

Your pictures. One folder.

With the free player loaded (imdsignage.com/player/), your screen plays whatever is in one folder on a microSD card or USB stick. It loops, starts by itself when the power comes on, and keeps playing when the card is removed.

1. Prepare the card

1. Use any microSD card or USB stick (FAT32 or exFAT, the format they come in).
2. Make a folder at the top of the card named exactly **IMD_SIGNAGE**.
3. Copy your pictures and videos into it. Anything in a subfolder is not played.

```
IMD_SIGNAGE/
  01-welcome.jpg
  02-breakfast-served-6-to-10.png
  03-spa-open-late_15s.jpg      shown for 15 seconds
  04-lobby-video.mp4
  settings.json                optional
```

2. Use the right size and type

	Portrait screen	Landscape screen
Picture size	1080 x 1920 pixels	1920 x 1080 pixels
Pictures	JPG, PNG or WebP	JPG, PNG or WebP
Videos	MP4 (H.264), 1080 x 1920, 30 fps	MP4 (H.264), 1920 x 1080, 30 fps

The 10.1 inch display is 1280 x 800. Other sizes still play: they are fitted without stretching, with black bars where the shape differs.

- **Not played:** PowerPoint, PDF, Word, HEIC (iPhone photos), GIF. Export slides as PNG or JPG, and save iPhone photos as JPG.
- Videos play to the end and are silent unless sound is turned on.
- Keep each picture under about 10 MB.

3. Order and timing

- Files play in name order. Start every name with a number: 01-, 02-, 03-.
- Each picture shows for 10 seconds unless your settings say otherwise. End a name with _15s to hold it for 15 seconds.
- After the last file it starts again from the first.

4. Put the card in the screen

1. Insert the card. Within a few seconds the screen switches to the new content.
 2. The screen copies the content into its own memory. Leave the card in for at least a minute, longer with large videos. Then take it out, or leave it in.
 3. If you take it out too early, the screen goes back to the previous show. Put it back and wait a little longer.
- To change the show, change the files on your computer and put the card back. Only changed files are copied again. While a card with content is in the screen, the card is what plays.

The free tool at imdsignage.com/card-builder/ builds this folder in your browser. Nothing is uploaded.

5. Design for a glance

- People look for 2 to 5 seconds. One message per slide, at most three short lines.
- The smallest text at least 60 pixels tall on a 1080 x 1920 slide, with strong contrast.
- Keep words and logos about 50 pixels from the edges.
- 4 to 8 slides is plenty. Check them when times, menus or hours change.

6. If something looks wrong

You see	What to do
"No content yet"	The folder is not named IMD_SIGNAGE, the files are in a subfolder, or no file is a supported type.
"Content could not be played"	None of the files could be opened. Re-save pictures as JPG or PNG and videos as H.264 MP4.
One slide never appears	That file is damaged or an unsupported type. Export it again and copy it again.
A picture is sideways	Rotate it on your computer, or change the rotation setting with the card tool.
A slide shows too long or too short	Check the _seconds ending of its name and the seconds setting.

Staff menu

Tap the top-left corner of the screen 5 times within 3 seconds, then enter your staff PIN, set with the free card tool. The menu can reload the card, show the screen's details, or open the Android settings. It closes by itself after 45 seconds.

Need help?

Email sales@imdsignage.com with a photo of the screen and a list of the files on the card.