

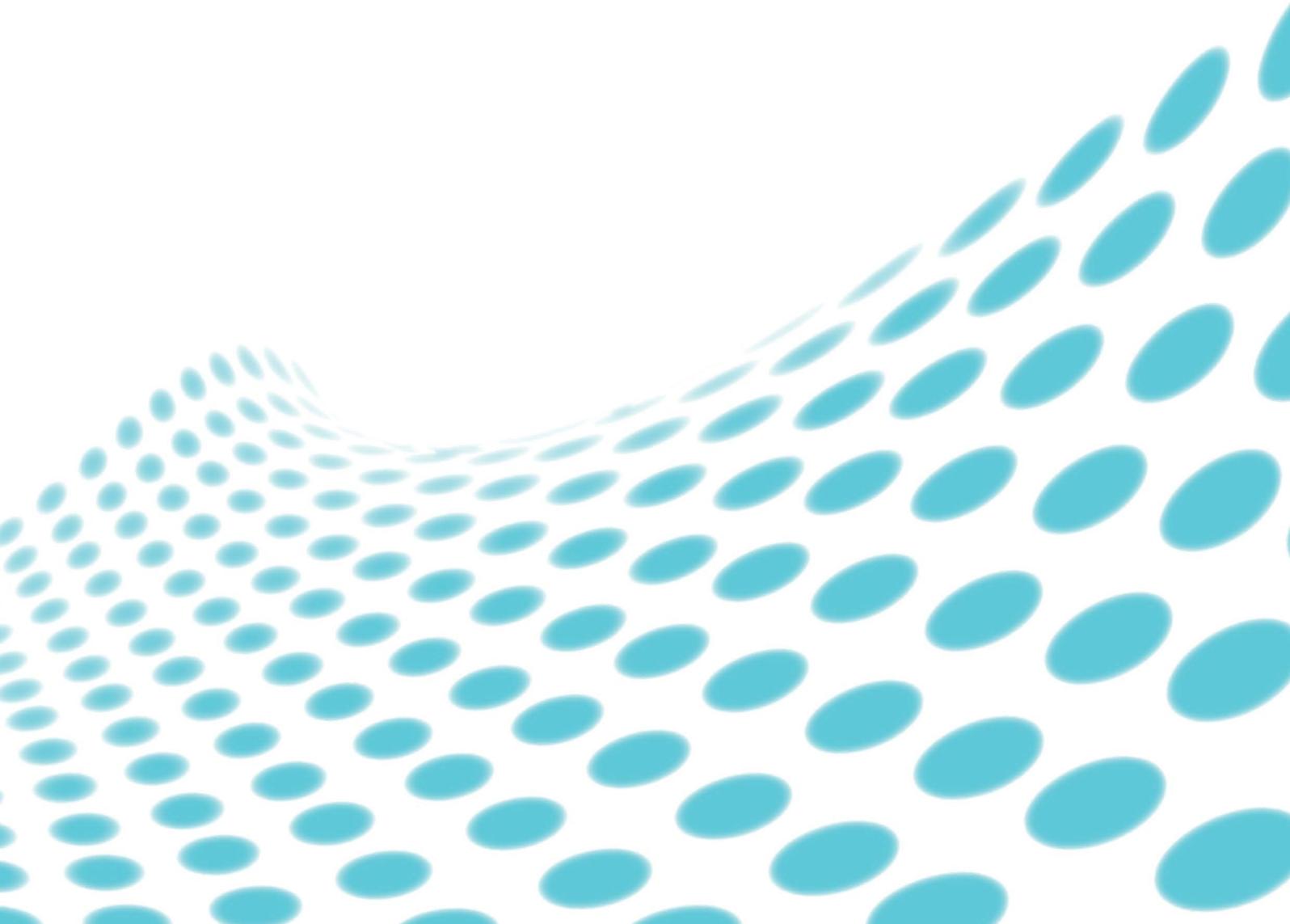
# dreamoc™

## Scandinavia 360

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### user manual

version 1.2



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## EU-declaration of conformity

EU-declaration of conformity	
Realfiction ApS Sankt Annæ Plads 13, 5 DK-1250 Copenhagen K	
Hereby declares that the Dreamoc Scandinavia 360 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Should the Dreamoc be used for purposes other than described, the CE marking and guarantee is no longer valid without a written approval from Realfiction.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 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 Dreamoc must be turned off, and the power plug removed from the outlet. To disconnect the apparatus from the mains, the plug must be pulled out from the mains socket; therefore the mains 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)

