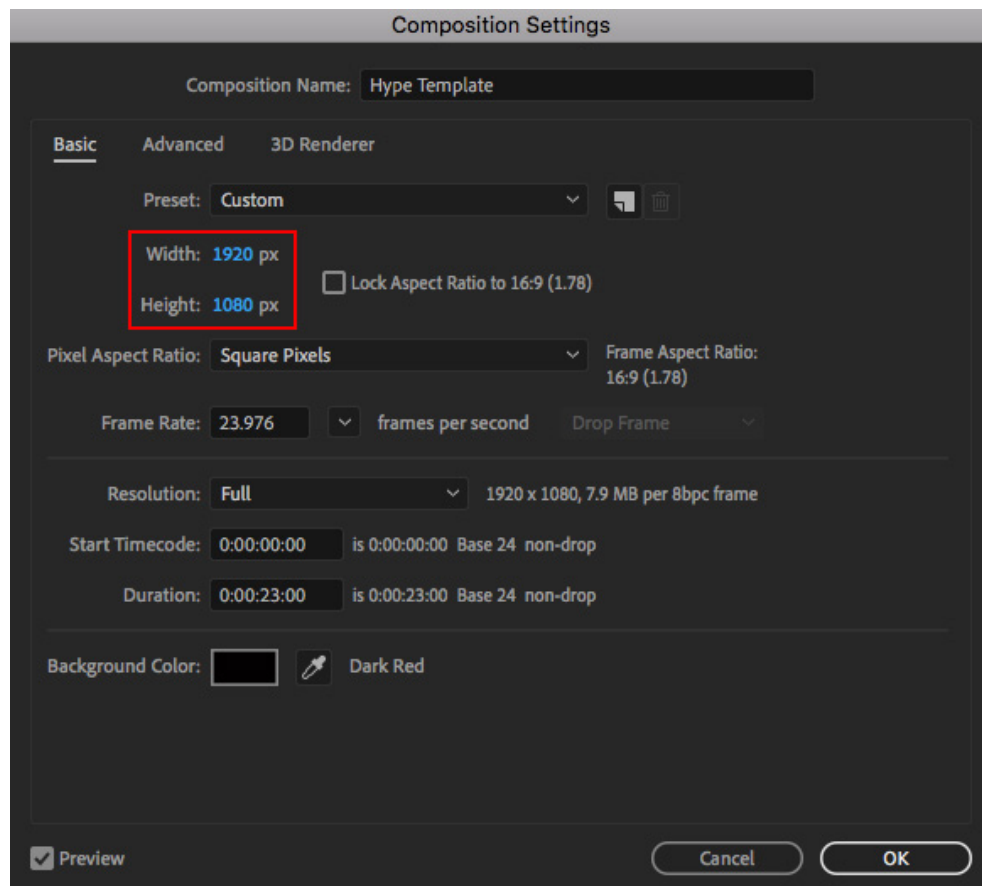
(Fig. a)

2. Proceed with creating your animation. (Fig. b)



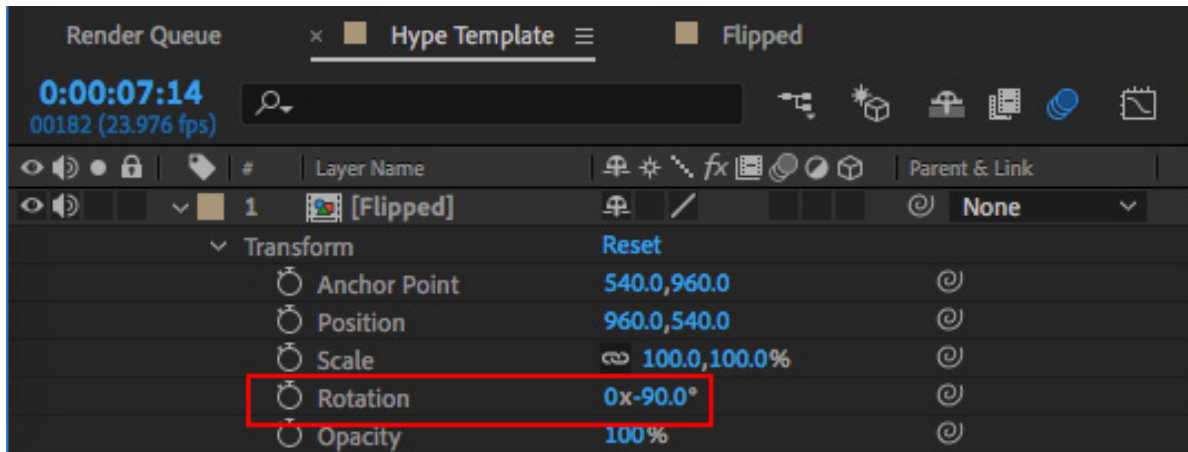
(Fig. b)

