



# User Manual



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## Welcome to the TAP TV PRO Pilot

The Tap TV PRO Pilot is an easy-to-use, touch-screen user interface that lets you control what your guests watch on your venue's TVs from a single point of command. The days of changing your televisions' channels either manually or with individual remote controls are gone. Unlike other matrix switches, with the Pilot you do not need to memorize how to type your inputs and outputs into a number keypad. All of your input devices and destination TVs are visible on your Pilot so you can easily drag and drop inputs to the appropriate outputs.

Since Tap TV PRO integrates guide data for Direct TV and other major content providers, you don't have to know what channel the game is on. The Pilot has a built-in Guide that is continuously updated so you always have the latest TV Scheduling information. The Reservations feature is a great way to plan ahead. If you know the game you want to have displayed on your TVs is coming up, simply find it in the schedule and select that program. Pilot will set the reservation to the input device you select and the game will automatically appear on the TVs assigned to that input device. Your job of managing the content being displayed on your TVs just got a lot easier.

### Here's how it works.

Each Tap TV Pilot is customized for your venue by your AV installer. The Pilot will display all satellite and cable devices, your Tap TV media player, and any additional input devices unique to your venue such as DVD players, game consoles or PC inputs. The Pilot output screen is customized to mimic your floor plan using easy to identify landmarks within your venue, much like your point of sale (POS) system. The Pilot touchscreen is designed to be simple and intuitive. This means onboarding new staff on how to use this powerful technology is quick and easy.



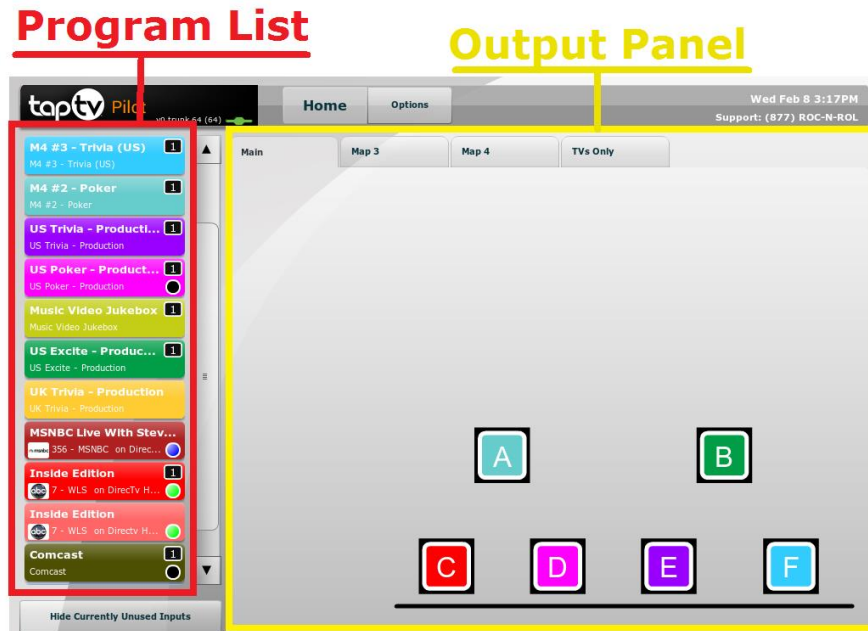
## Basics: Understanding the Pilot

There are two primary buttons that control the Pilot: **Home** and **Options**. They are located at the top of your Pilot screen.



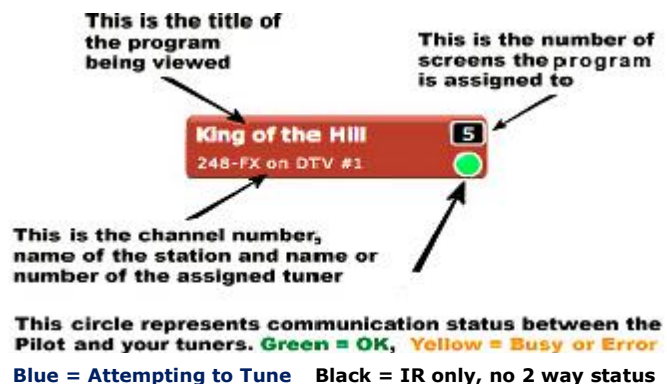
The **Home** button consists of two sections:

- Program List: All of your input devices with descriptions of their current status are located on the left side of the screen.
- Output Panel: Consists of everything to the right of the Program List and represents the TVs and landmarks within your venue.



Each program has a unique color. This makes it easy for you to find the TVs associated with that input on the Output panel.

In addition to color, each program icon offers detailed information about the program for that input as seen in this example.