	<p>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.</p>
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### When receiving the Dreamoc Scandinavia 360

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



## Package contents

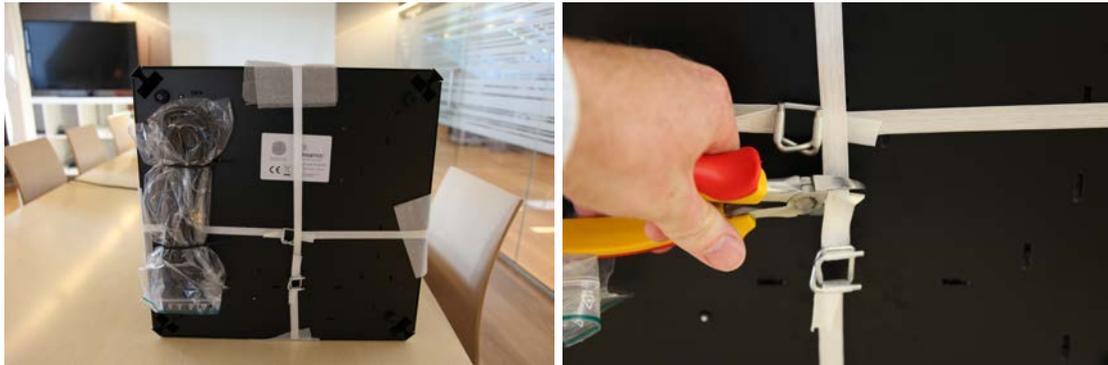


1. Dreamoc Scandinavia 360 display
2. User manual
3. White cotton gloves for handling the optic
4. Cleaning cloth - use dry or with a little water only!
5. 5m power cord with European Schuko plug (C13 PC type cable)
6. A set with two keys for the Dreamoc Scandinavia door

## How to start the Dreamoc Scandinavia 360

To keep the display in a pristine condition, we have included a set of white cotton gloves to be used when handling the Dreamoc. This prevents setting too many finger marks on the surface. Should this happen anyway, the housing can be cleaned with a damp cloth. For the optic – please use the supplied dry cloth.

Once the Dreamoc is out of the box, you have to remove the transport straps. Be sure to save them for later use if the unit should be transported again. When removing the straps be careful not to damage the optic.



Attached to the bottom of the display you will find the power cable. Insert the power cable and connect it to a power outlet. AC 100-240V, 50-60 Hz. Check that the I/O switch is set to I (on/off: I = ON, O = OFF).



**NOTE:** To insert the power cable, place the Dreamoc Scandinavia 360 gently with the front down, to make the bottom visible.



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 power, you can either use the on/off switch or simply cut power to the Dreamoc. The system is not damaged in any way. As soon as the unit gets power again, it will start automatically.

### **How to insert/change the content on the Dreamoc**

Open the display door with the key supplied with the Dreamoc. You can now see the memory card in the player. With the unit powered off, take out the first memory card and insert the new card in the player with the label facing upwards. Do not use excessive force when inserting the card. Close the Scandinavia 360 door and turn on the power. Wait about 20 seconds and the display will start showing the new content.

