



TV LAUNCH

Retail TV box installation pack

WHAT'S GOING ON?

- All stores will receive their new demo TV boxes and updated POS by COB 5th December.
- Stores will either receive 1, 2 or 3 boxes dependant on the merchandising space available.
- POS change to be completed by all stores COB 5th December. **It is essential that you install your boxes by COB 5th December ready for your MCube visit – MCube will not install these for you.**
- POS and digital POS live 6th December in line with Repaint & EE TV launch.
- Press the Demo Live TV button on your touchscreen to demo live TV while you are waiting on your Mcube visit to activate your lift and learn remotes.

PLEASE NOTE



Please note – Studio/Experience and Best of Braham stores have a different style of Home bay – please see the guide [on this slide](#).



OTHER STORE FORMATS

- Studio and Experience stores will receive a visit from Solutions to install your new TV boxes and remotes – please update your POS as shown in POS Shop at COB 5th December.
- Best of Braham stores (list below) will receive all 3 new TV boxes in their own clamps (not on the plinths) – you will also receive the new remotes fitted into new plinths. Please install these using the layout shown in POS shop. MCube will visit to activate the lift & learn experience from 6th December – **you must have installed the boxes ahead of their visit. The instruction guides for the new remote plinths are included in this pack.**

Store Format	Store Code	Store Name
Best of Braham	4360	Bristol: Cribbs Causeway Upper
Best of Braham	4944	GATESHEAD (METRO 3)
Best of Braham	4984	Glasgow Buchanan St
Best of Braham	4144	Liverpool One
Best of Braham	4140	One Braham
Experience	4098	Experience - Bluewater
Experience	4062	Experience - Cardiff: Queen Street
Experience	4130	Experience - Trafford Centre
Studio	4120	White City Studio

SUMMARY

We have three cool new TV boxes coming into store, and we wanted to make their installation as seamless as possible!

Here are a few things we've done to help you install the TV Boxes

- MCube have visited all stores to install new wiring – they have labelled the wires to make it super easy for you to match them to your new TV boxes
- We have prebuilt the TV boxes into the new fixtures to make them much easier and quicker for you to install!
- All the POS and fixtures will be labelled with the label below - this makes it super easy for stores to see what is for their TV POS change!

For COB Tue 05/12 POS Change

- These items must not be displayed before COB on Tue 05/12
- Please check all items on delivery and re-order if required

CONTENT

- EE TV Box Installation Guide
- Remote Lift & Learn Installation Guide
(Best of Braham stores only)
- Apple TV Installation Guide
- How to Demo the TV Boxes
- Points to Remember

INSTALLATION GUIDE

: INITIAL SETUP

STEP 1

Underneath your bay you will see labelled ethernet and HDMI cables which correspond to the boxes, please feed these through the fixtures and plug them in to the corresponding box.



STEP 2

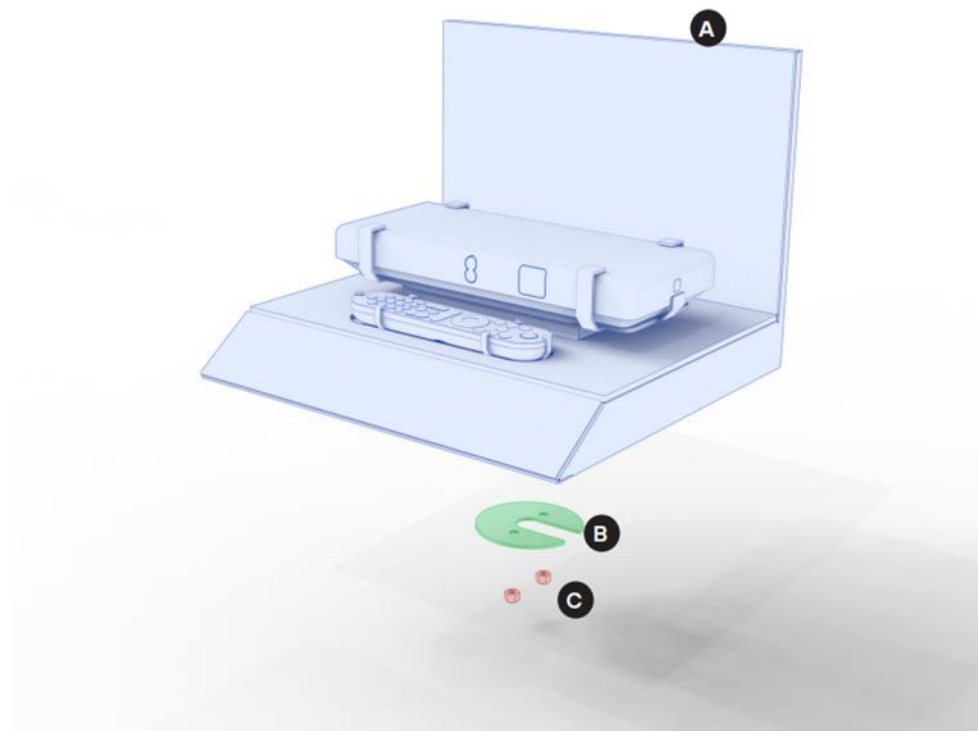
You will also need to plug in and connect the power supplies for the three boxes. The power supplies will be provided with the boxes.



INSTALLATION GUIDE

: TV BOX DISPLAY PLINTH

Here's an illustration of the parts and tools required for this installation.



PLEASE REFER TO STORE LAYOUT FOR
MERCHANDISING GUIDELINES

Part List:

- A** Display Plinth
- B** 100mm Anchor Plate With Cable Slot
- C** M8 Nyloc Nut x2

Tools Required:



PLEASE NOTE

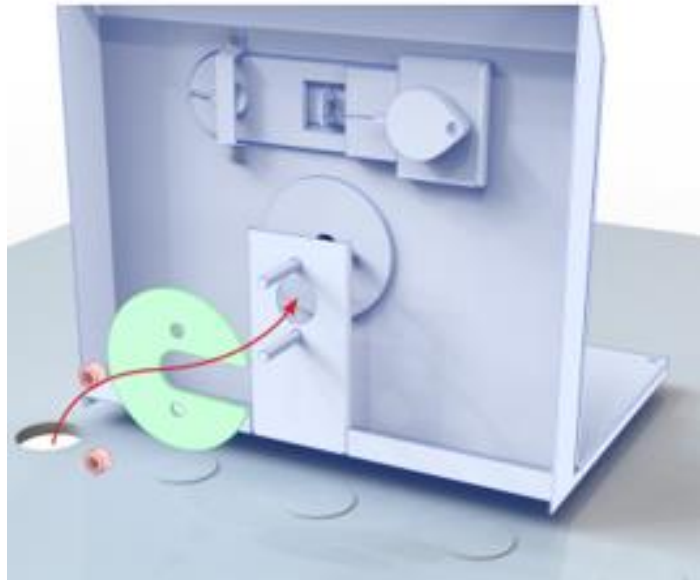
The installation process is [the same for All 3 TV Box Plinths](#) – please refer to POS shop to check the layout of your bay.