3. Once your desired animation is complete, create a new canvas that sized 1920w X 1080h size. (Fig. c)

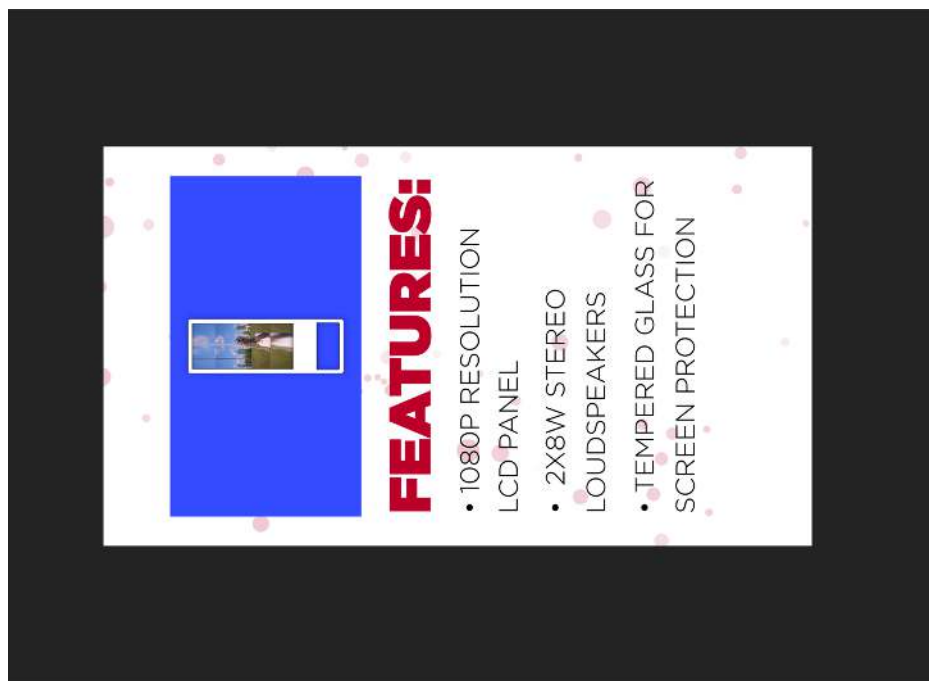


(Fig. c)

4. Import your 1080x1920p animation, and rotate it 90 degrees counterclockwise, or -90 degrees. (Fig. d.1) (Fig. d.2)



(Fig. d.1)



(Fig. d.2)

5. Render your rotated animation as an .MP4 file in the 1920 x 1080 resolution, and the Hype will automatically flip your landscape animation into portrait once loaded to be viewed as intended.

Note: When saving your animation files, set the name as the order in which you would like it to be shown (e.g. 1, 2, etc.)

## How to Create Image & Animation Files for the Hype

### Requirements:

Hype Digital Banner

USB Drive (not included)

Windows Computer (Mac-created and saved photo files are not compatible with the Hype)  
(Adobe Photoshop; optional to create/save photo files)

Image Files (.JPG file format)

### Format Your Image Files

- The Hype will display your files in portrait view (90° clockwise [rotated right] for a landscape image).
- It is in your best interest to rotate all portrait orientation image files 90° counter-clockwise (rotated left) prior to installation to accommodate for this automatic alignment and display as desired. (Fig. 1)



*Rotated Image (pre-upload) (Fig. 1)*

Rotate your images in a program like Paint and not in File Explorer.



*Banner Image (displayed)*

Note: When saving your image(s)/animations(s) set the name as the order in which you would like it to be shown. (e.g. 1, 2, ... etc.)