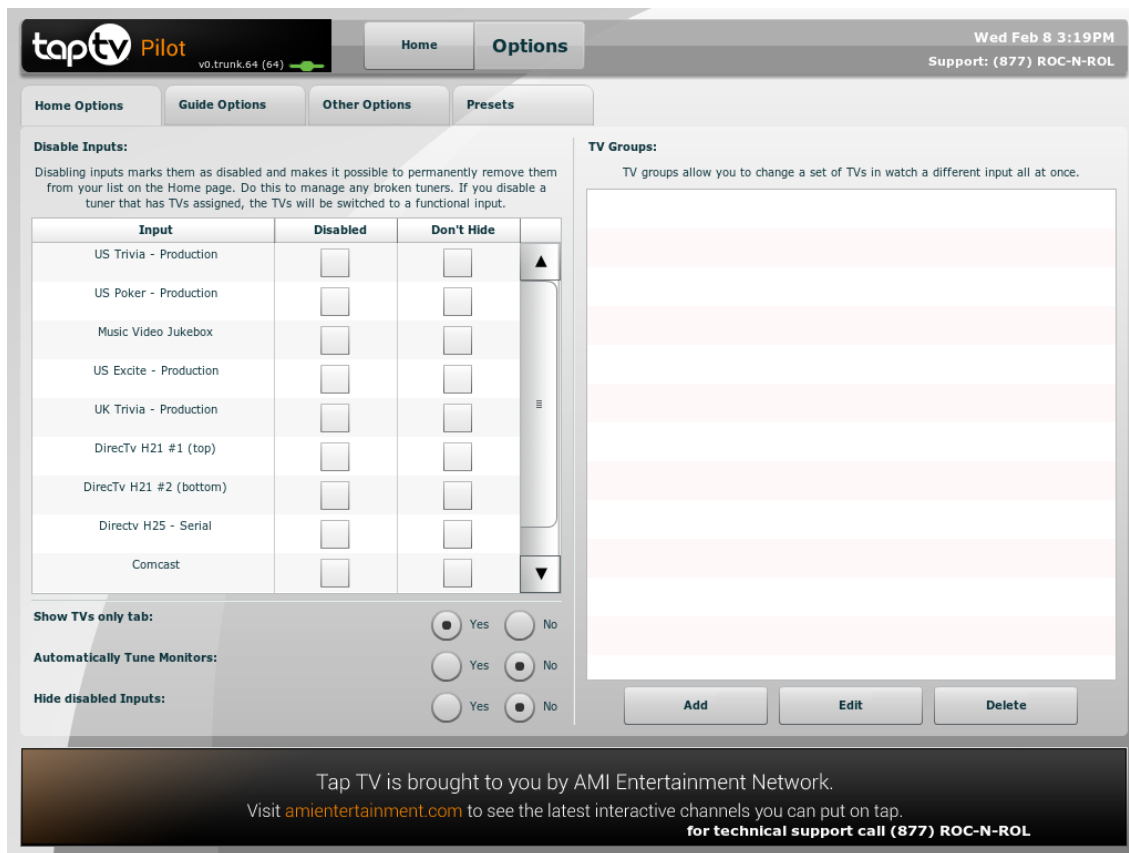


Tabs in the **Output Panel** are customizable. The primary screen should be your most commonly used floorplan for your venue. Secondary tabs can be used for each distinct area of your venue including VIP rooms, patios, different floors or stage areas. Since these individual floorplans are customizable to your venue, your AV installer can configure a variety of different solutions for you. Other options include all TVs arranged by number, or **TV groups** associated for a similar purpose. **TV Groups** is accessible in the Options section and is discussed in further detail below.



The **Options** screen offers five sections:

- **Home Options:** Allows you to select which input devices should be displayed in the **Program List**.
- **TV Groups:** Located on the right side of the screen, this area allows you to create specific groups of TVs that can be displayed as separate tabs on the **Output Panel**. You can see all of your current groups as well as Add, Edit or Delete groups from this area.



- **Guide Options:** Allows you to determine which channels should be removed from your guide as well as which channels you would like to see assigned to your **Favorites** section.

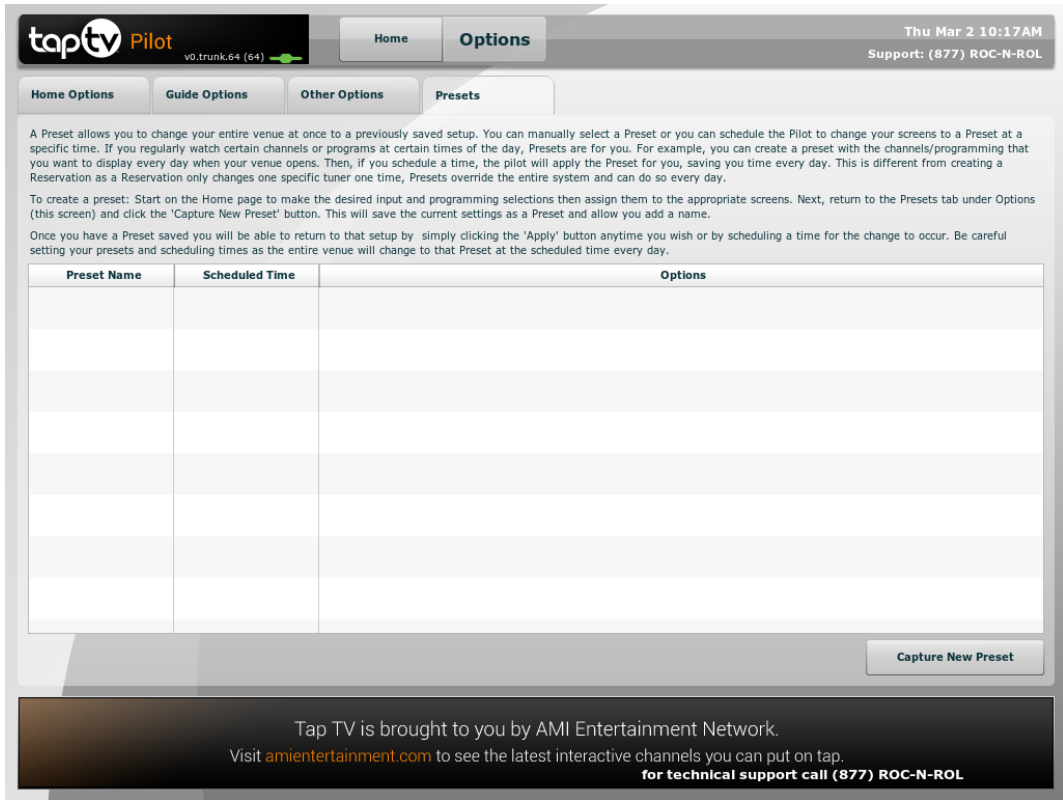
The screenshot shows the 'tap tv Pilot' interface with the 'Options' menu open to the 'Guide Options' tab. The top navigation bar includes 'Home' and 'Options', and the status bar shows 'Thu Mar 2 10:18AM' and 'Support: (877) ROC-N-ROL'. The 'Guide Options' sub-tab is selected, showing a 'Station Options' table with columns for 'Station', 'Favorite', and 'Remove'. To the right is a 'Favorite Teams' table with columns for 'Team', 'Sport', and 'Favorite'. Below these are 'Guide Sorting' options (set to 'Channel Number Ascending (1-999)'), radio buttons for 'Show only current or future programs in alternate guides' (set to 'Yes'), and 'Show only HD versions of channels' (set to 'No'). A note at the bottom explains the 'Hiding SD channels' feature. The footer contains the AMI Entertainment Network logo, website URL, and technical support contact information.