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



**NOTE:** The type of player and memory card can vary based on standard or high feature specifications.

### **Cleaning the Dreamoc Scandinavia 360**

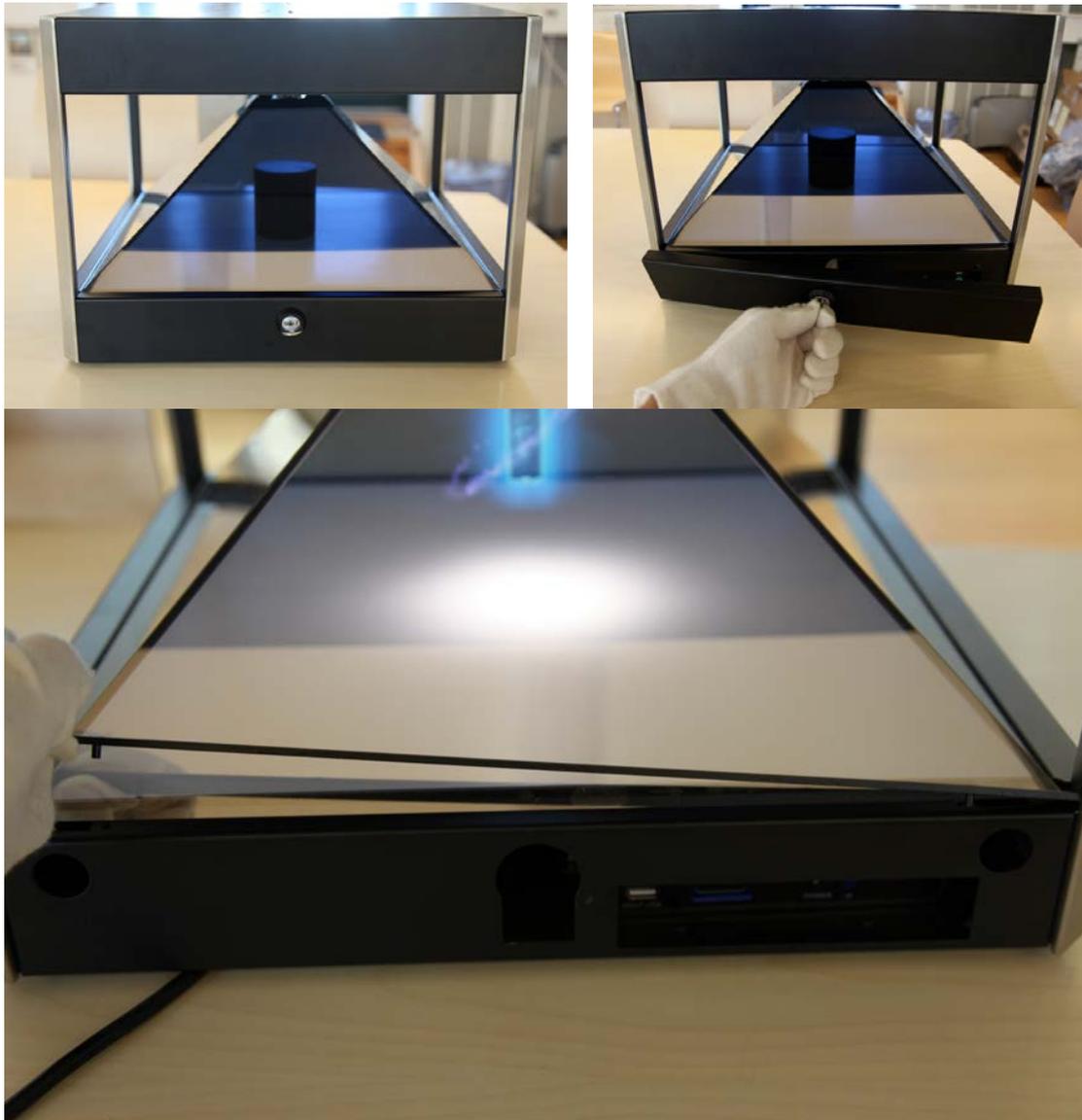
The transparent pyramid shaped optic is made of plastic and should only be cleaned gently with the **dry** black cleaning cloth that comes with the product - to avoid scratches on the surface. The surface is hard coated, but will still need to be handled with care. The metal housing can also easily be 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 Scandinavia 360 display