## How to Upload Image & Animation Files onto the Hype

1. Plug in a USB Drive and upload the Image Files

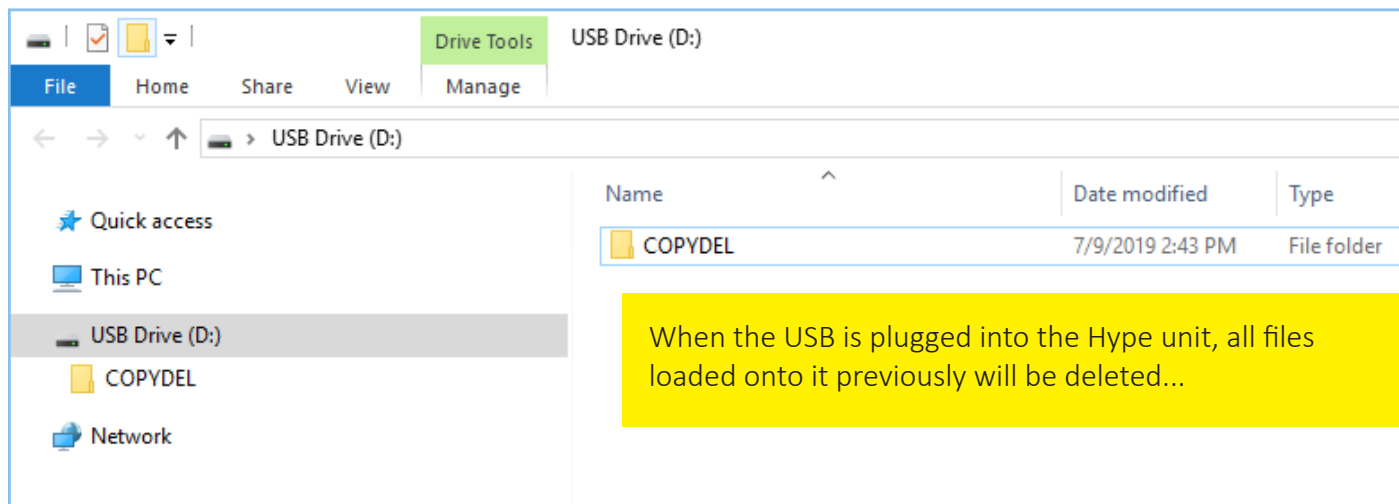
2. Add Files to USB Drive

a. Create a New Folder in the USB Drive and name “**COPYADD**” or “**COPYDEL**”; (Fig. 2)

The Hype will recognize these Folders as commands to run depending on your desired outcome:

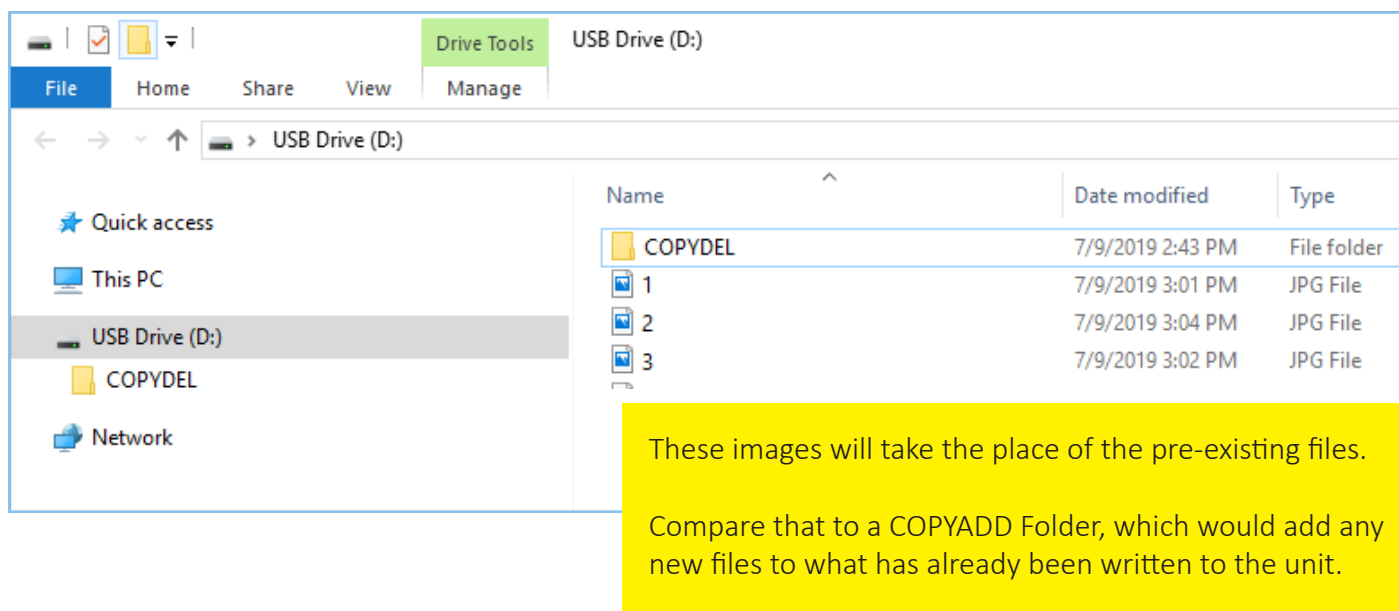
**COPYADD** will copy the files to the Hype’s memory and preserve any pre-existing files.

