

Overview

- **Visit Dates:** 04/15/13 - 4/21/13 **SO #:** 5844
- **Project Name:** DEV-PIR-Microsoft Xbox Kiosk Update-0404
- **Retailers:** Kroger/Fred Meyer, Target, CompUSA/Tiger, Toys R Us
- **Visit Duration:** 40 minutes + 5 minutes admin time
- **Summary:** Install XED 7.2 software in Xbox Interactives. If Rep encounters any problems with accessing the kiosk or installing the demo, call 1-877-415-4675 (M-F 6am - 7pm PST).
- **Tools Needed:**
 - ✓ **Check Tracking** posted to N&I prior to your visit if fulfillment isn't received by **4/12**
 - * *Contact the Acosta Call Center if you did not receive your shipment*
 - ✓ **Microsoft Xbox 360 XED 7.2 Install Instructions** (this document)
 - ✓ **XED 7.2 Disc** (fig. 8): Fred Meyer, TRU and Target (mailed to Rep)
 - ✓ **XED 7.2-Kinect Disc** (fig.9): CompUSA/Tiger Direct (mailed to Rep)
 - ✓ **Kiosk Key:** Fred Meyer (mailed to Rep)
 - ✓ **Phillips Head Screwdriver:** Target (rep to bring or borrow from store)
 - ✓ **#2 Roberts Screwdriver (Square Head Screwdriver):** Toys R Us (rep to bring or borrow from store)



Figure 8: XED 7.2



Figure 9: XED 7.2-Kinect

MAKING A SUCCESSFUL VISIT

Getting Started

Locate All Xbox 360 Kiosks

- ☐ Meet with the Manager and let them know you are there to install the most recent version of the Xbox Demo Experience, ask them to help you locate the Xbox Interactive
- Note:** Some stores may have more than one kiosk. Walk with the store personnel to locate so kiosks are not missed.
- ☐ Interactives will vary by location—as will the signage that is on the Interactive. Please see the photos to the right to aid in locating your interactive:
 - Toys R Us Endcap—Fig. 1
 - Target Endcap—Fig. 2
 - Fred Meyer Kiosk—Fig. 3
 - CompUSA/Tiger Direct Kinect Experience—Fig. 7



Figure 1:
Toys R Us Endcap



Figure 2: Target

Determine the Disc Type the Kiosk will Receive

- ☐ Reps will receive multiple copies of XED 7.2 disc (fig 8), some Reps will receive additional copies of a disc named XED 7.2-Kinect (fig 9). These are separate experiences and should be installed as follows:
- **XED 7.2** should be installed in: Toys R US Endcap, Target Endcap, Fred Meyer Kiosk
- **XED 7.2-Kinect** should be installed in: CompUSA/Tiger Direct Kinect Experience

Determine which Demo Experience is Installed

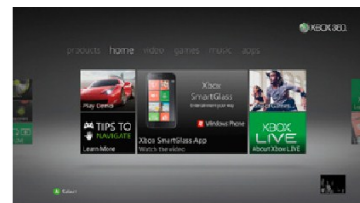
- ☐ For Xbox Experience Demo (XED 7.1), after reviewing pages 2-5, XED install directions begin on the back of the disc sleeve or skip to [page 9, step 7](#)
- ☐ For Xbox Retail Experience Demo (XRED) or NO demo experience, after reviewing pages 2-5, continue to [page 9, step 2](#) for XED Install instructions



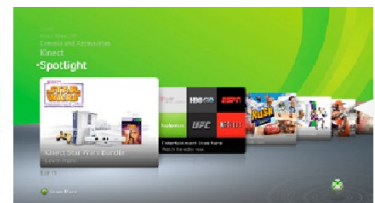
Figure 3:
Fred Meyer Kiosk



Figure 7: Tiger Direct Kinect Experience



Example of XED



Example of XRED

The next several pages provide instruction for accessing Xbox Consoles by retailer and installing the XED Discs

If you encounter an issue you cannot resolve using these Instructions, please contact:

Xbox Retail Help desk at 1-877-415-4675 (1-877-41-KIOSK)
Hours of operation M-F 6am - 7pm PST

Accessing the Xbox Console

Each location will vary in how the Console is accessed —please see below for an overview of each location. If you need additional support please contact 1-877-415-4675.

- ❑ **Toys R Us Endcap**—Fig. 10—Key is not needed, remove cardboard or plastic shroud by gently popping it off. Acrylic case (circled) should then be removed utilizing a #2 Roberts Screwdriver if screw is present where the front of the clear acrylic protector connects to the endcap. After following XED 7.2 install instructions on following pages, please be sure to reassemble endcap. If you need additional support please contact 1-877-415-4675.