INSTALLATION GUIDE

: TV BOX DISPLAY PLINTH

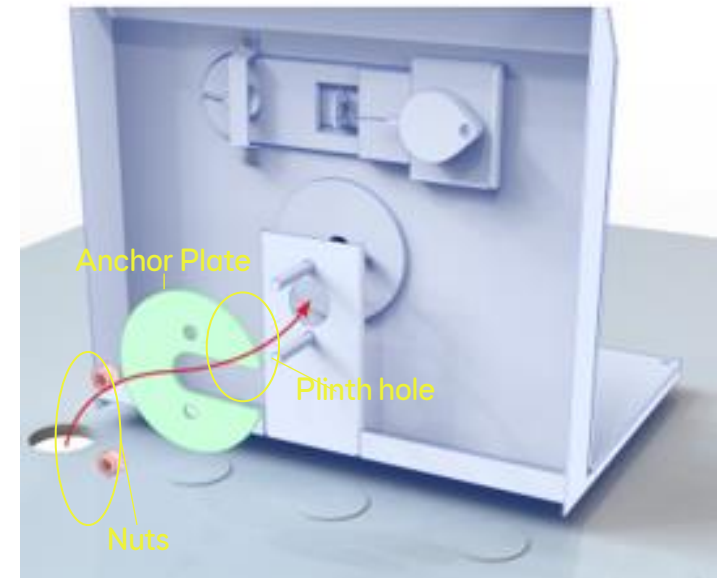
STEP 1

Align the Display Plinth with the desired product hole in the correct position and sit onto the back face.



STEP 2

Remove the Anchor Plate and nuts and run the desired cables through the product hole and then into the plinth hole into the product.

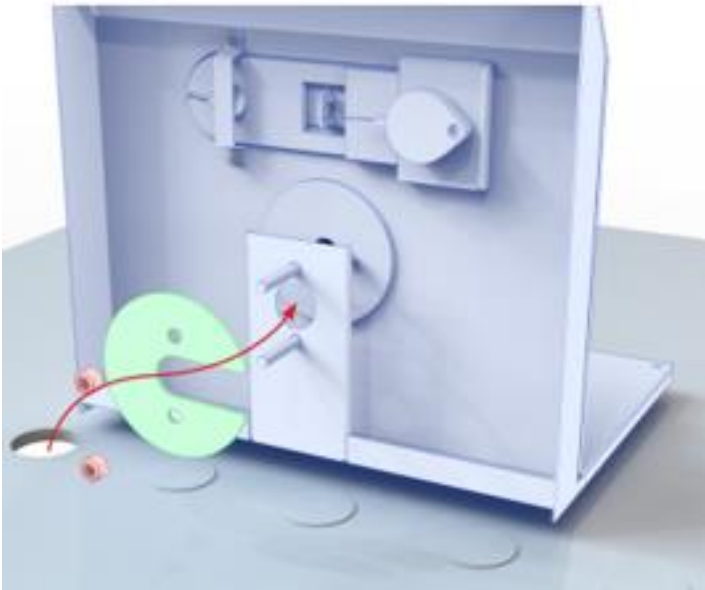


INSTALLATION GUIDE

: TV BOX DISPLAY PLINTH

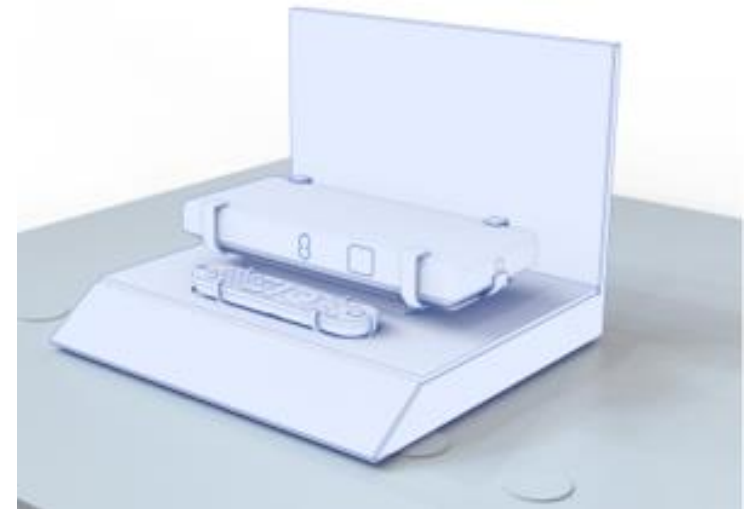
STEP 2

Once the cables are in place, reposition the Display Plinth, ensuring the two threaded studs go through the product hole



STEP 3

Remove the Anchor Plate and nuts and run the desired cables through the product hole and then into the plinth hole into the product