- **Other Options:** Allows customizing of specific behaviors within the Pilot user interface. Some examples of these are whether or not you are offered a confirmation screen before changing a program on a specific input device or how long an input/output device remains selected (highlighted) before it returns to that normal state. This also is where you would download new configs for your Pilot software, save your existing configs to the server, or undo a recent config download and install.

The screenshot shows the 'tap tv Pilot' interface with the 'Options' menu open to the 'Other Options' tab. The top navigation bar and status bar are identical to the previous screenshot. The 'Other Options' sub-tab is selected, showing a 'Confirmation and notification popups' section with seven unchecked checkboxes for various notifications. Below this is the 'Show Pilot Mouse Cursor' section with radio buttons for 'Yes' (selected) and 'No'. The 'Input highlight time (seconds)' is set to '3 seconds', 'Output highlight time (seconds)' is set to '3 seconds', and 'Confirmation dialog box timeout:' is set to 'Never'. The 'Save / Restore Your Configuration' section includes a descriptive text and three buttons: 'Save configs to server', 'Load saved configs', and 'Undo last load of configs'. The footer contains the AMI Entertainment Network logo, website URL, and technical support contact information.



• **Presets:** This area allows you to create or edit specific commands that are to be carried out by Pilot at specific times during the day. This can include changing specific inputs to desired program content at a designated time. It also can include changing the TVs to which each input is currently assigned. The most common use of this feature is the initial or default configuration for a venue when they first open. This will ensure that whatever configuration of programs to outputs was happening the previous night is disregarded and the appropriate programming is now being played during the daytime hours.



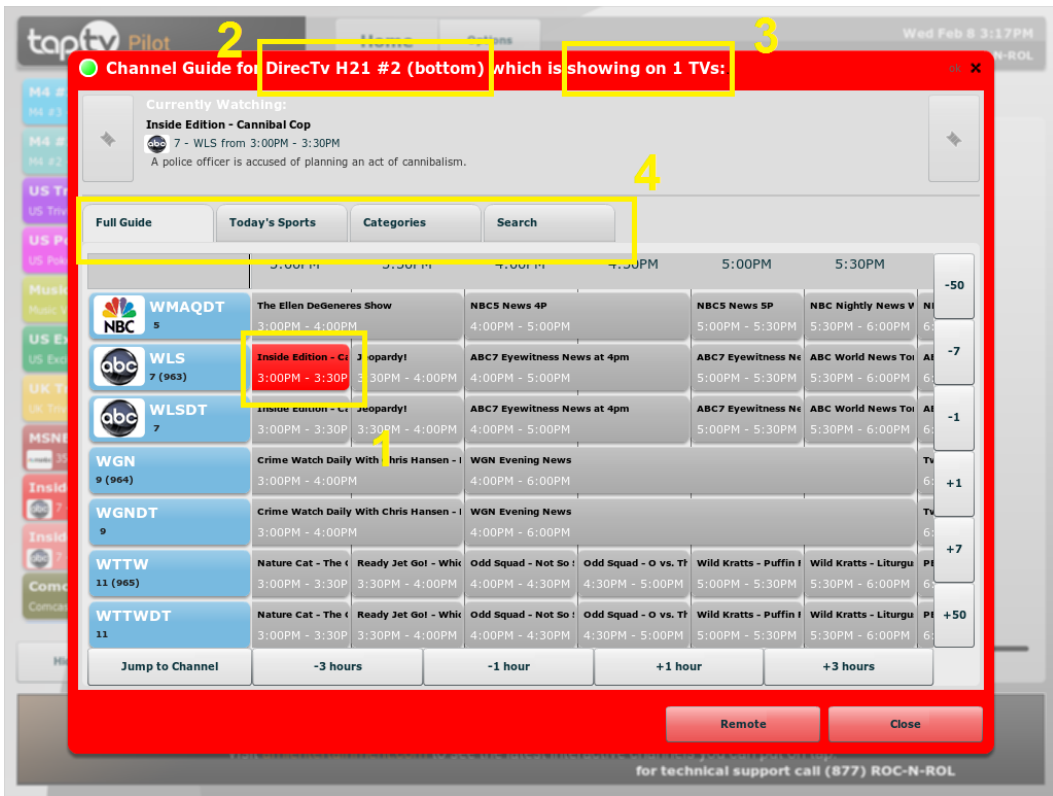
## Changing Channels

- 1.) Select an input source on the left column
- 2.) You will then see the **FULL GUIDE** available depending upon the provider(s) for your venue.
  - (1) Indicates the current channel and show being played on this input source.
  - (2) Indicates the name of this input source.
  - (3) Indicates the quantity of TVs using this input.
  - (4) Indicates our content search options.