Figure 10: Toys R Us Endcap

- ❑ **Target Endcap**—Figs. 11-17: Key is required, **get key from department manager**

NOTE: For accessing the console for install on machine currently running XED as identified on page 1, follow steps 1-4 below – for XRED or No Demo Experience, follow all steps below:

1. Slide TV over to the left by pulling up on the pin and sliding TV along the track (Fig. 11)
2. Unlock Kiosk with Key provided by Management (circled) (Fig. 12)
3. To gain access to the inside of the kiosk, remove the 4 screws from either side using your Philips Screwdriver (red arrows Fig. 13)
4. Pop off left graphic panel, right console panel and Plexiglas console cover, (Fig 14)
5. Remove wing nut rod from underneath the center panel (circled) (Fig. 15)
6. Remove 4 screws from either side of left and right center panel. **Do not** remove screws from the controller arm. (Fig.16)
7. Unplug controller cable from kiosk control pack and feed cable underneath the center panel by lifting the back portion of the center panel up slightly (2-3"). **Do not attempt to remove center panel. (Fig. 17) Plug controller into Xbox per XED 7.2 install instructions**
8. Kiosk is now prepped for XED 7.2 installation - you will access the kiosk control pack on the left of the endcap and the console on the right. After following XED 7.2 install instructions on following pages, please be sure to reassemble endcap.

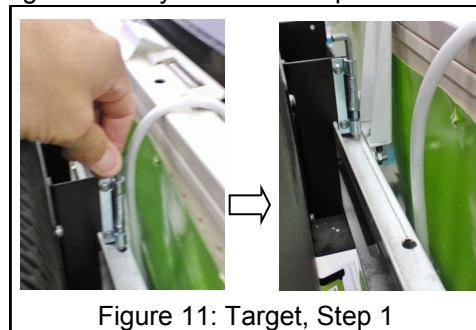


Figure 11: Target, Step 1



Figure 12: Target, Step 2



Figure 15: Target, Step 5



Figure 13: Target, Step 3



Figure 14: Target, Step 4

left graphic panel
Plexiglas console cover
right console panel



Figure 16: Target, Step 6



Figure 17: Target, Step 7

**If you encounter an issue you cannot resolve using these instructions
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Accessing the Xbox Console, continued

The following Interactives have similar console access methods. You will need the keys shipped to you and to borrow a game controller from the store manager if one is not present. The key holes are located below the silver top panel on either side of the kiosk. There is also a keyhole located behind the TV for the Fred Meyer Kiosk. After inserting and turning the key in all holes, the top panel will lift forward and allow you access to the kiosk components. The clear acrylic case can be set aside during the install but should be replaced when reassembling. If you need additional support please contact 1-877-415-4675.

❑ Fred Meyer Kiosk—Fig. 18



Figure 18: Fred Meyer Kiosk

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Hours of operation M-F 6am - 7pm PST**

Accessing the Xbox Console, continued

Each location will vary in how the Console is accessed —please see below for an overview of the remaining interactive—this interactive will receive the XED 7.2-Kinect Disc (Figure 9.) If you need additional support please contact 1-877-415-4675.



Figure 9: XED 7.2-Kinect

- ☐ **CompUSA/Tiger Direct Kinect Experience**—Fig. 22 Key is not needed, but you will need to borrow a controller (if not present) from a manager in order to conduct the install. Remove cardboard or plastic shroud by gently popping it off. Acrylic case (circled) should then be removed from the console only by gently popping it off. After following XED 7.2–Kinect install instructions on following pages, please be sure to reassemble endcap. If you need additional support please contact 1-877-415-4675



Figure 22: Comp USA/Tiger Direct Kinect Experience

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Please contact the Xbox Retail Help desk at 1-877-415-4675 (1-877-41-KIOSK)
Hours of operation M-F 6am - 7pm PST**

Install XED 7.2

Reps will receive **one** copy of each disc. In the event that a disc is damaged or the console can't read it—if this happens, please reboot the console and try again. If you still have problems, contact **1-877-415-4675** and report accordingly in your call report.