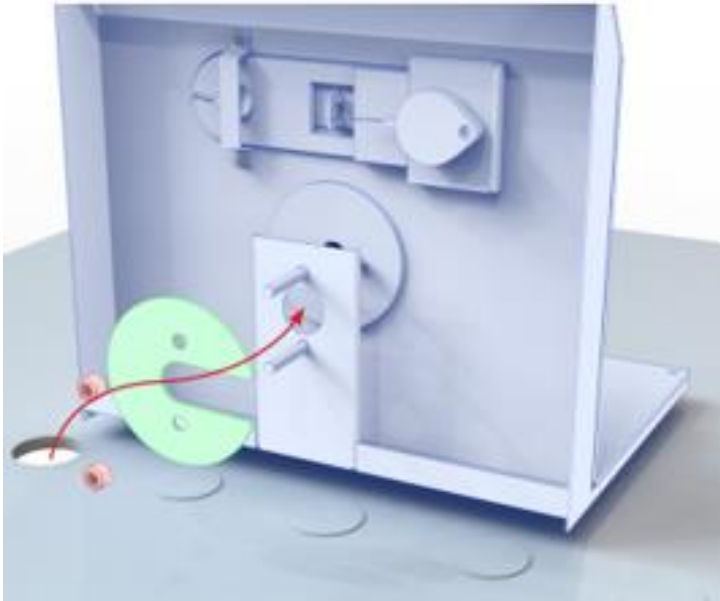


INSTALLATION GUIDE

: TV BOX DISPLAY PLINTH

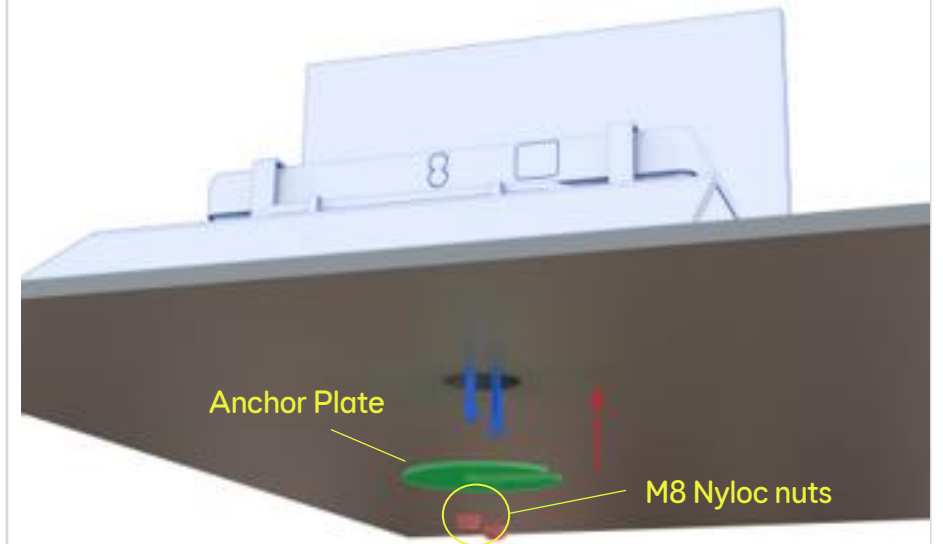
STEP 4

Check that the cables are secured within slot on the anchor plate



STEP 5

Thread the M8 Nyloc nut onto the studs. If the plate does not sit flat against the table, adjust the position of wires to ensure so.



INSTALLATION GUIDE

: TV BOX DISPLAY PLINTH

STEP 6

Once the plate is tight, check that the Display Plinth is in the correct position



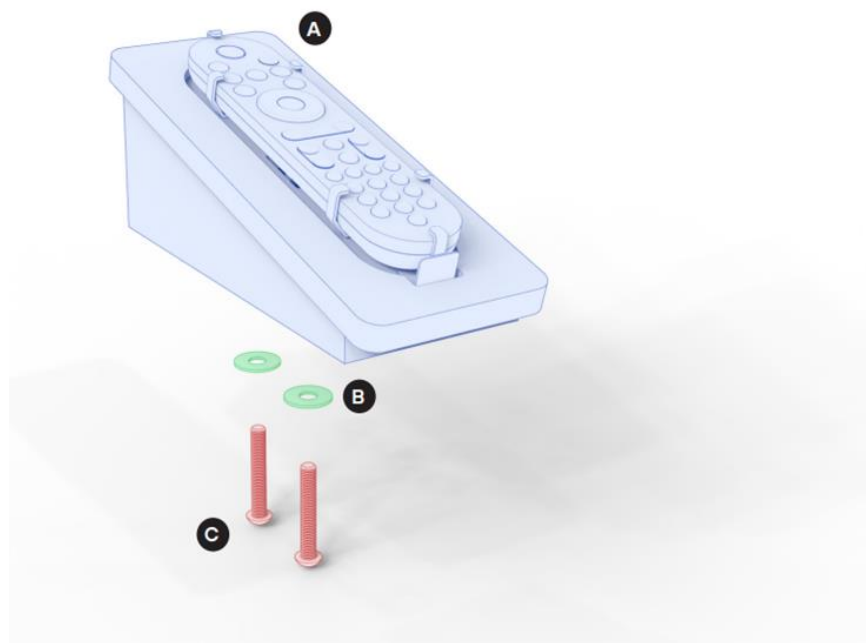
STEP 6

Once everything has been checked, proceed to tighten the nuts with the spanner provided and you are all done!

INSTALLATION GUIDE

: TV BOX DISPLAY PLINTH

Here's an illustration of the parts and tools required for this installation.



PLEASE REFER TO STORE LAYOUT FOR
MERCHANDISING GUIDELINES

Part List:

- A** Lift & Learn Remote Holder
- B** M8 x 24 x 15mm Nylon washer x2
- C** M8 x 50 Button head Socket Screw x2

Tools Required:



M8 Allen key

PLEASE NOTE



These fixtures are for selected stores only!

INSTALLATION GUIDE

: REMOTE LIFT & LEARN HOLDER

STEP 1

Align the remote holder with the desired product hole in the correct position



STEP 2

Remove the washers and buts and run the light sensor cable from the product through the product hole



INSTALLATION GUIDE

: REMOTE LIFT & LEARN HOLDER

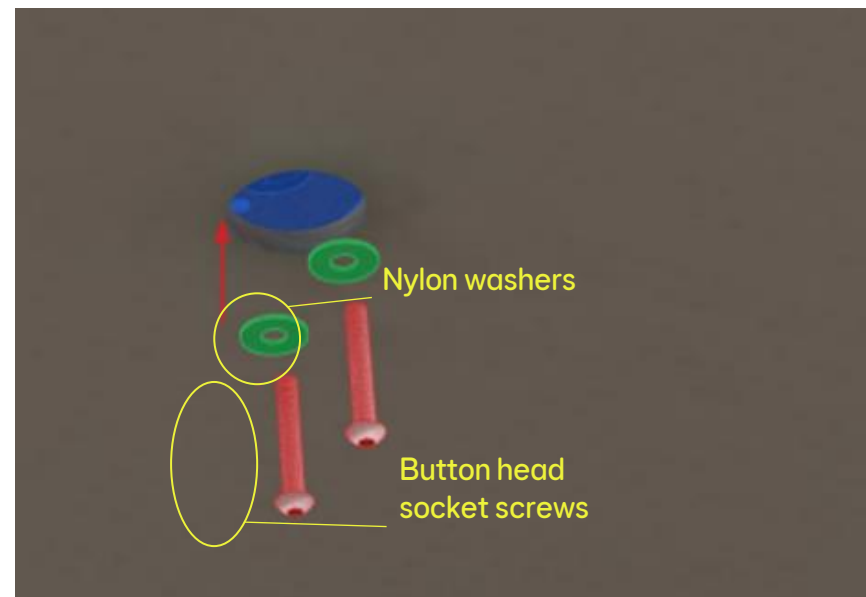
STEP 3

Once the cables are in place, reposition the remote holder, ensuring the two thread holes align with the product hole below



