LiveMenu ≡

Powered by **BEERCRAWL**

LIVE MENU - BEER TV SCREEN
INSTRUCTION MANUAL

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For further information on each option, please click below.

OVERVIEW

'Live Menu' is Crawl Media's DMS Digital Tap List TV solution. A SaaS platform that uses Beer Crawl's Bar Management System. Ease of use is the systems' core focus. We have also built in redundancies in the event that Wi-Fi or power drops so you can just focus on doing what you do.
The **Live Menu** system also integrates with our **Digital Decals**, **Wi-Fi Kegscales** and **Brew Management** Software.

HOW IT WORKS :

Simply login to Beer Crawl via phone or Desktop PC and assign a beer to a tap and set prices. The content is automatically updated on the TV via Wi-Fi or ethernet.
If power drops, the player will automatically reboot. If internet drops, the player will continue to display content and show a 'Wi-Fi' icon in top right. When internet resumes, the content will update and the icon will disappear.

EQUIPMENT

TV TYPES

TVs are split into three categories:

1. **Smart TV:** have their own operating system. For instance, LG uses an OS called WebOS, while Samsung Smart TVs come with an OS called Tizen. Manufacturer OS means only certain apps are shipped with the TV - without a 'search for app' function. **See what OS run on your TV here**
2. **Android TV:** have an easy to use UI with a quick and easy search function for Google Play (extensive app library Including our Live Menu Connect App)
3. **Dumb TV:** no 'app' functionality or streaming services etc.

External Players for 'Dumb TVs'

If your TV is not compatible with our software, an external player is required. This player requires a separate power port and plugs into the HDMI port of your TV. Keep this in mind if the TV is hard to access.

Basically the player is an Android computer that allows you to download the lIve Menu app from your Google account. We use and recommend the **Mi Box**

What's the difference between Mi Box and Mi Box S?
Xiaomi Mi Box S (2nd Gen) The Mi Box S 4K 2nd Gen is more advanced in terms of video decoder support, as it can support up to 4K at 60FPS, Dolby Audio, DTS-HD, Dolby Vision, and HDR10+. Meanwhile, the original Mi Box S 4K supports 4K at 60fps,

WHY WE DON'T SUPPLY THE TV SCREENS?

Because there are many different models to choose from, we feel its better for you to decide what size / brand screen you want. It's much cheaper and you have much more choice.

WHY WE DON'T INSTALL THE TV SCREENS?

Some businesses charge up to 10k for a basic instillation. We feel its much easier for you to use a local electrician. It's much cheaper and easer to organise.
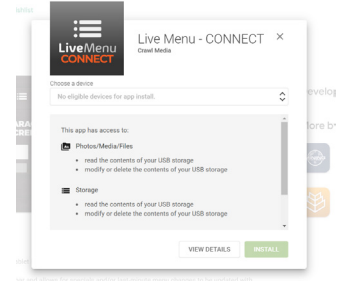
INSTALLATION INSTRUCTIONS:

LG 'SMART TV'S: INSTALL:

If your **LG** TV runs 'WEBOS' (LG's app store) search for '**Live Menu display**'
You can see the app listing **here**

ANDROID TV: INSTALL:

See the setup guide **here**

DUMB TV: INSTALL:

 Have a 'dumb' TV? No problems, we have an Android compute stick that simply plugs into your TVs HDMI port.

See the setup guide **here**

SETUP:

1. Get your 'screen code' :
   - (we usually recommend doing this on the PC, laptop, tablet or phone you will be managing your Beer list from) Open a internet browser and log into your Beer Crawl account.
   - Select your venue.
   - Select 'Live Menu - Beer Screens' from LHS tab.
   - Select desired screen.
   a. Copy the 'Screen Code'. 8 digits
      Note, the Screen case is case sensitive

   Direct Link: gYa1nJbz [Copy URL]

2. Enter the 'screen code'
   - Go back to the Beer Crawl application (on the player)
   - Paste or enter the code into the white bar
3. Click 'Set Screen Code' button
   This will enter full screen.
   Note: clicking 'back' on the remote will allow changing screen code.
   Pressing 'Home' will exit the app.

Warning, if your HDMI adapter/extension cable is damaged, HD signal may only show even though the player is 4K.

SOFTWARE OVERVIEW

- **back button** = exit full screen mode / return to add code screen.
- Refresh content is set to 5 minutes. If internet connection drops, previous content will remain.