There are two types of Experience Discs—XED 7.2 disc (fig 8) and XED 7.2-Kinect (fig 9). These are separate experiences and should be installed as follows:

- ☐ XED 7.2 should be installed in the following retailers—please follow instructions that begin on [page 8](#) for these locations:

- ✓ Toys R US Endcap
- ✓ Target Endcap
- ✓ Fred Meyer Kiosk



Figure 8: XED 7.2

- ☐ XED 7.2-Kinect should be installed in the following retailer—**please follow instructions that begin on page 10 for this location:**

- ✓ CompUSA/Tiger Direct Kinect Experience



Figure 9: XED 7.2-Kinect

Wrapping Up the Visit

- ☐ Take a picture of each Xbox 360 kiosk that received the XED install. Ensure photo includes the entire display from the bottom of the stand to the top of the monitor and show the XED home screen.
- ☐ Review the visit with the manager. Note the FIRST and LAST name. This is a Microsoft requirement.
- ☐ Leave the kiosk key with store manager (ONLY if this is your last visit for this project)
- ☐ **DO NOT LEAVE DISC IN CONSOLE**

Supplemental Documents

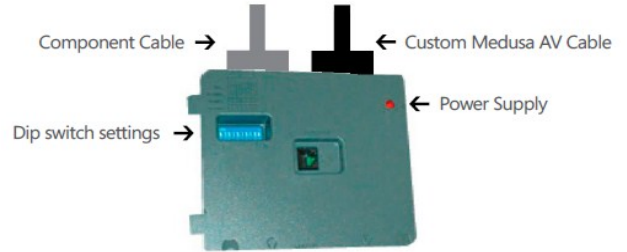
Installing XED 7.2—PRE Install

Before you begin:

Make sure you have the following required components installed on your kiosk:



250GB or larger
Hard Drive is required



Kiosk Control Pack (Medusa)



Wired Controller

If you encounter an issue you cannot resolve using these instructions
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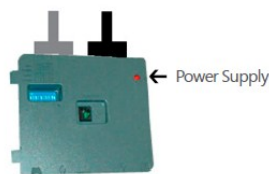
Installing XED 7.2, continued



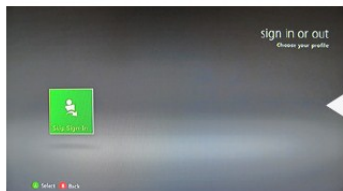
Example of XED



Example of XRED



Power Supply



1

- Verify which demo experience is installed on the kiosk
- For Xbox Experience Demo (XED), follow the directions on the back of the disc sleeve or skip to step 7 bullet "2" below
- For Xbox Retail Experience Demo (XRED), continue to step 2 below

2

- Remove any disc from tray. Close Tray
- Turn console OFF
- Unplug the Kiosk Control Pack (Medusa)
- Unplug controller from Kiosk Control Pack (Medusa), and plug into console
- Turn console ON
- Navigate right to Skip Sign-In
- Select (A) Skip Sign-In

3

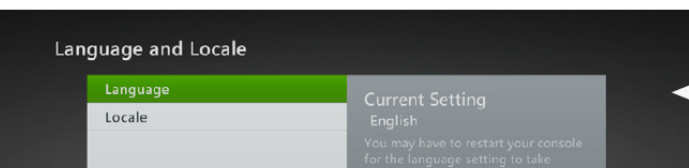
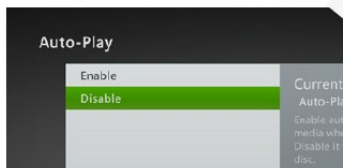
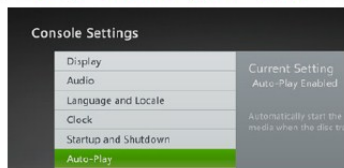
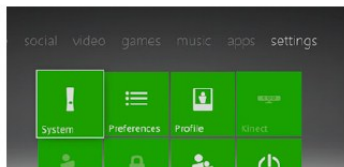
- Navigate to Settings & select System (A)
- Select Console Settings (A)
- Select Startup & Shutdown (A)
- Select Startup (A)
- Select Xbox Dashboard (A)

4

- Select (B) Back until you are back to Console Settings and Select Auto-Play (A)
- Select Disable (A)

5

- Select (B) Back until you are back to Console Settings & select Language and Locale (A)
- Check both Language and Locale to make sure they are set correctly (English, United States)



6

If Kiosk has Kinect Sensor follow steps a-o below. Skip to Step 6 if your kiosk is not Kinect enabled.

- Plug in the Kinect Sensor to the console
- Welcome screen - **Select continue**
- Connect to the Internet - **Select continue**
- Internet connection - **Select connect later**
- Gamer Profile - **Select continue**
- Sign in - **Select Player 1**
- Xbox LIVE- **Select no**
- Network and Xbox LIVE - **Select Done**
- Kinect Sensor - **Select continue**
- Sensor Placement - **Select sensor placed**
- Speech Recognitions and Chat - **Select test background noise run test, then select Set up Later**
- Background noise - **Select next.** Then select OK and then select off for chat
- Kinect set up - **Follow** on screen instructions,
- Select avatar - **Select** an avatar and **select done**
- Xbox basics (video plays) - **Select Y** for Exit, then **select** yes to skip tutorial

Notes:

In the future, if you add a Kinect Sensor to your kiosk, you will have to follow the steps above to calibrate the Sensor.