## PRO Tip

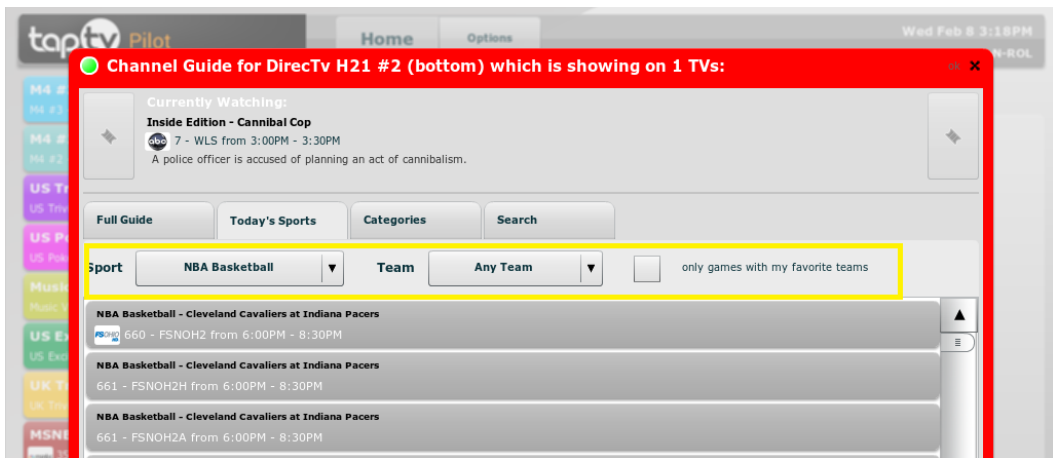
While searching for channels in the Full Guide, you can easily add those channels to your favorites or remove them from the guide. Simply hold your finger on that channel until a menu pop-up appears offering you these options.



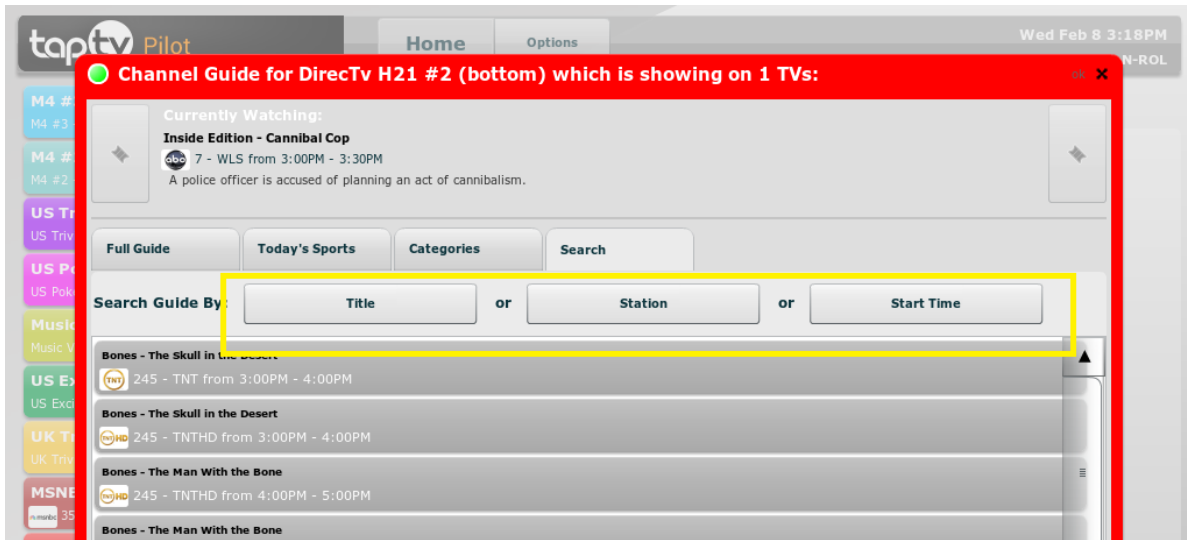
**PRO Tip**

Anytime you find yourself scrolling ahead while in the Full Guide, you can easily go back to the current time by touching the time line along the top of the Guide.

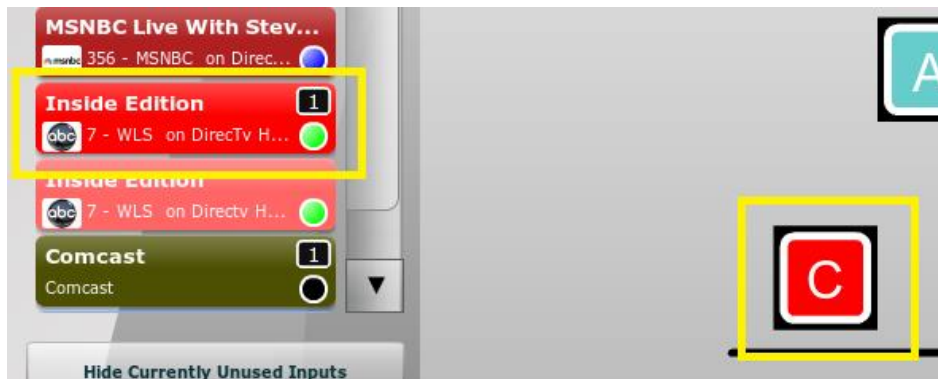
**Today's Sports:** This offers a more direct way to select sports programs. Using this tab will allow you to select events sorted by **SPORT** or by **TEAM**. Every available event and/or game available from your provider is titled and displayed in the guide under the corresponding time.



By selecting **SEARCH** you will be able to select options including show **TITLE**, **STATION**, or **START TIME**.



- 3.) Select the desired content by touching the program once. You will notice it change from gray to a new color when selected. To deselect a program, touch the program again.
- 4.) Once your program is selected, press the **CLOSE** button.
- 5.) Locate your new program in the input list on the left side of the screen.
- 6.) Touch the program once to highlight it.
- 7.) Then touch the TV icon on the map that you want it to play on. The screen will highlight momentarily then change to match the color of the program you have assigned. Once you've assigned an input to a TV, you can apply that same input to other TVs. Highlight the TV that has the content you want, and immediately touch any other TV. That input will be copied over to the additional TVs.



## PRO Tip

Once you have assigned a program to a TV, you can easily apply that same program to other screens. Simply highlight the screen that is already assigned and immediately touch another screen. The color of the program will automatically transfer to the new screen.

\*Remember, you have a 3 second active window.

## Program Options

You can access additional options by highlighting a program from the **Program List**. By clicking on the program once, you will receive the following options menu:

**Remote:** This button will reveal a number pad that allows you to change the current program to a different channel. Simply enter the new channel number and click 'Send'.