On power out: The player will reboot, remember the code and redisplay the beer list

On Internet drop: The player will display previous cached list until internet is picked back up.
A icon will display letting you know when no internet is connected.

BEER CRAWL MANAGEMENT

Simply log in to your Beer Crawl account ,select your venue then go to LIVE MENU.

CREATING A BEER SCREEN

CLICK HERE TO SEE IT DONE ON YOU TUBE YouTube

The following instructions how to create and edit your digital beer list for TV.
You will need a paid subscription to run these TV screens, however we happily provide a lifetime demo

1. **Log in** to Beer Crawl and select your venue.
2. Click 'Live Menu - TV Beer Screens' from the side menu.
3. Click 'Create New'.
   Note a default theme will be used using common parameters.
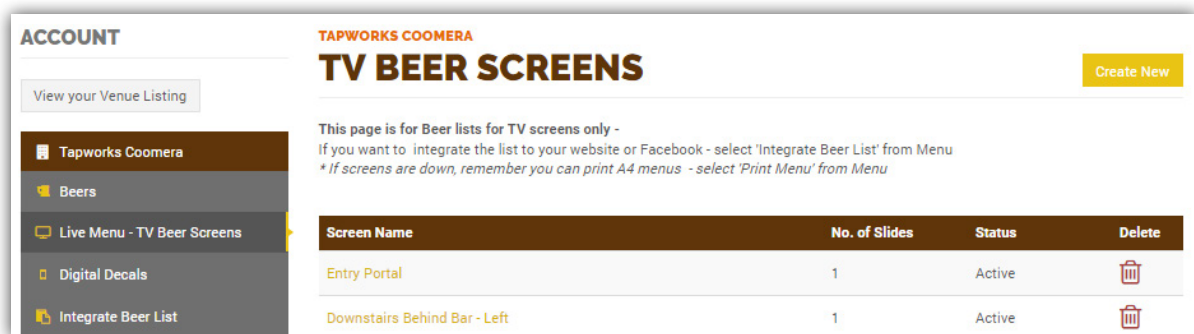
4. Name your screen. Be descriptive - ie 'Bar Left' or 'Entry Vertical'.
5. Click save button.
   Once a screen has been created, a DIRECT LINK / URL will be generated for you to use on your player

HOW BEERS ARE ADDED TO BEER CRAWL

Beers are managed by the brewery direct and Beer Crawl Staff.
There is a growing number of breweries adding new beers to our system, and we are constantly adding to the list by manually checking breweries webpages and Social feeds.
General users of Beer Crawl can 'report' a beer, however, due to our tenet of accuracy of information, these reported beers do not get listed to the brewery without Beer Crawl's manual approval.
Venues on the other hand have more of a vested interest to supply accurate information than a 'general user'.
Due to this, when a venue creates a 'custom beer' and selects a brewery, it is added to that brewery's beer list.

FOR **BREWERY** INSTRUCTIONS TO ADD BEER **CLICK HERE** OR CHECK IT OUT ON YOUTUBE YouTube

FOR **VENUE** INSTRUCTIONS TO ADD BEER **CLICK HERE** OR CHECK IT OUT ON YOUTUBE YouTube

BEER ARTWORK REQUIREMENTS

Our Digital Decals and Live Menu Beer TV systems have been designed from the ground up to supply a feature-packed product at minimal cost. Systems can display generic decal artwork, photos and animation.
Decal artwork is displayed in two formats:

1. **Standard / Square:** This is displayed throughout Live Manu & Beer Crawl.
2. **Full Screen – Rectangle:** This is displayed on an optional view on our Digital Decals. This gives more brand activation when the decals are located further away from the patron (this comes at the cost of not displaying the beer/pricing information on the bottom half of the decal).

MAX FILE SIZE: 30 MB. Compression is used after upload to optimise delivery and play performance.