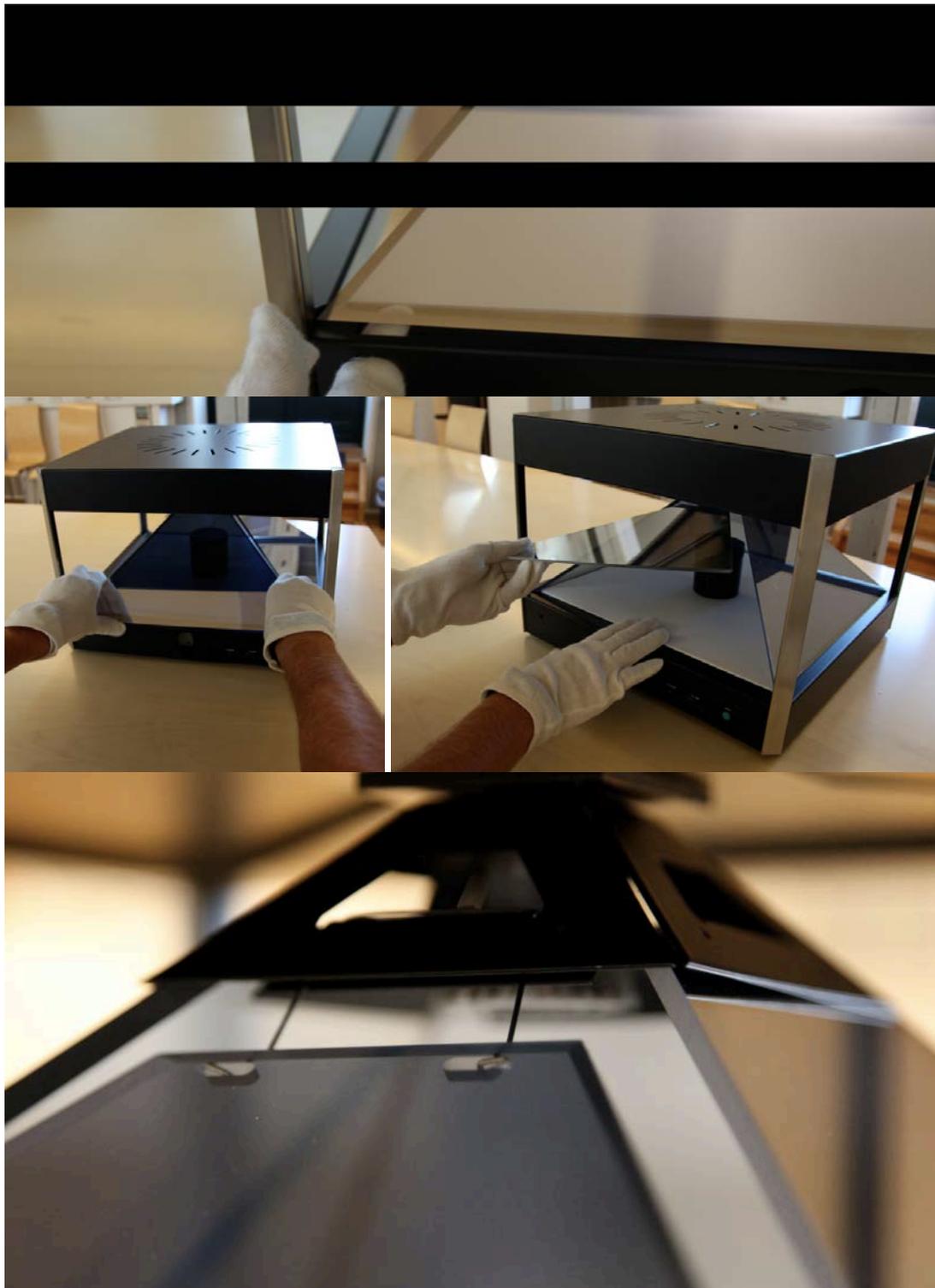
Open the door using one of the keys and remove the metal bracket holding the optic in place.

**NOTE:** Once opened, the door should be taken off completely to avoid damage! After removal of the backdoor, access to both the optic and the bottom plate is obtained.



With a finger through one of the holes, it is now possible to lift the piece of optic facing the door. Lift the optic slightly and pull it gently downwards until it comes loose from the metal lamp house in the top. There is no need to release the optic from the metal spring holding it, unless you wish to replace the optic with a new one.