STEP 4

With the cables in place, thread the button head socket screws through the nylon washers and into the holes in the product



INSTALLATION GUIDE

: REMOTE LIFT & LEARN HOLDER

STEP 5

Once confirming the screws are tight, check that the remote holder is in the correct position



STEP 6

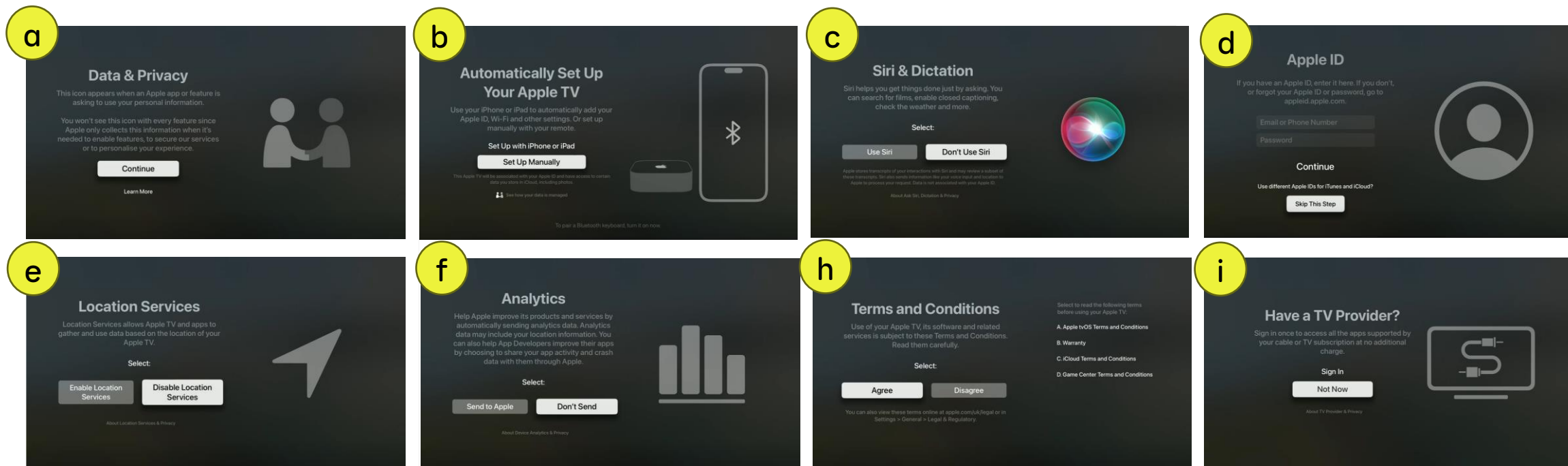
Once everything has been checked, proceed to tighten the screws with the Allen key provided and you are all done!

INSTALLATION GUIDE

: APPLE TV BOX

STEP 1

Please follow these steps to set up your Apple TV box to demo EE TV:

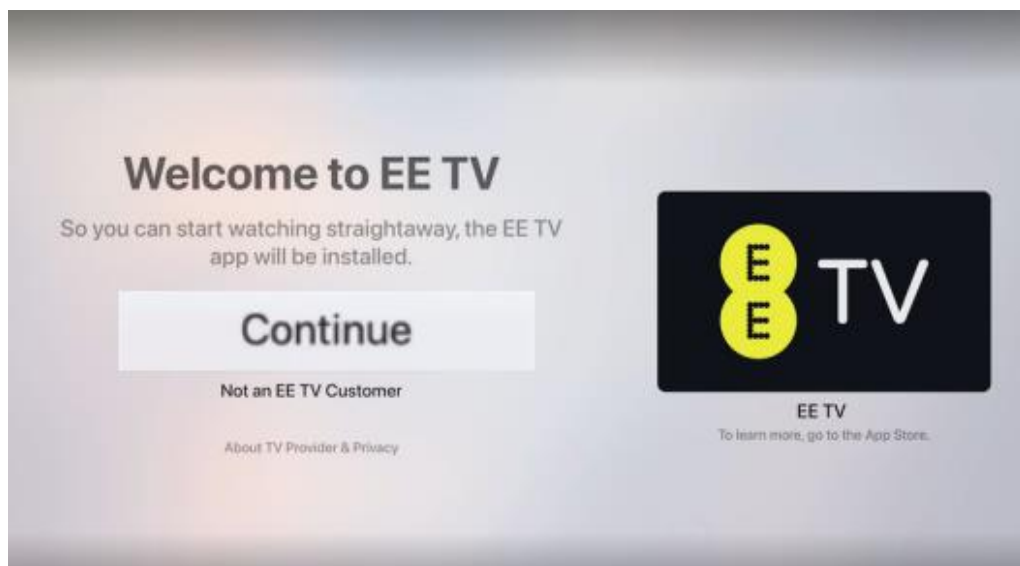


INSTALLATION GUIDE

: APPLE TV BOX

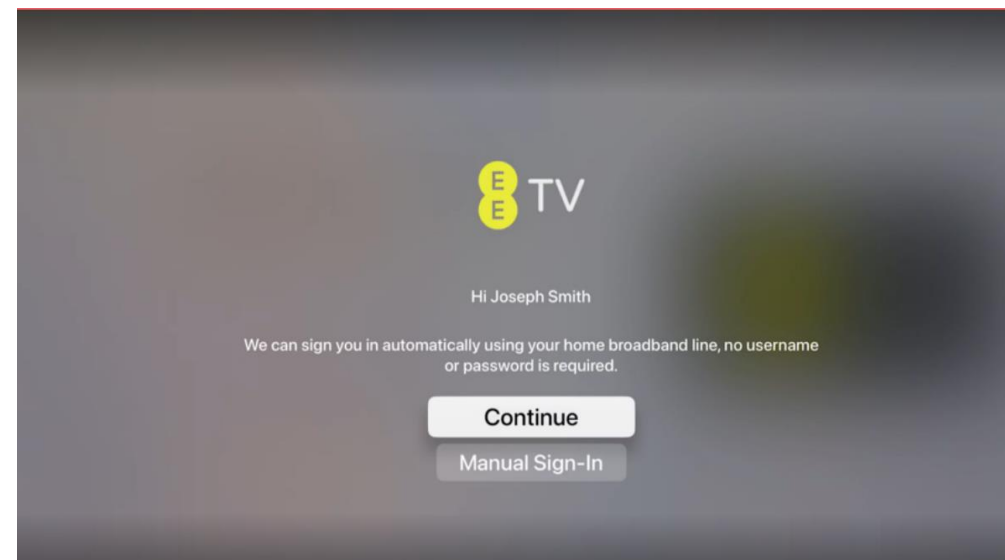
STEP 2

After connecting to the correct broadband. This screen should appear. Click continue.