**COPYDEL** will copy the files to the Hype’s memory and delete any pre-existing files.



(Fig. 2)

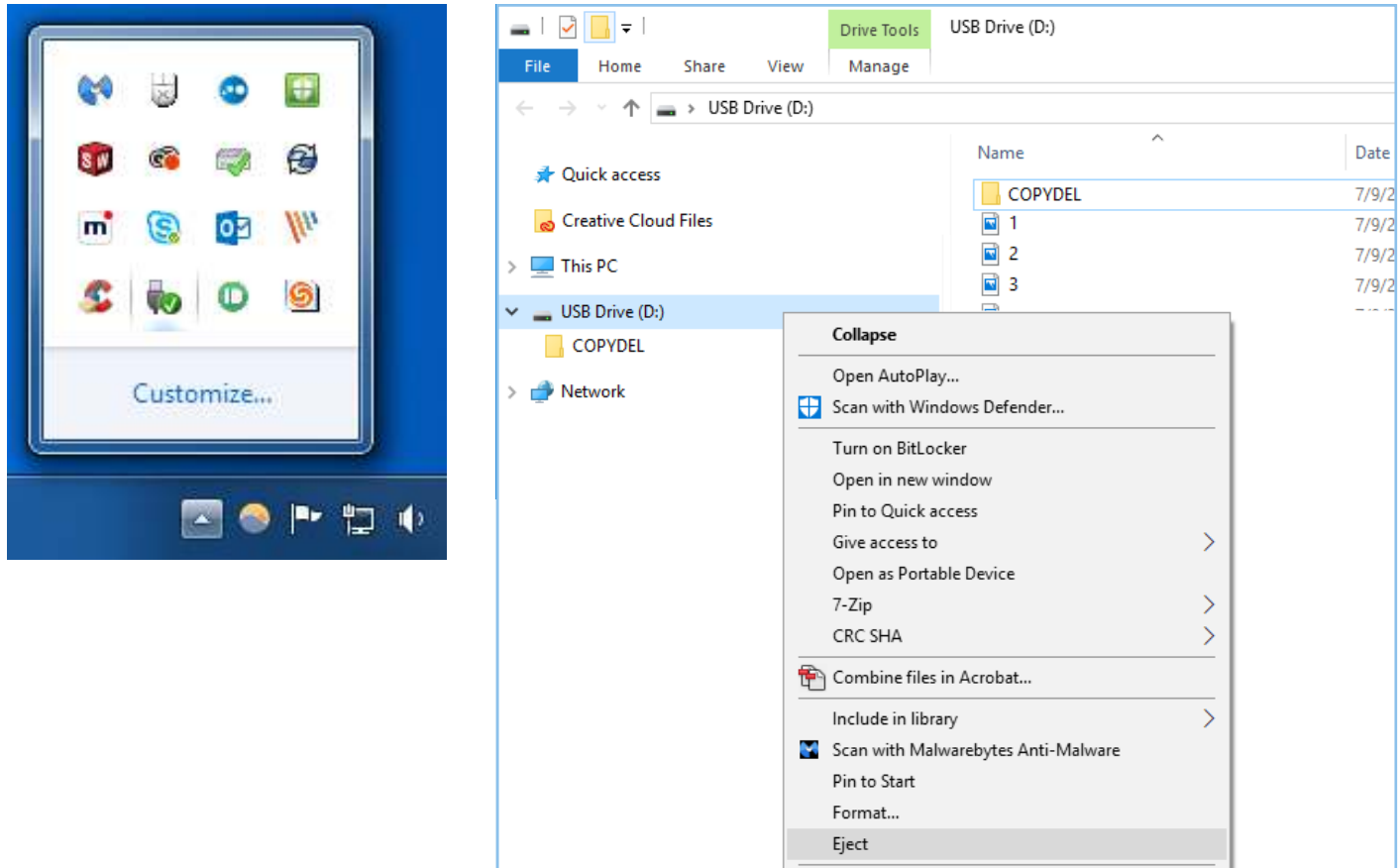
b. Copy your files (photos in .JPG, animations in .MP4) to the USB Drive (NOT in the COPYADD or COPYDEL folder), but loose, in order of which you want to show- 1, 2, 3, etc. (Fig. 3)