**Guide:** This button will bring up the entire guide for this tuner on your input list. (See page 8)

**Favorites:** This will display your pre-selected Favorite channels. If you select one of your Favorites, the original program will change to the programming on the Favorites channel.



## Additional Options

Tap TV PRO offers you the ability to select programs in advance of their show times. To use the **Reservations** feature, follow the steps below.

- 1.) Select an Input, then Guide and search for the desired program you wish to play later in the day
- 2.) Touch the icon to select that program
- 3.) Touch the Reservations icon in the upper right of the guide and your program will appear in the menu
- 4.) Assign this input to the desired screens in the usual manner.\*

\*The reservation is only set after you assign it to a screen or group of screens. Once assigned, your screens will automatically change to the reserved program at the start time of the reservation.





## Tap TV Content and Advertising

Tap TV PRO is more than just the Pilot software used for controlling matrix switches and TV tuners. Tap TV PRO also includes exclusive and engaging content for display in your venue. Content is offered under two subscription packages.

Basic- Includes Pilot, Excite, and Ad Manager

Premium- Includes Pilot, Excite, Trivia, Trivia Tournaments, Poker and Ad Manager\*

**\*Trivia Tournaments and Poker are not available in all states.**

**Contact AMI Entertainment to confirm availability of these features in your state.**

Tap TV content is an engaging use of the screens in your venue to encourage guests to interact with the content, your staff and other guests. All of this leads to higher food and wet sales for your venue. Utilizing the Ad Manager feature will help you ensure that your guests are aware of current specials and upcoming events.

## Tap TV Excite

The Excite channel features extreme sports videos including skiing, parkour, motorcycles, street racers, longboard skaters, slow-mo and much more. If you are most interested in promoting your offerings within your venue, this channel is best for you. Excite content is all high definition and is displayed in short 2 minute bursts. Your custom advertisements that you create in Ad Manager run for 30 seconds following each content window.



## Tap TV Trivia

Tap TV Trivia is part of the Premium subscription package for Tap TV PRO. Unlike other forms of trivia, Tap TV Trivia does not require scheduling someone to show up specific nights, setting up any equipment or storing player paddles in your bar or hostess area. Tap TV Trivia is played using your guests very own smartphone. Guests can join on the fly by downloading the free Tap TV app via the Apple or Google Play stores, creating a user profile account, and logging into your venue. Players can join and leave games at any time.

Tap TV Trivia offers 22 different game genres including: Music, Football, Americana, Baseball, 70s, 80s, 90s, Pop Culture, and MORE! Each Trivia game is 12 questions and lasts 20 minutes. The default trivia schedule presents a new game to players every 20 minutes. Visit [www.TapTVTonight.com/shedule/](http://www.TapTVTonight.com/shedule/) to learn more about the game schedule and to view alternative schedules.

For each game, players will earn a score by answering trivia questions the faster they pick the correct answer, the more points they're awarded. Scores are tracked and displayed on leaderboards, so players can compete against other patrons in your venue AND against players across the U.S. Locations across the country also compete against each other for top rankings. The scores for the top 3 players in a location are combined to rank locations on the national leaderboards.



Tap TV Trivia offers scheduled ad breaks at the end of each round as well as during a short break after question 7 so that players will be introduced to your other events as well as drink and food specials. Embedding your ads into the Trivia content improves guest engagement and increases food and wet sales during those times when Tap TV content is being displayed.

## How patrons play

1. Download the FREE Tap TV app for Android or iPhone
  - Search for "Tap TV" in the app store
  - Select Install
  - Open the Tap TV app and allow to use current location (this will allow the app to locate the bar you are in)
2. Create a Tap TV account by entering your email and a password (You will also want to add a security question/answer)
3. Find and Check In to your location using the app (The app will supply a list of nearby locations)
4. Select "Play Trivia" and start playing!



## Tap TV Trivia Tournaments

A great way to encourage greater competition among your guests is to utilize the Tournaments feature in Tap TV Trivia. Tournaments use the same content schedule already being run by Tap TV Trivia; however, now players have a chance to compete for a prize that you determine. You can have them as often as you'd like but you must setup the tournaments at least 24 hours in advance of the scheduled play start time. This is to ensure you have sufficient promotion of the event so your guests will know to come in and participate.

You determine the date and time you wish for the tournament to begin as well as end. Players can join a tournament at any time between the scheduled start and end times. Players can join easily any time after the tournament begins. Once the player is checked in to your location, they must touch the **PLAY TO WIN PRIZES** button. Next, they select the tournament they want to play in and touch the green **JOIN NOW** button. Once they've successfully joined, any scores they earn by playing a game of Tap TV Trivia before the tournament's scheduled end time will count towards their tournament ranking. However, if a player does not join the tournament, their scores **WILL NOT COUNT!**

Players will receive an email confirmation that they have joined the tournament at your venue. Players also can easily see what tournaments they have joined by going to the menu icon inside the Tap TV app and touching **MY TOURNAMENTS**. Each player is ranked in the tournament based on their combined top 3, 5 or 10 scores based on how the tournament is setup. You will be able to view the contact information of the winning players at the end of the tournament by logging into your account at [www.amientertainment.net](http://www.amientertainment.net).

## Tap Poker

For years, bar and restaurant owners have offered special Texas Hold'em Nights to bring in guests for the thrill of high-stakes competition, but not without complex planning and high costs. Tap TV's Poker Channel deals venues a better hand to play. Our virtual poker tables bring together both local patrons and others across the U.S. All play is for amusement and bragging rights only.

Once a patron connects, Tap TV begins displaying a live feed of their game. Patrons view their cards and manage their wagers using the Tap TV app, while nearby TVs display community cards, bets, and hand results, plus fun poker tips and promotional ads.