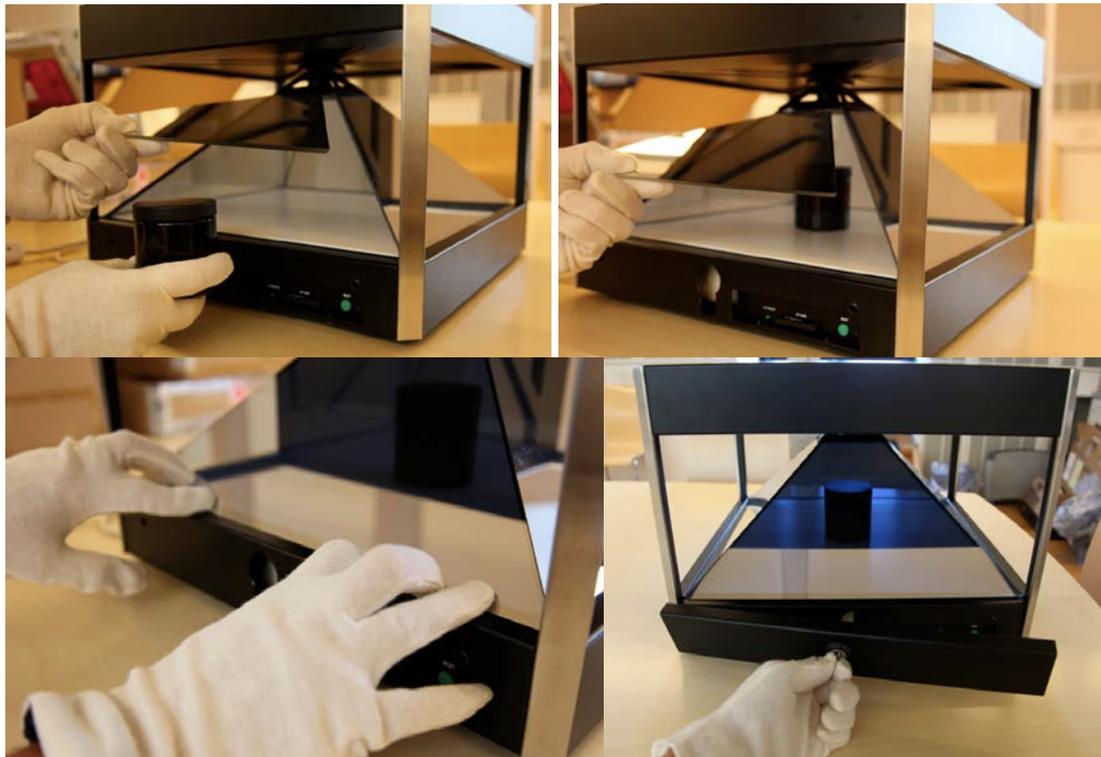
**NOTE:** The optic facing the back door can be opened. It is attached to the top of the display with a small metal spring.



## How to place an object in the Dreamoc Scandinavia 360

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.



**NOTE:** When the object has been placed in the chamber and the optic should be set back in place, it is important to make sure the top of the optic is positioned in the right place. It should, without the use of force, slide up in the space at the top of the pyramid, where the four optics meet, and gently be pushed into the right position. Also remember to fit the metal bracket again holding the optic in place, before repositioning and closing the door.

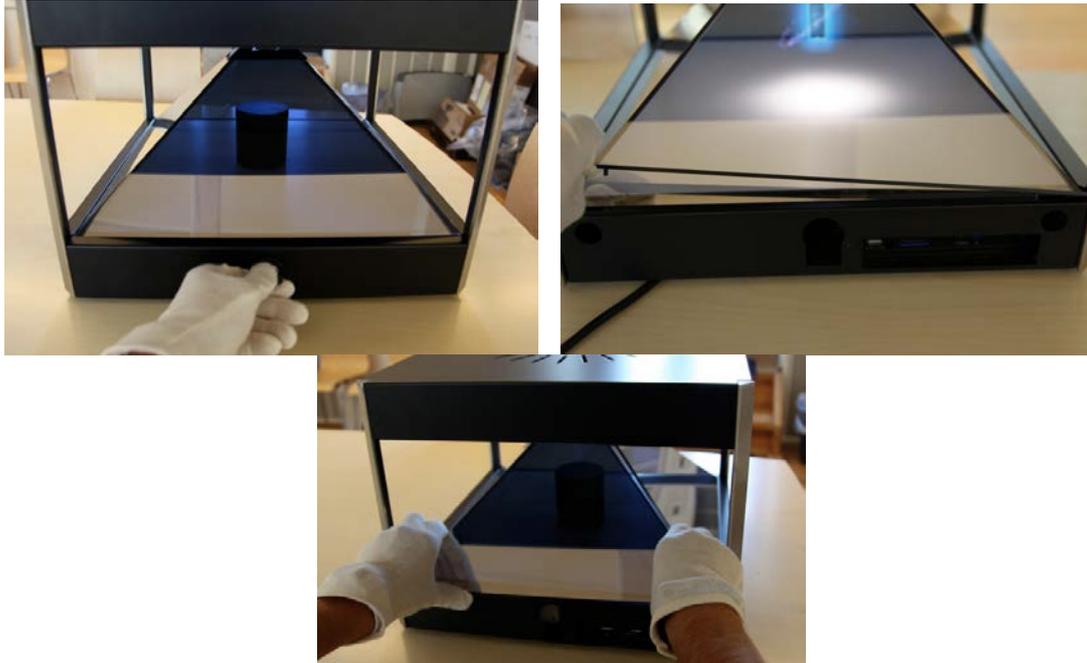
## How to change the LED light

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

The LED light is pre-installed in the Dreamoc Scandinavia 360, thus it should not be manually installed after purchase. But should you need to change the lamp, please do the following:

