



# Operating Manual

# Warranty Information

## Talking Sign 60 Day Warranty

The Talking Sign is covered by a full 60 days parts and labor warranty. If for any reason other than those listed below the Talking Sign should fail we will repair or replace the unit for free.

To place a warranty claim return the Talking Sign with it's power supply and a copy of the invoice / packing slip with \$25 for postage and handling to:

SellFM  
117-1027 Davie St.  
Vancouver BC CANADA  
V6E 4L2

- The warranty is voided by the following conditions:
- Broken or removed case seal.
- Exposure to water or outside storage (The Talking Sign is for indoor use only and should not be kept or operated outside).
- Using a power supply other than the one provided.
- Exposed to physical abuse or using the antenna to hold or mount the Talking Sign.

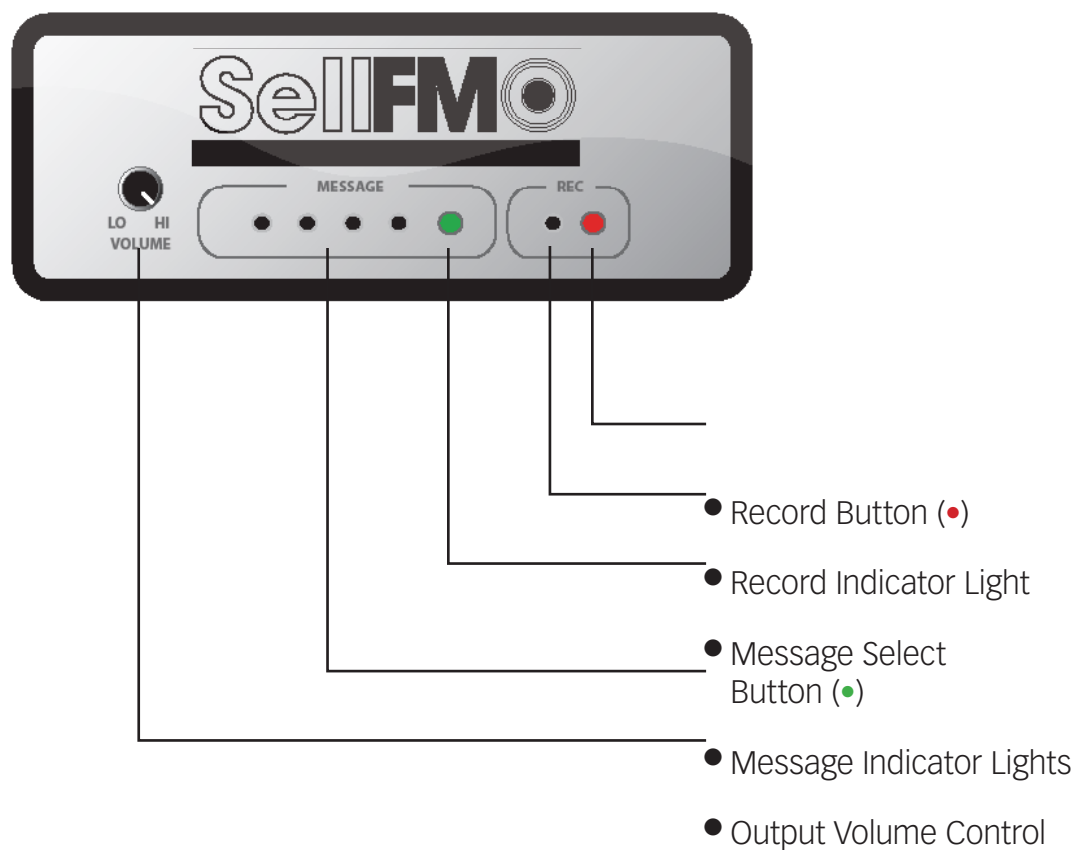
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# Panel Controls & Indicators