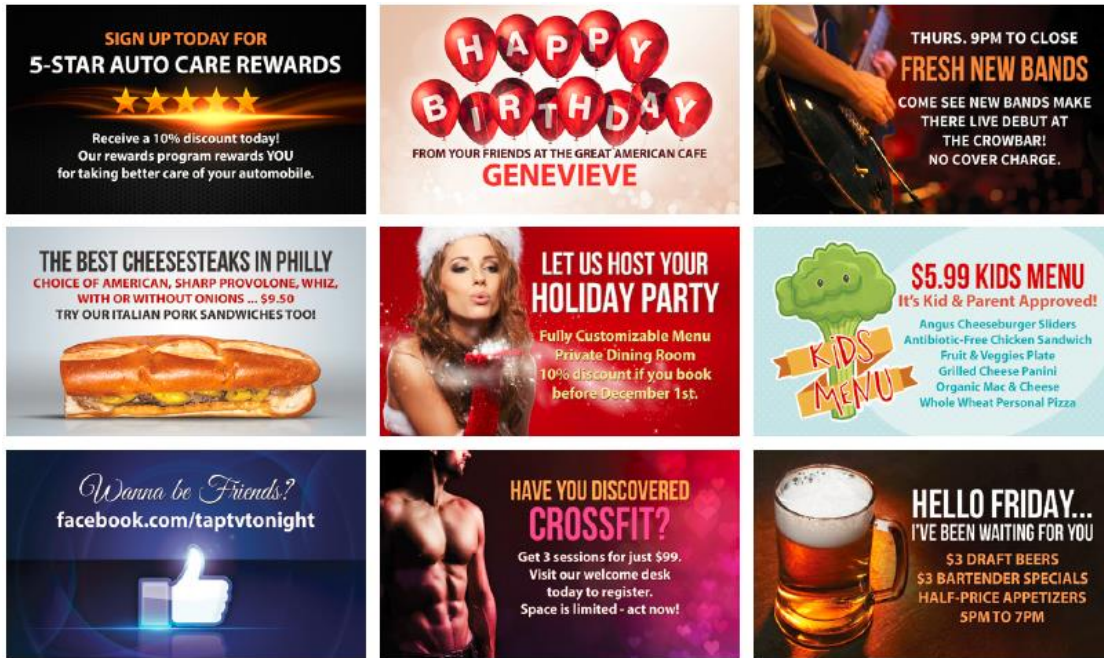
Tap TV Poker even detects when a venue has patrons at more than one virtual table and takes turns covering each table on the TVs! The app automatically adjusts to give untelevised patrons everything they need to play until TV coverage of their table resumes.



Tap TV Poker offers scheduled ad breaks at the end of each round so that players will be introduced to your other events as well as drink and food specials. Embedding your ads into the Poker content improves guest engagement and increases food and wet sales during those times when Tap TV content is being displayed.



# Ad Manager

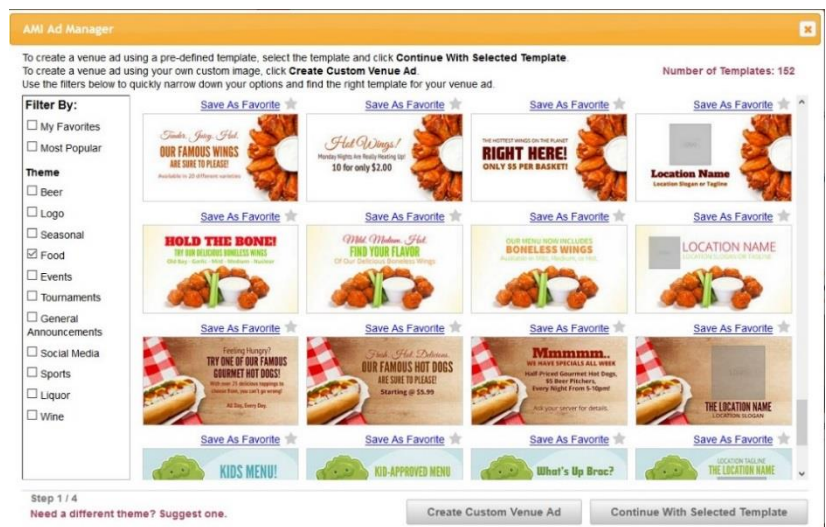


Tap TV programming includes scheduled commercial breaks with support for custom ads, giving venues the power to advertise their own events and specials. To allow customers to take advantage of these opportunities, Ad Manager is offered with every content subscription level of Tap TV PRO.

## Creating your ads in Ad Manager

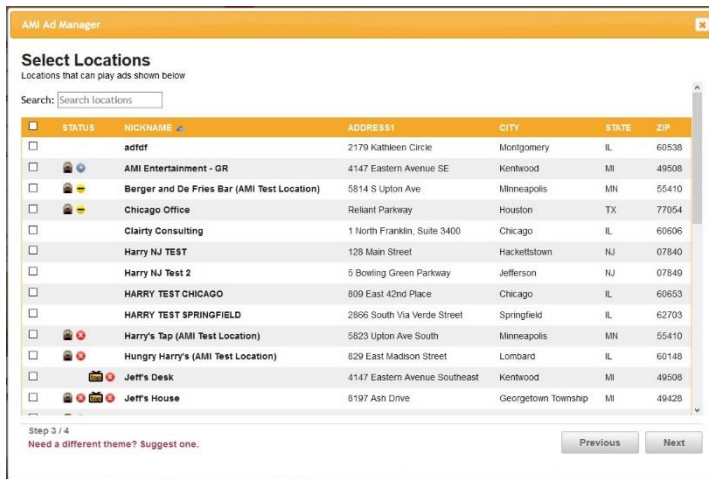
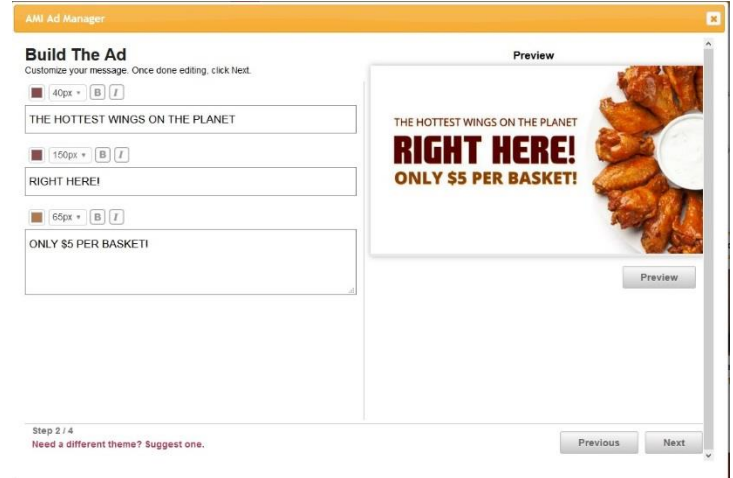
Begin by logging in to your AMI Entertainment web tool at [www.amientertainment.net](http://www.amientertainment.net). Next, select "Ads" from the main menu bar. Then select "Create/Import New Location Ad".