STEP 3

Click continue again to use the automatic sign-in option.

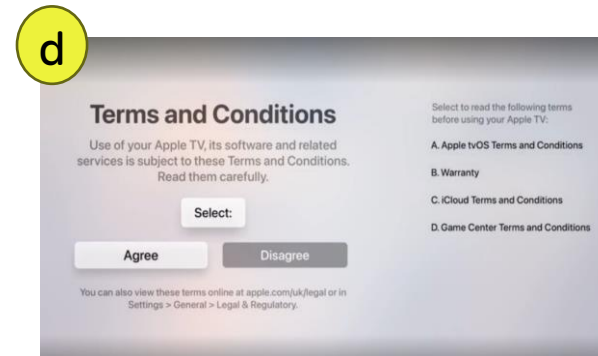
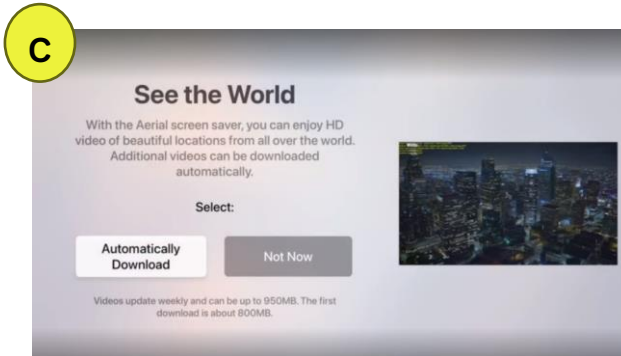
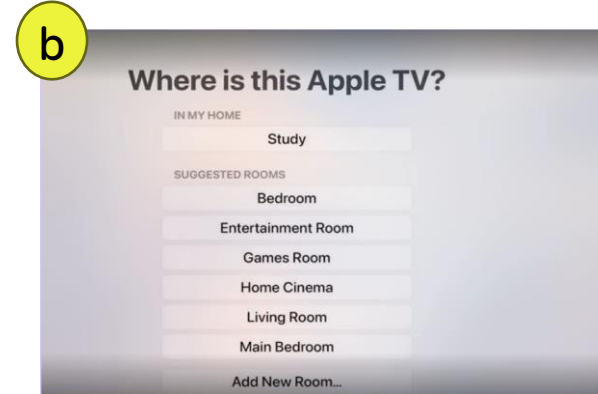
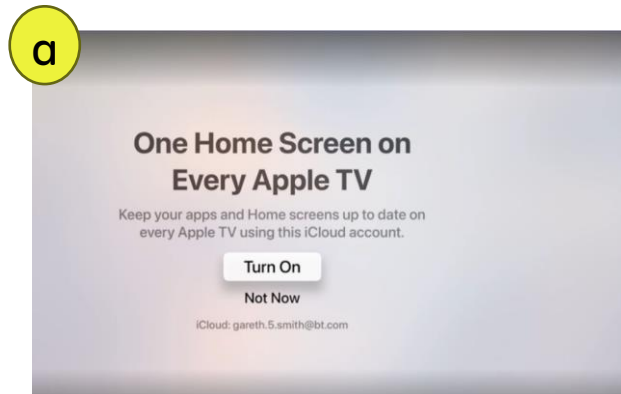


INSTALLATION GUIDE

: APPLE TV BOX

STEP 4

Continue with the remainder of the apple tv setup

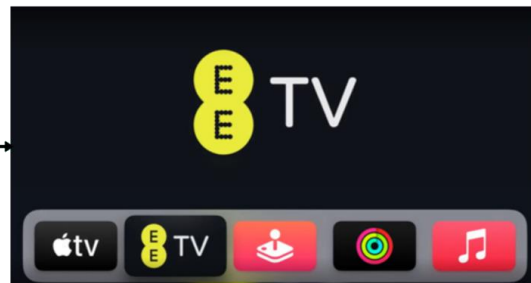


INSTALLATION GUIDE

: APPLE TV BOX

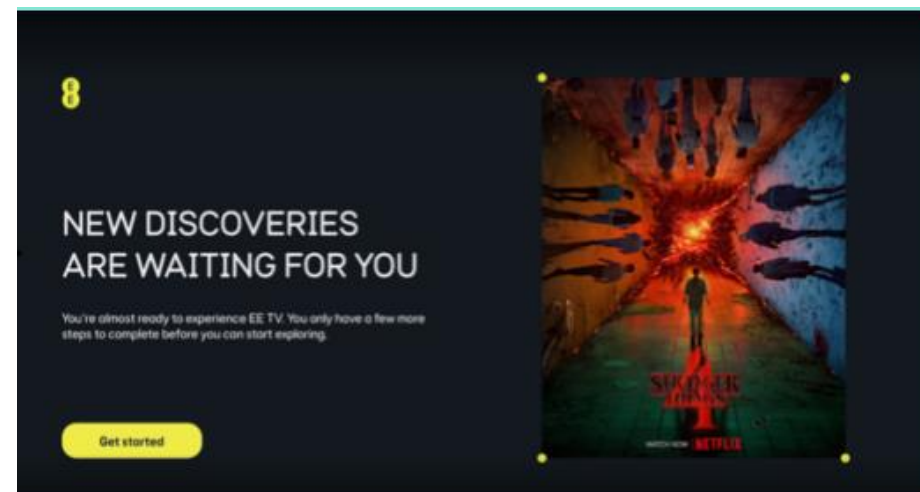
STEP 5

Check that the EE TV app has been downloaded, and placed in the second tile on the apple tv home screen. Click the EE TV App.