## 1.1 Front Panel

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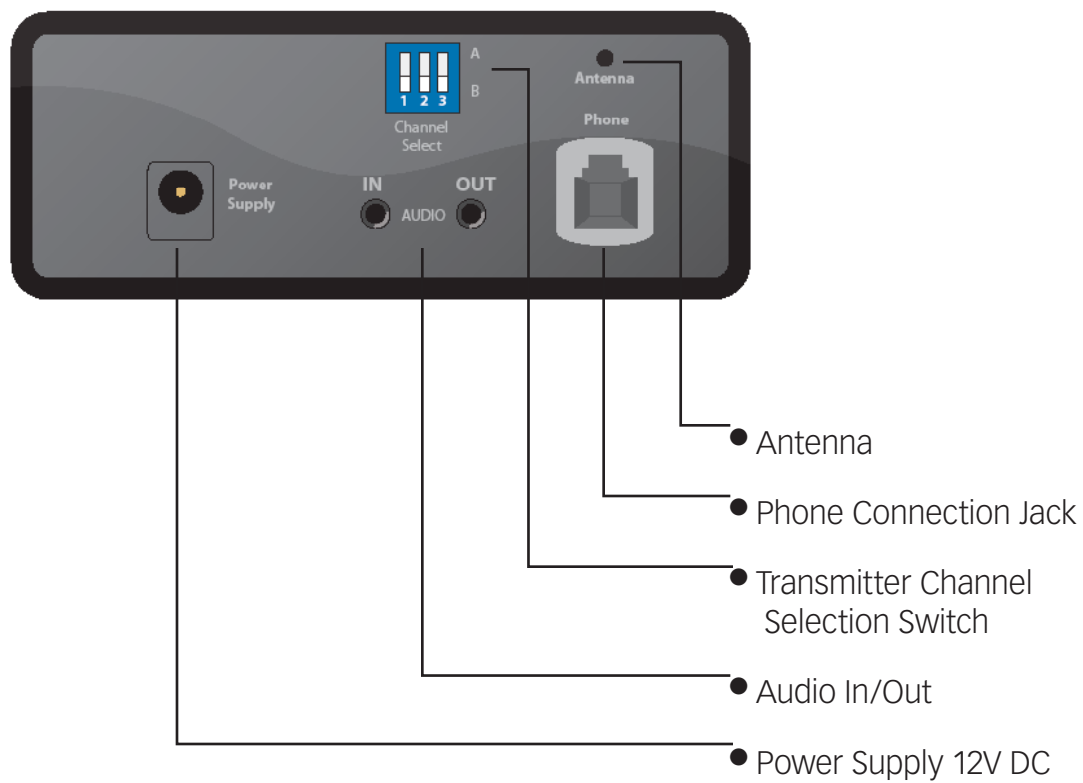


The SellFM Talking Sign has no ON/OFF switch to avoid accidentally being turned off.

If there is a power failure the unit will start up and continue broadcasting as soon as power comes back on.

## 1.2 Rear Panel

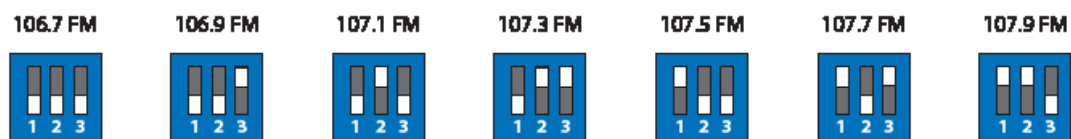
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**!** Only use the power supply provided to avoid damage to the SellFM Talking Sign

# Quick Start: Channel selection

- The SellFM Talking Sign can transmit on any one of 7 FM stations. To see a list of stations being used in your area go to <http://www.radio-locator.com/> and enter the postal/zip code where the Talking Sign will be located. You will see a list of stations that are in use.
- On the back of the Talking Sign is a small 3 switch channel selector. Using a small pointed object like a ball point pen move each of the 3 switches to the proper location, A or B. The switches are numbered from left to right 1-2-3. The up position is "A", the down position is "B"
- Before selecting the station make sure the power supply is unplugged, which is the only way to turn off the Talking Sign.
- Move each switch in accordance to the "Channel Selection" chart below. The white square indicates the position the switch should be in.