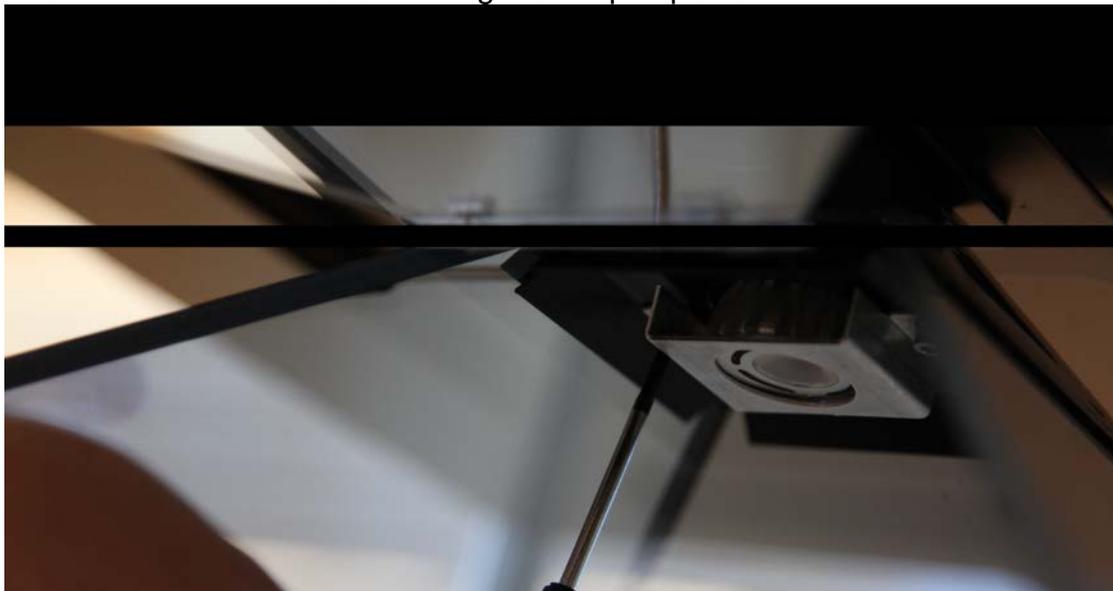
1.

Get access to the chamber as described earlier in this manual.



2.

Unscrew the small bracket holding the lamp in place.



3. Remove the lamp by pulling it gently downwards.



4. Insert the new LED lamp smoothly in the standard MR11 socket. The unit can drive lamps up to 6W.
5. Refit the small bracket holding the lamp in place.
6. Gently reposition the optic and remember to fit the metal bracket again holding the optic in place, before repositioning and closing the door.

**OPTIONAL:** The Dreamoc Scandinavia 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

Normally there is no need to access the display. But should this be required please do the following:

To access the LCD display the top of the Dreamoc Scandinavia 360 should be lifted up vertically. But first you need to release the internal locks holding it in place. Place both thumbs on the backside of the display (the side with the lock). Push the top lid up until it releases with a snap. The top lid can now be lifted vertically up and taken completely off.