A new window will popup. From here, you have the option to select from over 1400 templates in a variety of categories including Food, Beer, Events, Social Media, Seasonal, Sports and many more. If you are uncertain where to start, click on "Most Popular", and you will be offered a list of commonly used templates.



If you would prefer to use your own custom ad image, select "Create Custom Venue Ad" at the bottom of the Ad window. From there you will be able to search for the file on your computer/tablet/smartphone and import it into the Ad Manager. Keep in mind that there are restrictions on the file size and type in order to ensure your ad displays properly once embedded into the Tap TV content.

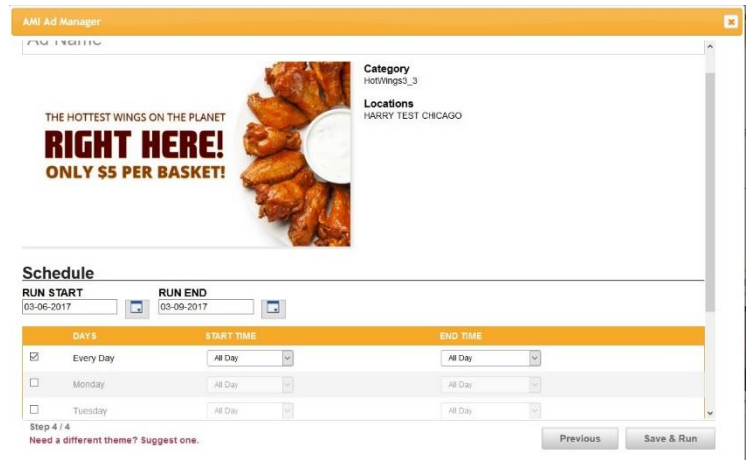
If you have selected to use one of our high-definition and attention-getting templates, you will need to personalize it with your own message. When you build your ad, you will be able to edit each line of the displayed text. You will also be able to modify the text color and size.



After completing the edit of the Ad and clicking 'Next' you will need to assign the ad to a location. From here you will be able to select from a list of locations available to you on your account. If you manage only one location with your AMI account, just that location will be listed.

Having assigned the Ad to the appropriate location(s), click 'Next' and you will then be able to select the timeframe that this Ad will run. You will be able to select a **Start** and **Stop** date as well as which **Days** of the week you wish to see this Ad appear, including the **Hours** each day that the Ad will appear.

You will be offered a final screen to confirm the details of this Ad and ensure everything you entered is correct. To complete the Ad, you will need to Name this Ad and then select 'Save & Run'.



## Location Manager User Account

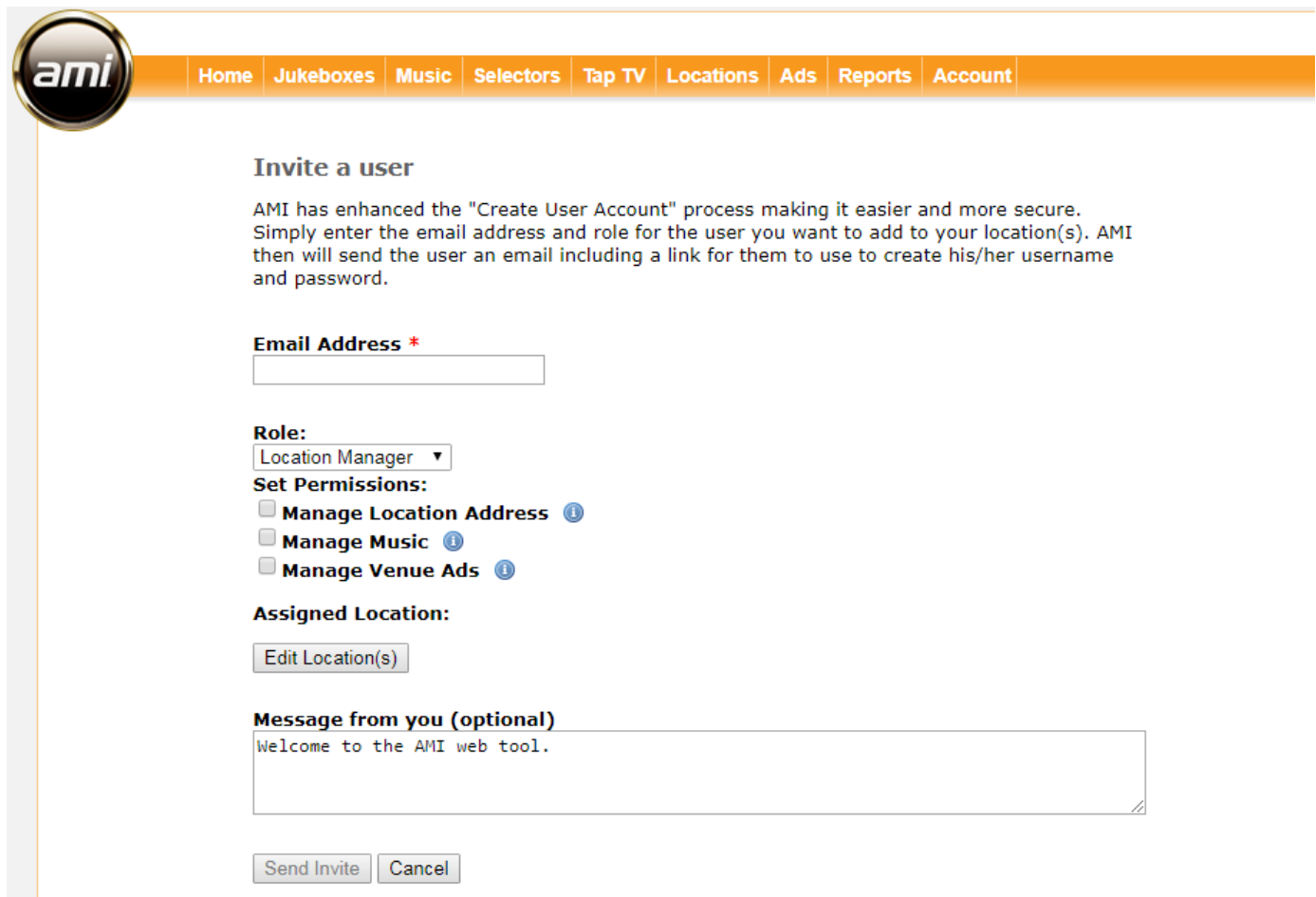
Primary users are given an account type of 'Operator Executive' giving them full control over configuration and subscription activities. However, for handling the task of managing just the promotions within your venue, you may wish to assign those tasks to another employee responsible for marketing and promotion. For this purpose, we offer a 'Location Manager' role. As the Operator Executive, you can create a new user account with this role that allows them to manage just the ads within the venue(s). Below are the instructions for creating a 'Location Manager' user role.