Example: You want station 107.9, switch 1= up, switch 2= up, switch 3= down

Plug the power supply back into the Talking Sign. You are now transmitting on that station. You can confirm that you are transmitting by the small red light on the top of the Talking Sign case being lit. With our PLL tuning technology the Talking Sign will not drift or fade off the selected station.

# Quick Start:

## Record a message

Using a telephone to record on your Talking Sign is the most popular method. It makes a quality microphone and you can listen to your message as you record it and re-listen to it when you have finished recording. It is the quickest way to record since you always have a telephone near.



**!** Use the **WHOLE** telephone to record with not just the handset.

You cannot use a wireless telephone or a Key System / PBX telephone.

- Unplug the cord at the wall jack from your home or office telephone and plug it into the SellFM Talking Sign. Make sure the red REC indicator light is off. If it is on press the REC (●) button once to turn off.
- Press and HOLD the REC (●) button until ALL of the indicator lights are blinking then release.
- Press the Message Select (●) button and select the message box (1-4) you want to record in. A blinking message indicator light shows the message box you have selected.
- Press and HOLD the REC (●) button until ALL of the indicator lights are blinking then release. The message box you have selected will stay solid.
- Start speaking your message into the phone. When the red REC light turns solid the Talking Sign has started to record.
- Depending on how you programmed the record function, recording will auto-terminate when 1 second of silence is detected or by pressing the REC (●) button. When the red Rec light goes off the Talking sign has completed recording and automatically starts to play.

# Programming: Message *Record*

The Message Record Function programs the SellFM Talking Sign on how to start recording a message and how to stop recording a message. You have 2 options for each function. You can also program a lock on all message recording. This protects you from having others erase or record over your messages. See the chart below for all of your options.

- Make sure the red REC indicator light is off. If it is on press the REC (●) button to turn off.
- Press and HOLD the REC (●) button until ALL of the indicator lights are blinking then release.
- Press the Message Select (●) button and select message #2. Message #2 light will start blinking.
- Press and HOLD the Message Select button until ALL of the Message indicator lights are blinking and the REC light is on solid.
- Based on the “Message Recording Options” chart shown below press the Message Select button until you have the indicator light(s) lit for the option you desire.
- Press the REC (●) button to complete the programming and return to playing. The REC light will turn off.

Indicator Lights				Recording Options	
1	2	3	4	Recording activated by sound	Recording terminated by silence
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Yes	Yes
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	No	Yes
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Yes	No
<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	No	No
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Recording function is locked	

# Programming: Message *Play*

The Message Play Function programs the SellFM Talking Sign on how to play your message(s). You have two options. Play one message continuously or play multiple messages continuously in sequence. See the chart below for your options.

- Make sure the red REC indicator light is off. If it is on press the REC button to turn off.
- Press and HOLD the REC (●) button until ALL of the indicator lights are blinking then release.
- Press the Message Select button and select message #1. Message #1 light will start blinking.
- Press and HOLD the Message Select (●) button until ALL of the Message indicator lights are blinking and the REC light is on solid.
- Based on the "Message Playing Options" chart shown below press the Message Select button until you have the indicator light lit for the option you desire.
- Press the REC (●) button to complete the programming and return to playing. The REC light will turn off.

Indicator Lights				Playing Options	
1	2	3	4		
○	○	○	○	Single message: continuous play	
○	○	●	○	All messages: continuous play in sequence	

# Recording: Using external audio

The SellFM Talking sign will accept prerecorded messages from any audio device with a normal output jack or headphone jack.

Using the supplied audio cord plug one end into the audio device's output or headphone jack. Plug the other end into the Talking Sign Audio In Jack. Turn the audio device volume to about 1/2 of full volume.

Tune a nearby radio to the FM channel the transmitter is set to or plug in the supplied earphone to the Talking Sign Audio Out jack.

