Puzzle Box Solution

This box has a fairly simple solution that is pretty hard to figure out which is what I believe makes this a good puzzle.

Video of the solution (sorry no audio)

https://www.youtube.com/watch?v=yMFkeiwEy9w

All you need to do to solve it is squeeze the two side pieces towards each other and then pull them out of their position while squeezing the whole time. Now you should be able to either pull the box out or turn it upside down and take the box out.

Secret unintended solution (still hard to figure out, but is risks breaking the puzzle):

Hold the box so that the mountains on the lid are facing towards the floor, then move the box and bang it on your other hand, this should knock the bar loose then turn it so the picture faces up. If you did it hard enough you should be able to either take the box out or turn it upside-down and let it fall out.

There should be an assembly PDF with the downloads that says how to put it back together