(Fig. 3)

### 3. Safely eject the USB Drive

- a. Click the ^ on your task bar, clicking the USB Drive icon, and select Eject, or right-click the USB Drive in the explorer and click Eject. (Fig. 4)

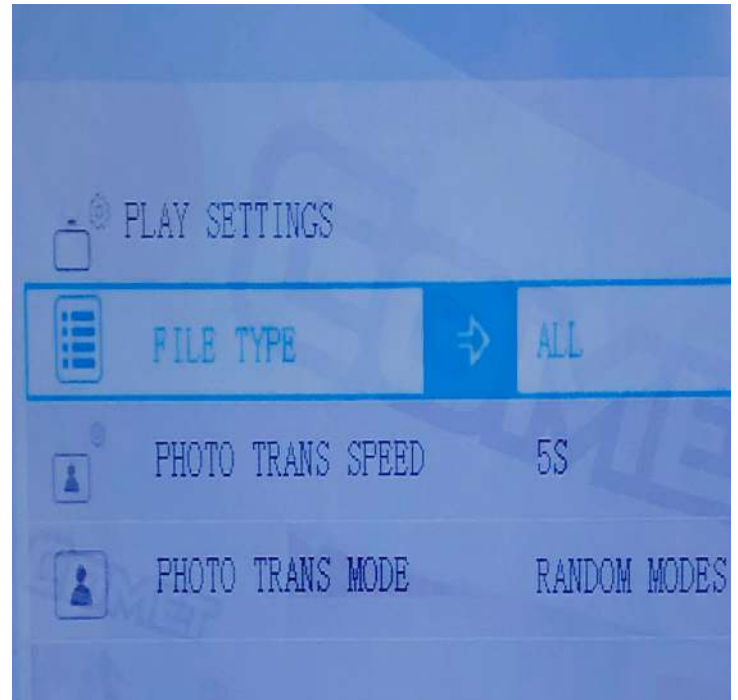


(Fig. 4)



#### 4.a. Prepare the Hype to accept the file types you wish to add

- i. Power on the Hype and press the Setup button on the included remote control (see **Using the Remote**).
- ii. In the Setup screen, move the selection to **Play Settings** and press Enter on the remote. (Fig. 5.a.)
- iii. If the **File Type** does not already read “All”, press the right arrow key until it does, then hit Exit on the remote to return to the Setup screen. (Fig. 5.b.)



(Fig. 5.a. and Fig. 5.b.)

#### 4.b. Plug in your USB Drive to the Hype (below the power light and while the unit is on)

- i. The Hype screen will blink and a progress message will appear as your files are written to the Hype according to the Folder name from Step 2. (COPYADD/COPDEL); (Fig. 6)



