

MBU Installation Manual

p/n 10204

Scope.

The MBU (p/n 10182) is part of the VM105 television viewership metering system. Along with the SSU (p/n 10179), the system monitors and records the time of day and channels viewed by household television sets. A typical installation will use only one MBU, and as many SSU's as there are television sets.

Installation.

Determine Install Site. The MBU is preferably installed in an out of the way location. This helps insure that it will not be accidentally (or intentionally!) unplugged or bothered. The only requirements for the install site are that an AC power source and a telephone line be present. Closets, under beds, sofas, or dressers, or in the rafters in basements are all generally good locations. Use your judgement in each case. Make sure that the power source is not switched on or off with a wall switch. Telephone line may need to be run to the 'hiding' place. In these cases, make the telephone line install as unobtrusive as possible.

If possible, the location should also be central to all SSU's. This is to minimize the maximum length for the RF link to traverse.

Connect Power Supply. The MBU uses a 5 watt 'wall wart' power supply, rated at 9VDC at 500mA. Connect this to an unused outlet. If none is available, add an extension cord or power strip to the setup. The power supply should be secured through the use of nylon tie wraps to the power strip or extension cord. If available, use a screw down clip for attaching the power supply to an outlet. Connect the output of the power supply to the MBU.

Run TechCom Install Software. Connect your communications cable from your palm top computer to the MBU. Run the TechCom software, which will allow you to configure the setup for the different SSU's. Do not connect the phone line at this time! After running through the required setup menus, finish installing the SSU's before continuing with data collection.

Data Collection. After the SSU's have been installed and tested, but before the acquisition tests, return to the MBU and use your palm top to force an End Of Data Day, (EODD) to allow the MBU to contact each of the SSU's via the RF link. This will update the clocks in each SSU. Next erase all viewership data collected thus far. Now, run your acquisition tests for each SSU. After the tests, force another EODD. This will collect the acquisition test data for downloading to the collection system.

Enter Household Data. After the SSU's have reported their acquisition test data, enter all other pertinent household data into the MBU, using the TechCom menu driven prompts.

Call in Data. After all the data has been entered, connect the phone line to the MBU. Using the palm top software, force a call to the collection system. During the first 10 seconds of the call, test the automatic off-hook circuits by lifting one of the household's phones off hook. Observe that the MBU immediately hangs up the line. Next, force the MBU to re-call and deliver its data.

Verify Data Collection. After the MBU has finished transferring its data and hangs up the phone, verify that the MBU viewership data has been erased. This indicates that data was successfully transferred to the collection system.

Dress Wires. After testing the MBU is complete, dress up the wires going to the MBU. Leave no dangling or unsecured lengths of wire which could easily be grasped and pulled on. Tuck the MBU into its hiding place, and insure that the power and phone line connections are still secure. The goal here is to make the installation as invisible as possible. The MBU and/or its wires should not be seen by the casual observer.

End of Install