Standard / Square

STATIC STILL IMAGES

- **ASPECT RATIO:** MUST BE SQUARE (1:1 aspect ratio) – *Uploading other sizes will cause cropping.*
- **FILE FORMAT:** JPG, GIF or transparent PNGs
- **RESOLUTION:** 1080 x 1080 px or above

ANIMATED DECAL ART

- **ASPECT RATIO:** MUST BE SQUARE (1:1 aspect ratio) – *Uploading other sizes will cause cropping.*
- **FILE FORMAT:** .MP4 or animated GIF
- **RESOLUTION:** 1080 x 1080 px or above
- **FPS:** 24
- **DURATION :** 15 seconds (MAX)

Full Screen / Rectangle (Digital Decals Only) *NOTE THIS WILL NOT DISPLAY ON LIVE MENU*

STATIC STILL IMAGES

- **ASPECT RATIO:** Rectangle (9:16 aspect ratio) – *Uploading other sizes will cause cropping.*
- **FILE FORMAT:** JPG, GIF or transparent PNGs
- **RESOLUTION:** 1440 x 2560 px or above

ANIMATED DECAL ART

- **ASPECT RATIO:** Rectangle (9:16 aspect ratio) – *Uploading other sizes will cause cropping.*
- **FILE FORMAT:** .MP4 or animated GIF
- **RESOLUTION:** 1440 x 2560 px or above
- **FPS:** 24
- **DURATION :** 20 seconds (MAX)

CUSTOMISING THE BEER SCREEN

1. Choose desired layout for the screen.
    Select a theme that suits your TV. i.e. If you have a 4K TV, select a 4K theme
    Failing to do this will cause poor results. To configure the resolution of the player, **SEE ABOVE**
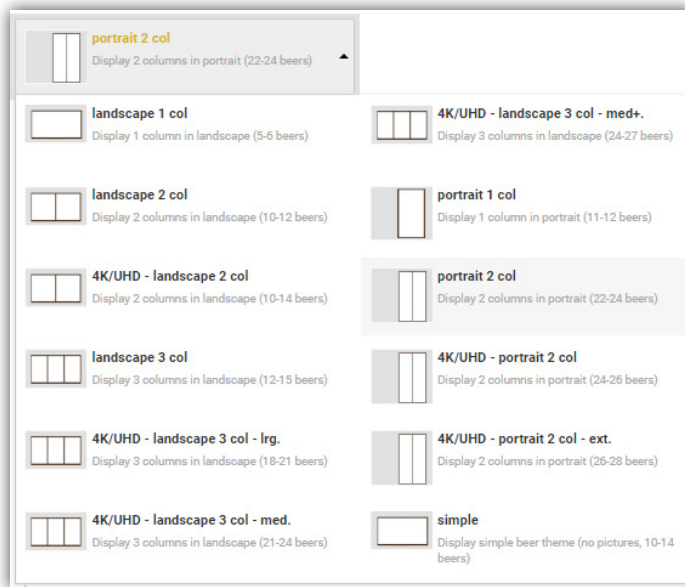

2. **SLIDES**: Slides are for displaying multiple screen content on one TV screen.
    By default, the view will not slide. You can add additional slides and set duration for them.

3. Set 'Tap From #' and 'Tap To #' - this will dictate which beer taps will display on the screen.
    You can do this for bottled/can beers as well. Packaged beers will display under tap beers.

4. Enter scrolling text (if desired).

5. **THEME:** Choose the following to customise
    - light or dark theme
    - toggle show brewery first
    - toggle show / hide prices
    - toggle move ABV alongside beer style
    - toggle show hide header image

6. **BACKGROUND IMAGE:** For best results choose something darker and not too busy. You can create and upload a custom background or select images from our backgroud library:
   Note, below samples display lighter than actual files.
   Zip files include HD & 4K in both portrait and landscape.
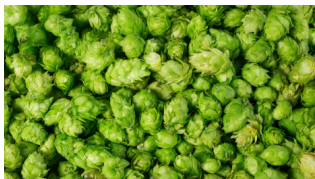
01 - HOPS: CLICK HERE
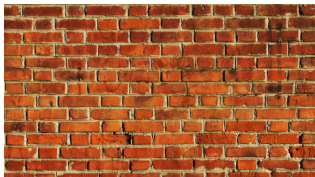
02 - BRICK: CLICK HERE

03 - WOOD: CLICK HERE
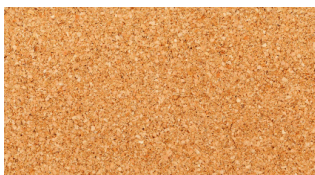
04 - CORK: CLICK HERE
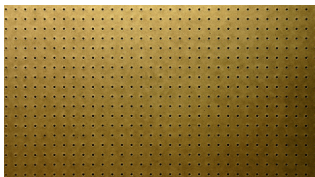
05 - PEGBOARD: CLICK HERE

06 - BEER BUBBLES: CLICK HERE

7. **HEADER IMAGE:** Choose if you want to display a header image. This allows you to quickly update you list for an event or theme... Christmas time? Simply upload a header image with a santa hat on you logo. :) The header image can be a transparent PNG which will allow your logo to stand out on a background image. The height of the header image will dictate how many rows of beers will display.
   Zip files include HD & 4K in both portrait and landscape.
   CLICK HERE for header files

8. **FONT SETTINGS:** Choose type face and colour to finish the look.