- Make sure the red REC indicator light is off. If it is on press the REC button once to turn off.
- Press and HOLD the REC (●) button until ALL of the indicator lights are blinking then release.
- Pressing the Message Select (●) button select the message box (1-4) you want to record in. A blinking message indicator light shows the message box you have selected
- Press and HOLD the REC (●) button until ALL of the indicator lights are blinking then release. The message box you have selected will stay solid.
- Start playing your prerecorded message into the Talking Sign. When the red REC light turns solid the Talking Sign has started to record. (If you programmed the record function to start recording upon completion of programming then the Talking Sign will start recording even if you have not started to play your recorded message)
- You may have to readjust the output level of the audio device and start recording over. It is best to record the message as loud as possible without any audio distortion.
- Depending on how you programmed the record function, recording will auto-terminate when 1 second of silence is detected or by pressing the REC (●) button. When the red Rec light goes off the Talking Sign has completed recording and automatically starts to play.

# Recording:

## Add background music

The Talking Sign is designed so you can mix background music with your recorded messages.

Plug the recording telephone into the phone jack and your music source into the "Audio In" jack. You can have your music on a CD, Tape, computer or MP3 player. Make a few short test recordings until you get the right volume level for the music.

- Make sure the red REC indicator light is off. If it is on press the REC button once to turn off.
- Press and HOLD the REC (●) button until ALL of the indicator lights are blinking then release.
- Pressing the Message Select (●) button select the message box (1-4) you want to record in. A blinking message indicator light shows the message box you have selected
- Press and HOLD the REC (●) button until ALL of the indicator lights are blinking then release. The message box you have selected will stay solid.
- Start speaking your message into the telephone and start playing your selected music source connected to the "Audio In" jack.
- Because the "Audio In" jack and the telephone jack have different input impedance you may not be able to hear the music on the telephone WHILE RECORDING. You will be able to hear the music on the telephone when you are listening to the playback.
- When the red REC light turns solid the Talking Sign has started to record.
- Depending on how you programmed the record function, recording will auto-terminate when 1 second of silence is detected or by pressing the REC (●) button. When the red Rec light goes off the Talking Sign has completed recording and automatically starts to play.

# Messages: Single or multiple

## Playing Single Or Multiple Messages

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- You can program the SellFM Talking Sign to play a single message continuously or multiple messages continuously in sequence.
- First you must program the Talking Sign for the playing option you desire.

## Play A Single Message

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- Once you have programmed the play function for a single message keep pressing the Message Select (•) button until you have selected the message box you want to play (1, 2, 3 or 4). The Talking Sign will continuously repeat that message.

## To Play Multiple Messages

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- Once you have programmed the play function for multiple messages the Talking Sign will start to continuously play all recorded messages in sequence.

# Messages: Erasing recordings

The SellFM Talking Sign gives you a full 18 minutes of recording time. Erasing a message box will add that recording time back into the total recording time remaining for future messages. Old messages will be completely erased with the creation of a new message (in that message box).

- Select the Talking Sign to start recording by sound activation.
- Disconnect any audio source (audio or phone cable) from the Talking Sign.
- Make sure the red REC indicator light is off. If it is on press the REC (●) button once to turn off.
- Press and HOLD the REC (●) button until ALL of the indicator lights are blinking then release.
- Press the Message Select (●) button and select the message box (1-4) you want to erase. A blinking message indicator light shows the message box you have selected.
- Press and HOLD the REC (●) button until ALL of the indicator lights are blinking then release. The message box you have selected will stay solid and the Rec light will be blinking fast.
- Press the Rec (●) button once. The red Rec light will go out. The message in that box is now erased. You can repeat this process for all 4 message boxes.

# Live Broadcasting

- Select the Talking Sign to start recording by sound activation (pg.8).
- Connect your sound board / PA system or telephone the Talking Sign.
- Make sure the red REC indicator light is off. If it is on press the REC (●) button once to turn off.
- Press and HOLD the REC (●) button until ALL of the indicator lights are blinking then release. The record light and one of the message box lights will start blinking. This puts the Talking Sign's play function on hold and allows you to broadcast live without having a message box play or erasing any messages.
- Once you are done broadcasting live press the Rec (●) button once. The Talking Sign will go back to playing the recorded message(s)

Note: During live broadcasting the volume control on the Talking Sign is set to high and can not be adjusted. You need to adjust volume by how close you speak into the microphone / telephone.