STEP 6

Click the Get started button

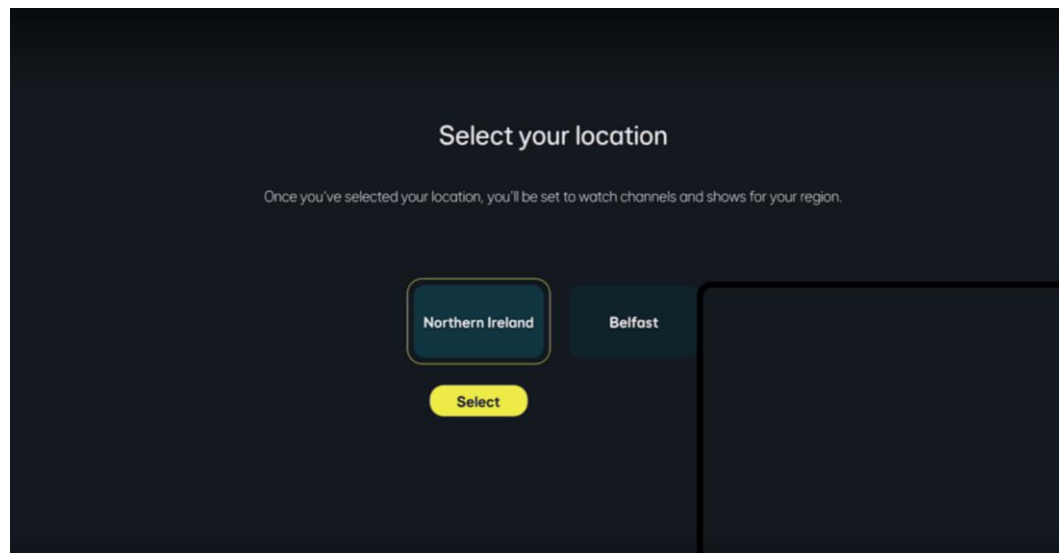


INSTALLATION GUIDE

: APPLE TV BOX

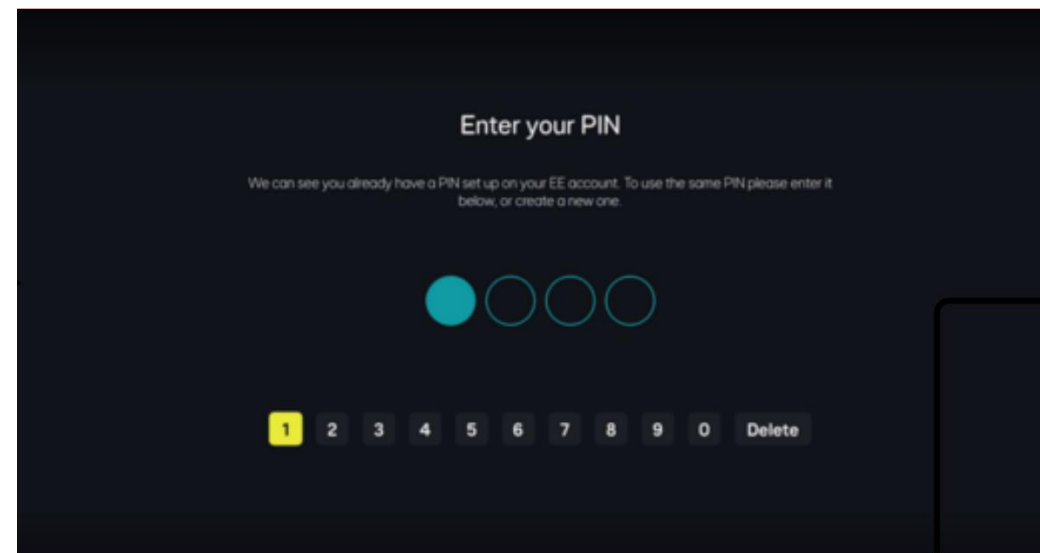
STEP 7

Select your region (for the correct local channels)



STEP 8

Create a pin to use – this should be your store code. Stores with a R store code, replace the R with 0. i.e. R420 becomes 0420.

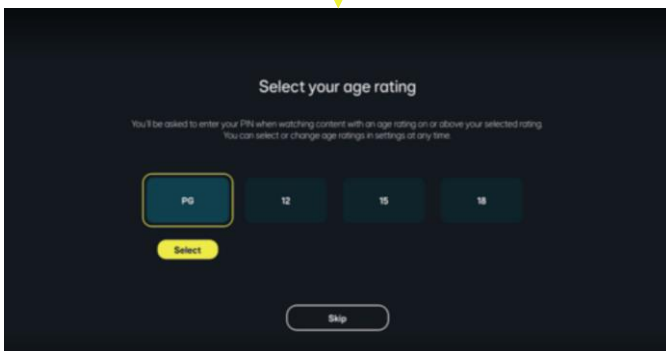
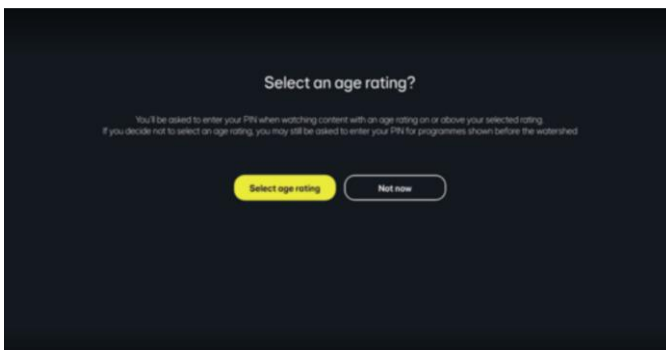


