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Retail Media Solution

YouFrame Digital Menuboard

Once purchased YouFrame Digital Menuboard, how do I install it?

When you purchase a YouFrame digital menuboard from SoundGraph, we will provide the installation drawings appropriate to your store. During the installation process, you can first install the structure and laying power and network cables according to the floor plan, then the whole installation process will take about 1 hour. In the case of brands with multiple stores, digital menuboard can be installed with a standardized process by preparing installation manuals according to each store type.

What is the warranty period for YouFrame Digital Menuboard?

The hardware for YouFrame digital menuboard has a one-year warranty period. During this time, the hardware with problems will be replaced free of charge. The repair of any hardware with problems after the warranty period will be charged to repair including the cost for the replacement parts.

How is YouFrame Digital Menuboard managed/operated?

YouFrame digital menuboard is managed/operated remotely through YouFrame cloud provided by SoundGraph. We also provide management/operation for the hardware delivered by SoundGraph. These management/operation services are not charged for each case, but on a monthly fixed basis, and there is no additional charge when using the monthly maintenance/operating services provided on a fixed monthly basis.

How do I update the contents for YouFrame Digital Menuboard?

Content updates are available free of charge if you are using management/operating services for YouFrame digital menuboard. If you send us the update contents and schedule at least 3 days in advance, it will be updated on that day. In addition, if you want to update your contents directly at the store, you can also do so with training.

Who makes the contents for YouFrame Digital Menuboard?

We will create a template that makes it easy to edit text, images, and video elements using your own graphical file for the menuboard, and depending on the difficulty of the template, a separate template making fee may be charged. You may also create your own simple templates using the separate template editor.

What are the items for managing/operating YouFrame Digital Menuboard?

The management and operation costs provided by SoundGraph include all related services provided after the digital menuboard has been installed in the store. During the management and operation period, services such as 1) remote update of content, 2) remote monitoring of device/content playback, 3) call center operations management, 4) use of cloud servers, and 5) our visits to repair and/or check out the hardware problems.

Can I divide the menuboard into sections as I want?

Yes, sound graphs provide template creation services. A menuboard draft consisting of AI, PSD, etc. allows you to split the screen into sections and display content such as text, images, videos, and social media in each section. If you send us the menu board draft and scenario we used, we will make a template accordingly. (A small amount of template development cost is incurred depending on the level of difficulty.)

Can I use it in conjunction with the store POS?

It is possible. You can add, delete, and edit menus in conjunction with POS in the store, and perform various functions such as displaying number tags for orders through recently popular POS devices. Soundgraph is currently working with various POS companies. If you are introducing an unattended POS, you can also introduce KDS that can handle order information and cooking in the kitchen, and NDS that displays the cooking status and order number along with the digital menu board.

Can I use the digital menuboard that used to be operated by USB?

That's possible, you can connect the frame player of the sound graph to the HDMI port on your existing digital signage and access all the software on the U-frame digital menu board. However, independent power lines and power switches to control the set-top box power, and wired and wireless networks (wired networks recommended) to receive content should be available.

SocialFrame Promotion Board

What social media can I display on SocialFrame Promotion Board?

Social media available in the current version of the social frame promotion include Instagram, YouTube, Facebook, and Twitter. In addition, content (images/video) on Google drives can also be synchronized and displayed, although it is not social media.

What are the contents required to use SocialFrame Promotion Board?

To collect the content that appears on each social media, you enter your ID and password to log in to the social media in the Social Frame Viewer. Please provide the social media ID and password used by the brand. With the recent tightening of social media privacy guidelines, the soundgraph's social frame-related software is also constantly being updated.

How is SocialFrame Promotion Board managed/operated?

Social Frame Promotion boards are managed/operated remotely through the soundgraph's available social frame cloud. We also provide management/operation for the hardware delivered by Soundgraph. These management/operation services are not charged on a case-by-case basis, and are provided at a fixed monthly rate depending on the number of displays used in the store, and there is no additional travel charge for the monthly maintenance/operation service provided at a fixed monthly basis.

Is there any legal problem when displaying customer contents with hashtags?