# Locking the Talking Sign

- Make sure the red REC indicator light is off. If it is on press the REC (●) button once to turn off.
- Press and HOLD the REC (●) button until ALL of the indicator lights are blinking then release.
- Press the Message Select (●) button until you have selected message box #2. Message box #2 light will start blinking.
- Press and HOLD the Message Select (●) button until ALL of the Message indicator lights are blinking and the REC light is on solid.
- Based on the "Message Recording Options" chart shown below press the Message Select (●) button until you have the indicator light(s) lit for the option you desire.
- Press the REC (●) button to complete the programming and return to playing. The REC light will turn off.

Indicator Lights				Recording Options	
1	2	3	4		
○	○	●	○	All recordings locked.	

**!** To unlock the Talking Sign you have to reprogram the Play and Record functions.  
**■** See pages 5 & 6.

# Placing the play function on hold

There may be times when you want to stop the player function but not unplug the unit or erase any messages:

- Follow the steps below to place the player on hold.
- Make sure the red REC indicator light is off. If it is on press the REC (●) button once to turn off.
- Press and HOLD the REC (●) button until ALL of the indicator lights are blinking then release. The record light and one of the message lights will start blinking. This puts the Talking Sign player on hold.
- To resume playing press the Rec (●) button once. The Talking Sign will go back to playing the recorded message(s)

# Detachable Antenna

The Talking Sign has a detachable antenna. This is very helpful when mounting the antenna on a vehicle. By detaching the antenna you can easily remove the Talking Sign so you can maintain the messages outside of the vehicle.

It is important that you do not detach the antenna connector by pulling on the antenna wires. Always disconnect by only pulling on the end of the connectors.



YES



NO


# Getting the best distance out of your Talking Sign

- The goal from a stationary location is to transmit out into the street so place the Talking Sign on the street side of the building.
- Place the Talking Sign on the second floor if possible
- When transmitting from a vehicle try to place the antenna outside or have it mounted around the front or rear glass in the vehicle.
- Make sure the antenna is as high as possible and vertical if possible, do not leave it rolled up in a ball.
- Make sure the antenna connectors are firmly attached.
- Have the volume up as high as possible without audio distortion.
- Keep the Talking Sign and it's power cord as far away as possible from computers, florescent lamps and motors. These items produce RF which may produce a hum in the transmitted audio.
- Transmit on open stations. To see a list of stations being used in your area go to: <http://www.radio-locator.com/> and enter the zip/postal code where the Talking Sign will be located. You will see a list of stations that are in use.

# Quick Program Reference

To help you program your Talking Sign when out in the field, print this page, cut out along the dashed lines and fold in half to have a handy programming guide.

FM Channel Selection:




Program Play & Record Options:

- Press and hold REC (●) button until ALL indicator lights are blinking.
- Press Message Select (●) button and select message box #1 to program PLAYING options or #2 to program RECORDING options.
- Press and HOLD the Message Select (●) button until ALL message indicator lights are blinking and the REC light is solid.
- Using chart below press Message Select (●) button until you have the indicator light(s) on for desired option.
- Press REC (●) button to complete the programming.

Lights				Recording Functions	
1	2	3	4	Recording activated by sound	Recording terminated by silence
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	YES	YES
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	NO	YES
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	YES	NO
<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	NO	NO
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	All recording locked	
1	2	3	4	Playback Functions	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Single message: continuous play	
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	All messages: play in sequence	

Recording Messages:

- Press and hold REC (●) button until ALL indicator lights are blinking.
- Press the Message Select (●) button and select the message number (1-4) you want to record. A blinking message indicator light shows the message number you have selected.
- Press and HOLD the REC (●) button until ALL indicator lights are blinking. The message number you have selected will stay solid.
- Start recording message. Stop recording by the programming option you selected. (1 second of silence or by pushing the Rec (●) button)



## How to Restore Default Settings:

Simultaneously Press both the REC (●) and Message Select (●) buttons at the same time. The Talking Sign will reset to default programming.

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