INSTALLATION GUIDE

: APPLE TV BOX

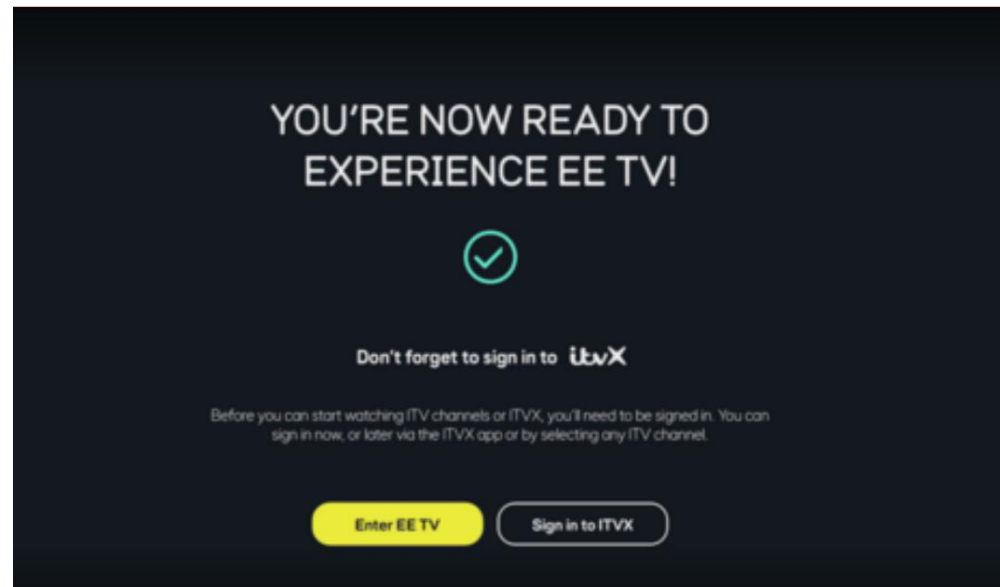
STEP 9

Set the age rating to PG



STEP 10

You're now ready to demo EE TV

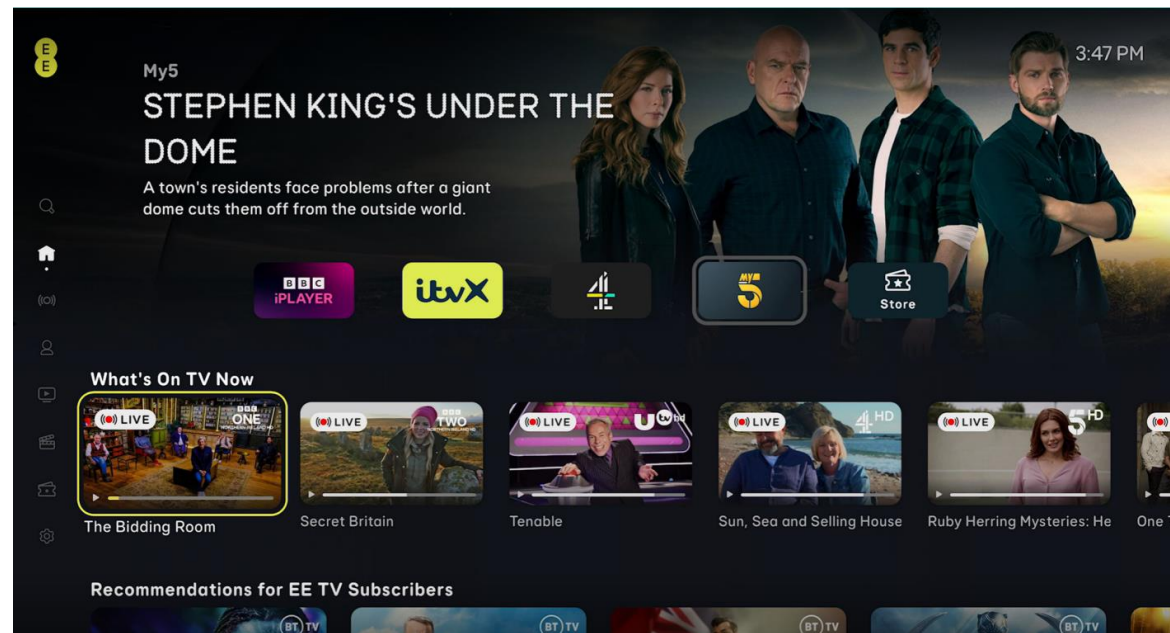


INSTALLATION GUIDE

: APPLE TV BOX

STEP 11

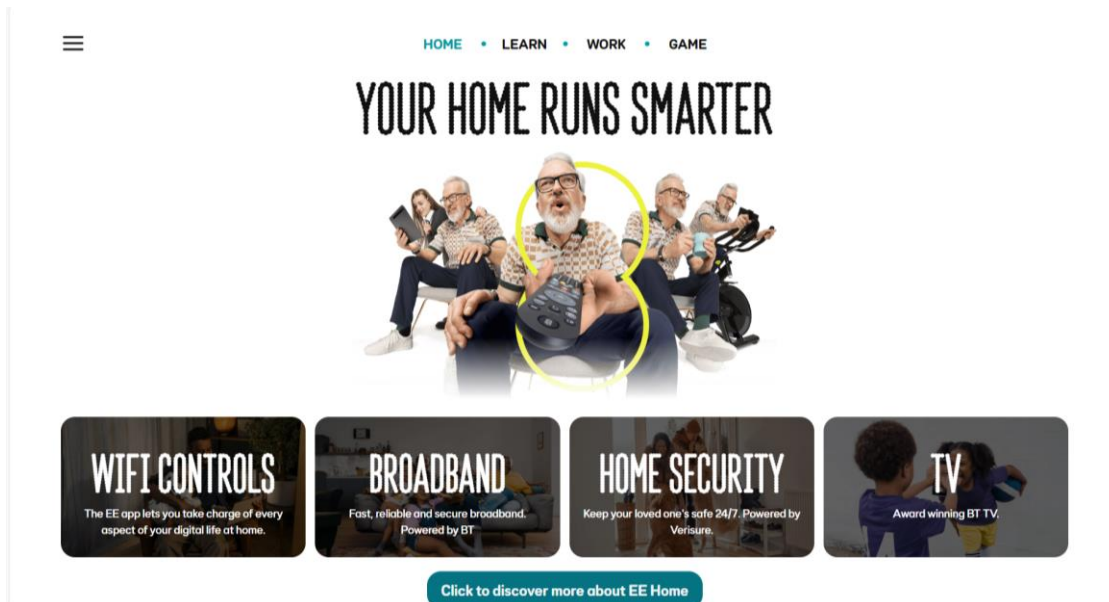
COME BACK TO EE TV, AND YOU'RE READY TO DEMO!