9. Click Save to update.

   ❗ Once a screen has been created/saved, a **DIRECT LINK** / URL will be generated for you to use on your player

Direct Link: kNdOPevL   Copy URL
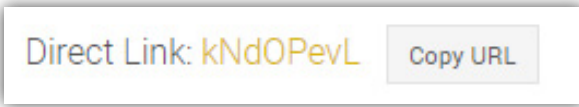
You can view Screens, or add a new screen by clicking on the Left Hand Side menu

DUPLICATING SCREEN

Click the duplicate button to quickly re-create the theme and settings. This is a great feature if you have multiple screens and want design consistency without having to manually update each setting.

Screen Name	No. of Slides	Status		Delete
New Screen	1	Inactive	Duplicate	🗑
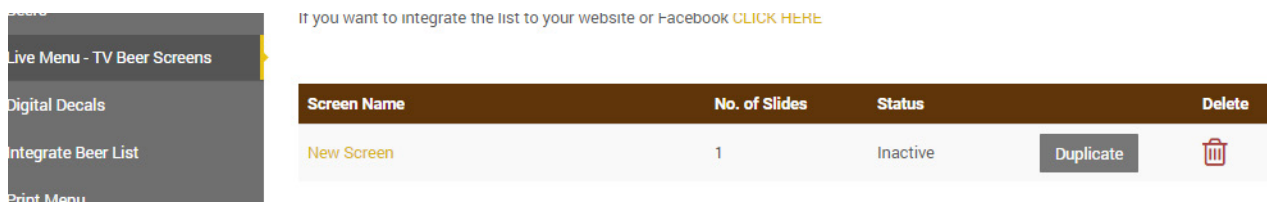
ACTIVE / INACTIVE

Note. 'Inactive' screens will show 'DEMO' over the screen

You will only be able to change the status to 'Active' with a paid Beer Crawl subscription.

THEMES / LAYOUTS

These are our customisable themes/ layouts. We offer many solutions for HD and 4K screens

Simple

Landscape: 2 column

Landscape: 3 column

Landscape: beer + Featured

Portrait: beer + Featured

Portrait: 1 column

Portrait: 2 column

BREWERY SPECIFIC THEMES

Brewery Landscape: Ingredients

Brewery Landscape: Tasting notes

CUSTOM MADE THEMES

We can build a custom made theme per your request.
Contact us for a formal quote.

FAQS

Where do you get your beer list?

Live Menu uses Beer Crawl. If a beer is not in our system, it can be easily added.

Beers are added daily by venues, breweries and Crawl Media staff.

Beer Crawl allow animated decal artwork and at much higher resolution – for use in out customisable screens and Digital Decals

What is the monthly/annual cost after the initial cost?

Subscription service from $10 AUD per month. To see full list of prices and options, please **login** to your account.

Don't have and account? **Email us** with detials of your venue and we will promptly add you.

What player do you use to connect to the TV?

We supply a custom imaged Android player which simply plugs into the HDMI port on any screen.

Benefits over other players include:

- If internet drops, the screen remains (with small 'no internet' symbol)
- Media updates when internet connection resumes
- Player resumes after power out
- No untimely OS update screens

Is there any interaction between the player and Square / POS

This is something we are working on – POS Integration and our Keg Scales

Do you offer bottle/can list rotating boards or allow choice of board per bar (list in the fridge in one area/screen, one per bar etc).

Yes, Please see YouTube instructions **HERE**

TROUBLE SHOOTING

This service require internet access. The system will handle short term internet loss only.
Without internet access, the system will not work and we cannot supply support.

Changed Router or ISP
If you have changed your wireless router, we recommend logging in to the router and changing the SSID and password to the previous router. After this is done, reboot the player.
Please note we cannot supply general IT support.

Reboot
Reboot the player simply by turning the power switch (to the player)
If you cannot access the player, find the circuit breaker that feeds the TV/Player
NOTE: We don't know how this will affect your other devices so proceed with caution

ANY ISSUES?

email admin@beercrawl.com.au
Easier to chat? Supply your phone number and we will promptly call back