By default, the content on social media is copyrighted by the individual who uploaded it. When using copyrighted content by individuals, social media companies recommend:

New hashtags with brand names (e.g. #Starbucks Cold Brew)

Notice that the content is displayed on the display using the hashtag (the Socialframe Promotion Board displays relevant information every certain time and also displays profile information and hashtag information on the displayed post).

Some of the displayed contents are selected to provide rewards (some participants who participated in the event with a specific hashtag will be selected to provide prizes, coupons, etc.)

What is the warranty period for the SocialFrame Promotion Board?

The hardware that makes up the social frame promotion board has a one-year warranty period. During this time, the hardware that has problems will be replaced free of charge. Any hardware problems that occur after the warranty period will be repaired and will be charged for the repair required to replace the parts.

How to install the SocialFrame Promotion Board when you purchase it?

When you purchase a social frame promotion board from Soundgraph, you'll get a blueprint that's right for your environment. During the interior process, you can finish installing the social frame promotion board in about an hour by constructing the structure on the floor plan and laying power and network cables according to the floor plan. In the case of brands with multiple stores, social frame promotion boards can be installed through a standardized process by writing installation guides for different types of stores.

How can I control SocialFrame myself?

Our showroom provides training services on how to operate social frames. If you have your own Android tablet and Google account and visit our showroom, we will install social frame management app and guide you on how to set it up and use it.

Is there a way to display only certain posts when I display Instagram content?

Google Chrome web service developed by Soundgraph makes it easy to curate various photos on Instagram. If you search for the picture you want and put it in a simple mouse click, the content will automatically be displayed on the installed social frame.

Connected Wall

The display layout of Connected Wall is difficult. Can SoundGraph help me?

In Soundgraph, you have experience in configuring connected wall solutions in a variety of layouts. We can suggest an optimal layout considering the type of content you have, the size and percentage of the installation location.

I am going to make a video for Connected Wall. Is there anything I should be careful about?

It is recommended to produce images with a 4K resolution, as the connected wall utilizes at least four displays. In addition, if you are placing subtitles or logos above the image, it is recommended that you first check the layout you want to implement and place subtitles or logos in the area where the display is located.

What is the management/operation of Connected Wall?

Soundgraph manages/operates on behalf of you, including content updates and remote monitoring of connected walls. The monthly amount charged according to the number of displays used in the connected wall provides travel services for hardware failures at no extra charge.

How can Connected Wall be installed?

Soundgraph supports on-site installation services such as display construction, network and exterior finish, depending on the layout of the connected wall. After installing the display,

measure the installation status precisely to set the layout with your smartphone, and complete the test to finish the installation.

How do I update the contents for Connected Wall?

The content update for Connected Wall will upload content to Google Cloud. If you share the video file you want to display with the sound graph, you can apply it to the connected wall right away. Or you can update yourself through training.

What is the maximum number of displays that can be connected to the connected wall?

You can place up to 255 displays. However, since the recommended number of displays for one 4K video file is usually about 16, it is recommended that if you are using more than that display, you will need to produce several 4K resolution videos to be played continuously.

Social Cube

Is it possible to change the size or color of the cube during the production?

The basic size of the social cube is 515*515*515mm, but it can be installed separately according to the request. The production cost of the cube depends on its size and color.

Is it possible to set the contents separately for each specific area of Social Cube?

The basic method is to deliver and display the content information set up in the slave devices connected from one master device. If you want different controls for each designated area, you can check the number of pre-shipped groups of products and set them up in different groups.

Can I rent the products for events?

Currently, we only rent out social cube. If you tell me the quantity, period, and location of the product you need, I will inform you of the rental cost. If you want a separate color for the event, the cost of creating the cube will be added separately.

How can I make changes to the contents?

Content changes on Soundgraph Social/Brandwall are provided free content update services if you are receiving management/operating services. If you send us the content and schedule you want within 24 hours, it will be automatically updated on that day. In addition, if you want to update your content directly at the store, you can also update it directly through a separate training.

Can I use Social Cube at outdoor events?

The display used in social cubes has the right brightness for indoor use, so if placed outdoors, it is not visible due to sunlight. You can use it in a non-rainy evening event.