HOW TO DEMO

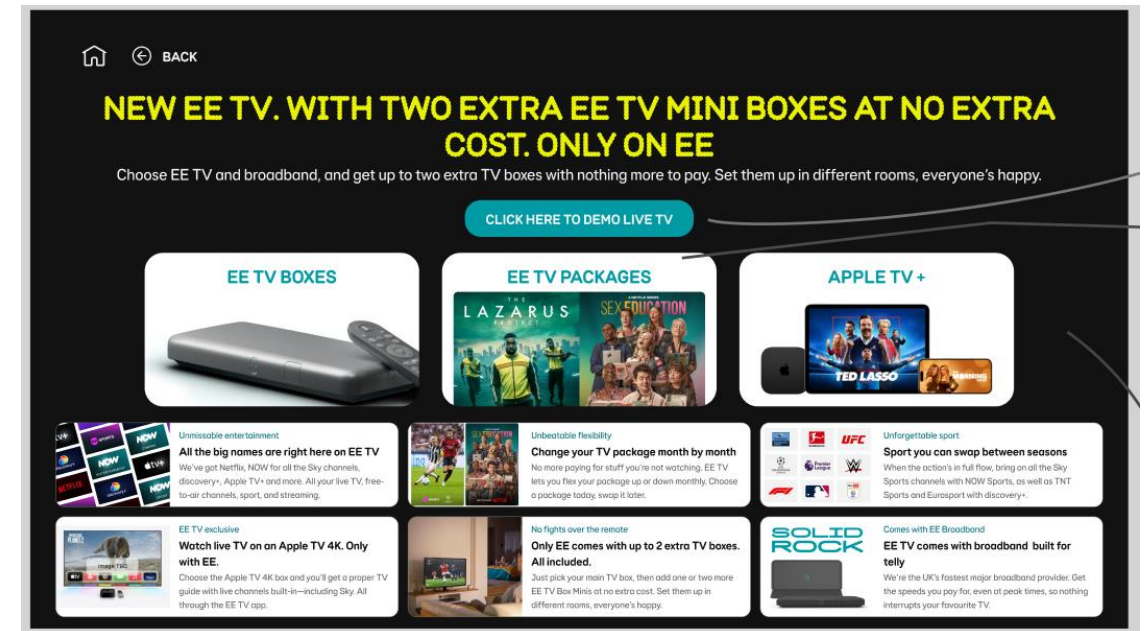
STEP 1

On the EE Home page click the TV Button



STEP 2

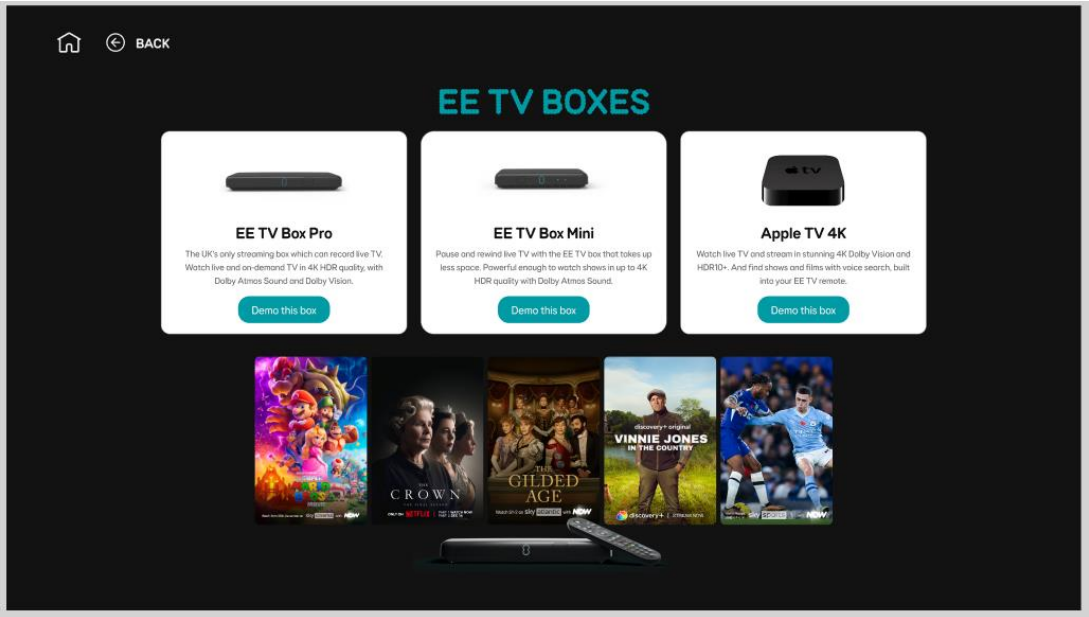
Then press the CLICK HERE TO DEMO LIVE TV BUTTON



HOW TO DEMO

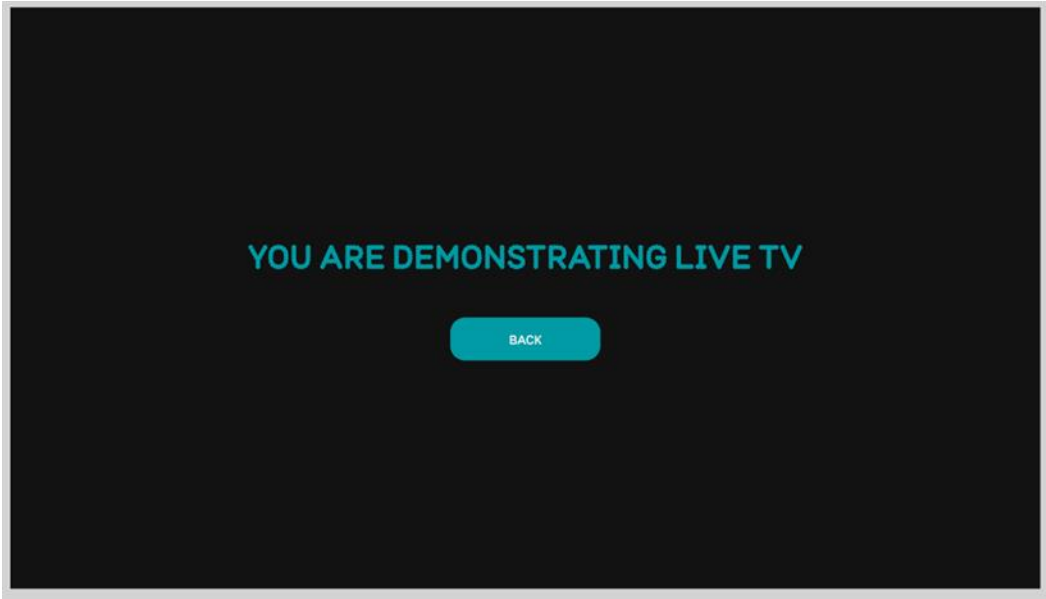
STEP 3

Click what TV Box you wish to demo



STEP 4

YOU ARE NOW ABLE TO DEMO THE TV BOX!



PLEASE REMEMBER

- All stores will be required to put their new TV box plinths out on display. MCube will then follow up to activate the lift and learn on the TV remotes . MCube WILL NOT merchandise the TV boxes so this must be done ahead of their visit.
- MCube have visited all stores and completed work on the home bay to set up the connectivity required for the TV boxes.
- MCube will visit all stores between the 6th and 20th of December to complete additional work to activate the lift and learn experience (so that when the customer lifts the remote the content changes).
- Press the Demo Live TV button on your touchscreen to demo live TV while you are waiting on your Mcube visit to activate your lift and learn remotes.

AND IF ANYTHING GOES WRONG?

If you have come across any issues during the installation process, please raise a QMT to the VM team.