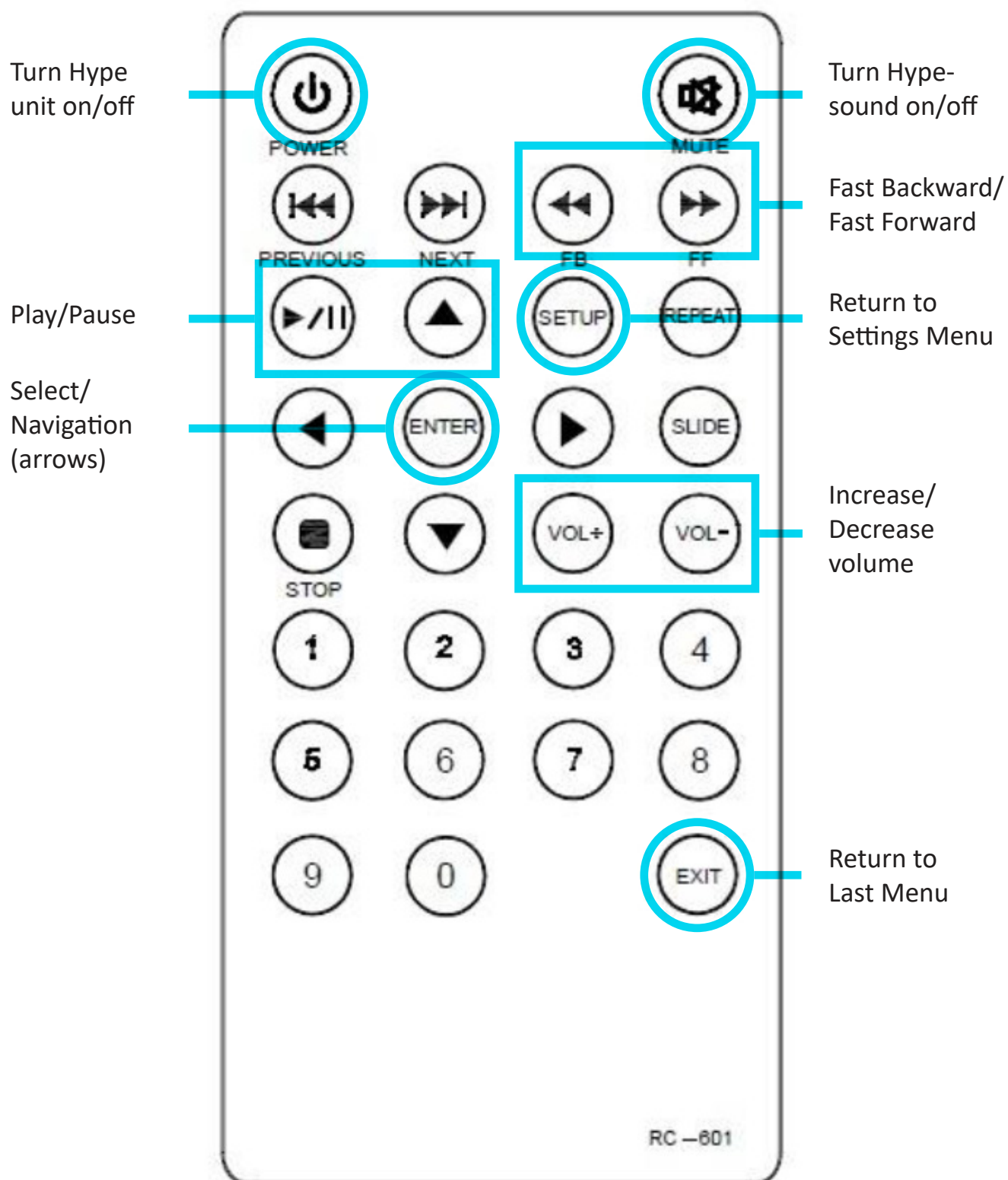
Once complete, your newly added files will play automatically in numerical order.

You can now safely remove the USB Drive from the Hype.

Note: animation files will experience a momentary black screen as the Hype calibrates between them and other file types.

(Fig. 6)

## Using the Remote



## Settings Menu



### General Settings

Language: Select Settings Menu Language  
Setting Time: Adjust Hype internal clock (military time)  
Time Display: Toggle Setting Time visibility (On/Off)  
Default Settings: Return Settings to factory settings  
Version Number: Product Number



### Timer Switch - program when the Hype will turn itself on and off

Timer Function: Toggle Hype self-power (On/Off)  
Switch On: Input Power On Time  
Switch Off: Input Power Off Time



### Display Settings - adjust Hype visual settings

Brightness  
Contrast  
Colour



### Play Settings - determine what the Hype will load/play and how

File Type: Choose Formats to load/play (All/Video/Picture)  
Photo Trans Speed: Select Photo Switch Frequency  
Photo Trans Mode: Select Photo Transition Wipe Style



### Play List

Review files that will be displayed  
Files appear alphabetically (and play alphabetically)  
No editing available (deletion, reordering, etc.)



### Motion Sensor

This feature is not available on the Hype model