If you encounter an issue you cannot resolve using these instructions
Please contact the Xbox Retail Help desk at 1-877-415-4675 (1-877-41-KIOSK)
Hours of operation M-F 6am - 7pm PST

Installing XED 7.2, continued



7

- Plug in Kiosk Control Pack. The Kiosk will reboot.
- Insert the XED disc into the drive. Turn console OFF. Turn console ON.

Notes:

You may be prompted for a System Update. Accept all updates.

Do you want to install new kiosk content? This will format the console's hard drive.

8

- On the "Do you want to install new Kiosk content?" screen select YES using a wired controller.
- The hard drive will be formatted and content copied – DO NOT power off console. This will take about 25 minutes.

Formatting. Do not turn off or unplug the console.

Copying...

9

- You will automatically be launched into the Kiosk experience.
- Remove disc from tray.



Locale, Language & Kiosk Control Pack/Dip Switch Settings

Country (Locale)	Language	Retailer - Controller - Controller + Kinect	Kiosk	Kiosk Control Pack/Dip Switch Settings
US	English	DEFAULT - Controller	64	0100000000
US	English	DEFAULT - with Kinect	65	0100000100
US	English	LOBBIES - Controller	81	0101000100
US	English	LOBBIES - with Kinect	80	0101000000
US	English	GameStop - Controller	78	0100111000
US	English	GameStop - with Kinect	79	0100111100
US	English	US Frys - Controller	91	0101101100
US	English	Best Buy - Controller	72	0100100000
US	English	Best Buy - with Kinect	73	0100100100
US	English	Target - Controller	84	0101010000
US	English	Target - with Kinect	85	0101010100
US	English	Wal-Mart - Controller	75	0100101100
US	English	US NFM - Controller	92	0101110000
US	English	Transworld - Controller	93	0101110100
US	English	Transworld - with Kinect	94	0101111000
US	English	TRS Manhattan - Controller	67	0100001100
US	English	TRU - with Kinect	66	0100001000
US	English	Toys R Us	87	0101011100



EXAMPLE



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Installing XED 7.2—Kinect

- ❑ XED 7.2-Kinect should be installed in the following doors— please follow instructions that begin below for these locations:
- ✓ CompUSA/Tiger Direct Kinect Experience



This guide is meant to assist with the Best Buy installation of the Xbox Experience Demo (XED) in the Kinect Family Room display (VGHT5; Figure 1) consoles.



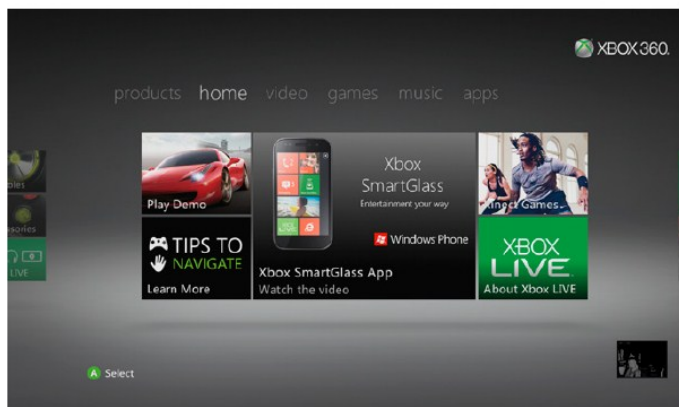
VGHT5; Figure 1

For retail kiosk use only. Hard drive will be formatted, erasing all existing HDD content, upon install.

XED provides a fast, fun and easy way for customers to experience Xbox. It installs on both a "controller-based" and "controller + Kinect" navigation kiosk.

XED replaces the previous Xbox demos: Xbox Retail Experience Demo [XRED] and Kinect Retail Experience Demo [KRED].