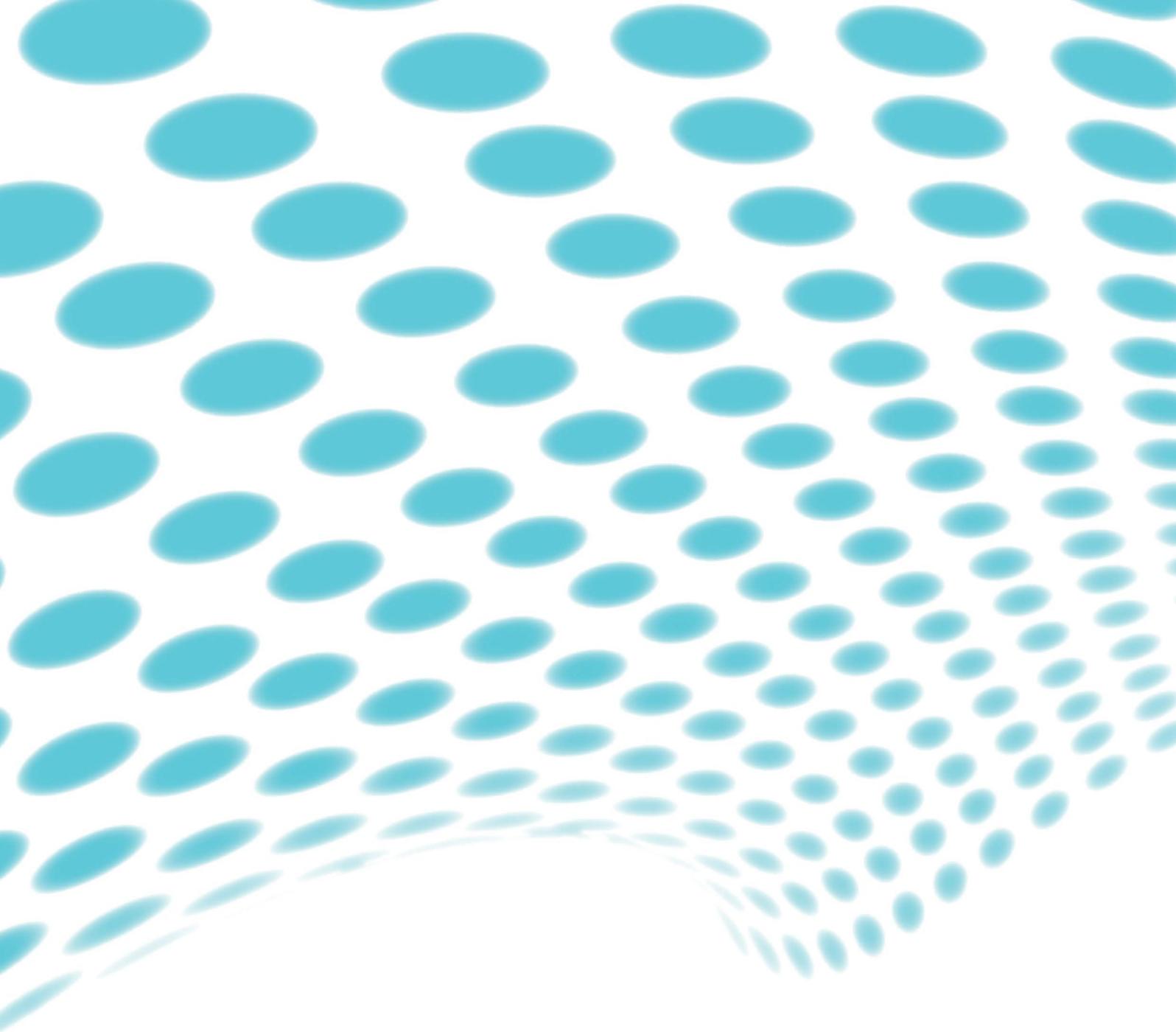


Now it is possible to change the LCD display's power cable (1) and the VGA cable connecting the player and the display (2).



## Troubleshooting

Problem (General)	Solution
No power.	<ul style="list-style-type: none"> <li>- Make sure the AC outlet has power.</li> <li>- Make sure that the power cable is properly inserted.</li> <li>- Check that the on/off (I/O) button is at I.</li> <li>- Open the bottom chamber and check connections.</li> </ul>
LED lamp is off or blinking.	<ul style="list-style-type: none"> <li>- Make sure the lamp is properly inserted in the socket.</li> <li>- Check wire connections from chamber through LED driver to LED lamp.</li> <li>- Replace lamp and/or driver.</li> </ul>
Film is lacking or not playing at all.	<ul style="list-style-type: none"> <li>- Check that the screen and player has power and is turned on.</li> <li>- If the button "M" on the player has been pressed during operation, it will have changed its output setting. To correct: press the "M" button and wait 5 seconds. Repeat this operation a couple of times until the image appears on the screen.</li> <li>- Take out, format and reload the memory card.</li> <li>- Replace the memory card with a new one.</li> </ul>
The video images are out of scale/alignment.	<ul style="list-style-type: none"> <li>- Please check that the content has been produced according to the right Dreamoc content manual.</li> <li>- In case the player or screen has been adjusted manually, contact your reseller for the correct configuration files.</li> </ul>



For further information and pricing  
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