Creating a **Location Manager** user account:

1. An operator enters the email address of the new user
2. An operator selects the permissions and roles for the new user
3. An operator selects the location(s) (if the user is a location manager)

That's it. Then the intended user does the following:

1. Receives an email from AMI and opens it
2. Enters his/her username, password and contact information. The user is ready to go!



The screenshot shows the AMI web tool interface. At the top left is the AMI logo. A navigation bar contains the following links: Home, Jukeboxes, Music, Selectors, Tap TV, Locations, Ads, Reports, and Account. The main content area is titled "Invite a user". Below the title is a paragraph explaining the enhanced "Create User Account" process. The form includes an "Email Address" field with an asterisk, a "Role" dropdown menu set to "Location Manager", and "Set Permissions" section with three unchecked checkboxes: "Manage Location Address", "Manage Music", and "Manage Venue Ads". There is also an "Assigned Location" section with an "Edit Location(s)" button. A "Message from you (optional)" text area contains the text "Welcome to the AMI web tool.". At the bottom are "Send Invite" and "Cancel" buttons.

**ami**

Home Jukeboxes Music Selectors Tap TV Locations Ads Reports Account

**Invite a user**

AMI has enhanced the "Create User Account" process making it easier and more secure. Simply enter the email address and role for the user you want to add to your location(s). AMI then will send the user an email including a link for them to use to create his/her username and password.

**Email Address \***

**Role:**  
Location Manager

**Set Permissions:**

Manage Location Address ⓘ

Manage Music ⓘ

Manage Venue Ads ⓘ

**Assigned Location:**

Edit Location(s)

**Message from you (optional)**

Welcome to the AMI web tool.

Send Invite Cancel

## Glossary

**Available Tuner:** Your cable boxes are your tuners. A tuner is available for use if there is no program currently assigned to it. The bottom of the Source Panel will tell you how many available tuners you have. (*Example:* If you have 4 DirecTV boxes and you've selected 3 programs to play so far, you have 1 available tuner.)

**Guide:** The area where you will find available programming from your television service provider to select for display on your available TVs.

**Input:** Device used to play a given program. (*Example:* Cable boxes, DVD player, CD player located on the left hand panel of the Pilot interface)

**Outputs:** These are your screens/TVs.

**Output Panel:** Right side portion of Pilot screen under the Layouts tab. Consists of screen Maps and Shortcuts.

**Program:** The actual show you wish to play (*Example:* Family Guy, The View, Sports Center)

**Program List:** Left portion of screen under the Layouts tab. Consists of Current Setup and Reservations.

**Reservations:** Any selected programming that is scheduled for the future. (*Example:* Red Sox game is on at 2pm and it is 1pm now. If selected, it will appear under reservations and automatically come on screens associated with that input device at the time of the reservation.)

**Sports Guide:** Separate guide that features only sports programming and can be found under the Guide tab at the top of the screen.

## Frequently Asked Questions

**Q: *Can I still change the channel using the remote control if necessary?***

**A:** Yes. The Pilot is designed to allow use of a remote control while still offering full functionality. For most TVs, changes done by a remote control will be reflected on the Pilot within a few minutes.

**Q: *Do I need to shut down the Pilot at the end of the day?***

**A:** No, you should not shut down the Pilot. The Pilot receives continuously updated information. It is very important that the Pilot be up and running for these updates. The Pilot also performs a series of automated system restarts at 7:00am local time to ensure system functionality.

**Q: *Why can I change the channel for one program input and not another?***

**A:** The Pilot communicates with each program input independently. If you are unable to control a tuner in the list, confirm the status of the communication by looking at the color of the dot in the upper right corner of that program. If it is not green, you may need to power cycle the tuner in the rack or red button reset it.

**Q: *I rebooted my Pilot and it came back to a black screen with Tap TV and 2 arrows showing. How do I get my Home screen back?***

**A:** Seeing this screen after a reboot indicates your Tap TV router has lost connection to the internet. Confirm your Ethernet connection to the router and the router to the modem. You may need to reset your modem and router to restore service.