Instructions and troubleshooting can also be found at:
<http://www.microsoft.com/games/retail/kiosk/xed.html>

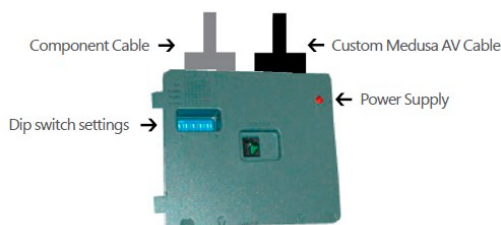


Before you begin:

Make sure you have the following required components installed on your kiosk:



250GB or larger
Hard Drive is required



Kiosk Control Pack (Medusa)



Wired Controller



Kinect Sensor

If you encounter an issue you cannot resolve using these instructions
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Installing XED 7.2—Kinect, continued:



Example of XED



Example of XRED



1

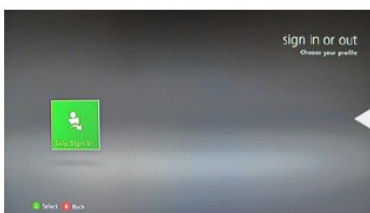
- Verify which demo experience is installed on the kiosk
- For Xbox Experience Demo (XED), follow the directions on the back of the disc sleeve or skip to step 7 bullet "2" below
- For Xbox Retail Experience Demo (XRED), continue to step 2 below

2

- Confirm the kiosk is setup with the Kiosk Control Pack (medusa.)
- Check the dip switches and set to 0100100100 (where 0= Down and 1 = Up) if they are not already correct

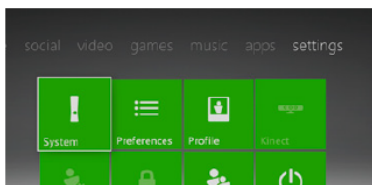


Power Supply
(not USB)



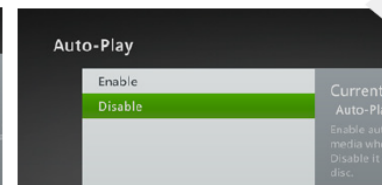
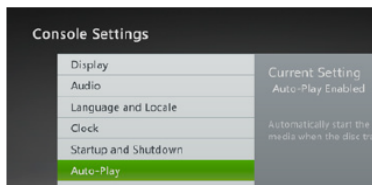
3

- Remove any disc from tray. Close Tray (do not insert XED disc)
- Turn console OFF
- Unplug the Kiosk Control Pack (Medusa)
- Turn console ON
- Using wired controller, navigate right and Select Skip Sign-In (A)



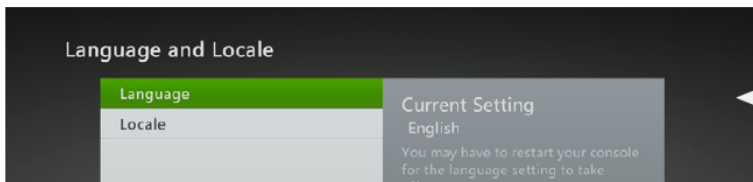
4

- Navigate to Settings & select System (A)
- Select Console Settings (A)
- Select Startup & Shutdown (A)
- Select Startup (A)
- Select Xbox Dashboard (A)



5

- Select (B) Back until you are back to Console Settings and Select Auto-Play (A)
- Select Disable (A)



6

- At Console Settings select Language and Locale (A)
- Check both Language and Locale to make sure they are set correctly (English, United States)



7

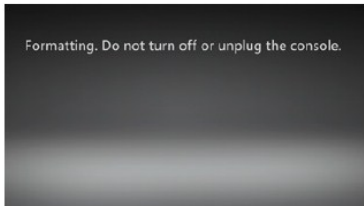
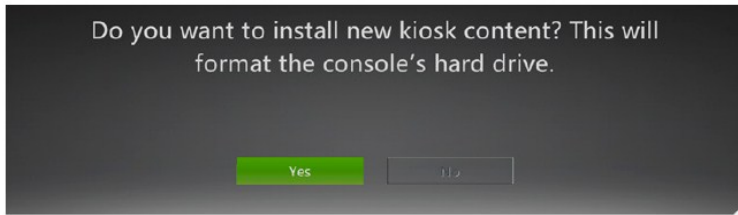
- Insert the XED disc into the tray
- Plug Kiosk Control Pack (medusa) in. The Kiosk will reboot.

Notes:

You may be prompted for a System Update. Accept all updates. (A)

If you encounter an issue you cannot resolve using these instructions
Please contact the Xbox Retail Help desk at 1-877-415-4675 (1-877-41-KIOSK)
Hours of operation M-F 6am - 7pm PST

Installing XED 7.2—Kinect, continued:



8

- On the "Do you want to install new Kiosk content?" screen select YES using a wired controller
- The hard drive will be formatted and content copied – DO NOT power off console. This will take about 25 minutes



9

- You will automatically be launched into the Kiosk experience
- Remove disc from tray
- Re-assemble and lock Kiosk