# **Easy Advertiser**

# **Quick Start Guide**





The product package includes the following:

Description	Quantity
Easy Advertiser SmartCard	1
USB Thumbdrive 1GB	1
HDMI cable	1
Easy Advertiser card cap	1
Power Supply Adapter (100-240V / 50-60 Hz)	1
Power Supply cable for UK	1
Power Supply cable for EU Continental	1
Mechanical bracket for Power Supply Adapter	1
Purse Lock (for cable management)	1
Screws	2 Pan M4x6 Torx 2 Pan M4x10 Torx 2 Pan M4x10 CrossHead
Easy Advertiser Publisher CDROM	1
Quick Start Guide (This document)	1
Warranty Card	1

#### MECHANICAL INSTALLATION

- 1. This card is sensitive to static electricity. Please don't touch the components while installing.
- 2. Before removing the device from its bubble wrap it is advised to work in an antistatic environment.
- 3. Alternatively touch a grounded metal like a water or heating pipe for central heating to discharge any static electricity.
- 4. Open package and remove contents.
- 5. Remove the Easy Advertiser SmartCard from the air bubble wrap.
- 6. Install the Easy Advertiser SmartCard into the Easy Advertiser SmartCard slot.
  - a. Locate the Easy Advertiser SmartCard slot opening at the rear end of the display.



b. Unscrew the SmartCard slot cap from the Monitor. Keep the two screws for reuse. NOTE: (You can discard the original SmartCard slot cap and replace it with the new cap included in the package.)



c. Gently slide the Easy Advertiser SmartCard upwards into the SmartCard slot. Slide the Easy Advertiser SmartCard upward until it is firmly secured.



d. Replace the original Easy Advertiser SmartCard slot cap with the new SmartCard cap included in the package. Slide the cover over the Easy Advertiser SmartCard and screw it into place. Use the screws removed earlier. NOTE: (Plugging in or removing the USB device without screwing on the card cap may result in the card being pulled out of the Monitor and potentially damage the unit)



- 7. Connect the cables:
  - a. Connect the HDMI cable to the HDMI slot on the bottom right of the Easy Advertiser SmartCard.



b. Connect the other end of the HDMI cable only to Monitor HDMI 1 In slot. HDMI 2 In slot is **not** to be used.



c. Connect the Power Supply cable to the Power Supply slot on the top right of the Easy Advertiser SmartCard.



d. Connect the mains cord and switch on the Easy Advertiser SmartCard.

- 8. Mounting the Power Supply bracket
  - a. Mount the Power Supply bracket as illustrated with the provided screws (2 Pan M4x10 CrossHead / Torx).



b. Place the Power Supply Adapter into the bracket as shown.



- 9. Switching On:
  - a. Plug in the mains cord and switch on the Monitor.



- b. A cold start (power on) of Easy Advertiser SmartCard may take some time, please wait.
- c. Once the Easy Advertiser SmartCard is booted up and the Monitor switched on, you can begin configuring the Monitor and Easy Advertiser SmartCard settings.

#### MANDATORY MONITOR SETTINGS

1. Set SMARTPORT Communication to *SP-SPI* by the following steps:

COMMUNICATION				
>				
0				
1200				
NO SOURCE SWITCH				

- a. Press MENU DISPLAY button on the Remote Control
- b. Select COMMUNICATION
- c. Change SMARTPORT configuration values to SP-SPI
- d. Select STORE
- e. Press RIGHT ARROW to save the setting
- 2. Set ESP Power Settings to *OFF* by the following steps:

CON			
SWITCH ON / C			
PICTURE / SOU	ND	>	
SECURITY		>	
CONTROL			
VIDEO ADJUSTM	ENT	>	
FEATURES		CONTROL	
			OFF
	MIN VOLUME		0
	MAX VOLUME		99
	SLEEPTIMER		OFF

- a. Press MENU DISPLAY button on the Remote Control
- b. Select CONFIGURATION
- c. Select CONTROL
- d. Change ESP configuration value to OFF
- 3. Set PIXEL SHIFT feature to *NO* by the following steps:



- a. Press MENU DISPLAY button on the Remote Control
- b. Select CONFIGURATION
- c. Select FEATURES
- d. Change PIXEL SHIFT configuration value to NO

4. Set SWITCH ON VOLUME by the following steps:

SWITCH ON	/ OSD
POWER ON	FORCED ON
SWITCH ON SOURCE	AV
SWITCH ON VOLUME	30
SWITCH ON PICEMT	WIDESCREEN
VOLUME INDICATOR	YES
DISPLAY SOURCE	ALL
POWER LED	ACTIVE
WELCOME MESSAGE	

- a. Press MENU DISPLAY button on the Remote Control
- b. Select CONFIGURATION
- c. Select SWITCH ON / OSD
- d. Change SWITCH ON VOLUME setting to either a fixed volume level (eg. 30) or to *LAST STATUS* which is the last changed volume level before standby or power off. Upon power on or turn on from standby, the volume level will be indicated as per the selection made.

5. Set SWITCH ON SOURCE by the following steps:

SWITCH ON /	OSD
POWER ON	FORCED ON
SWITCH ON SOURCE	AV
SWITCH ON VOLUME	30
SWITCH ON PIC FMT	WIDESCREEN
VOLUME INDICATOR	YES
DISPLAY SOURCE	ALL
POWER LED	ACTIVE
WELCOME MESSAGE	>

- a. Press MENU DISPLAY button on the Remote Control
- b. Select CONFIGURATION
- c. Select SWITCH ON / OSD
- d. Change SWITCH ON SOURCE setting to HDMI1.

### EASY ADVERTISER VIRGIN INSTALLATION

#### SELECT LANGUAGE



- Select from English, French, German, Italian and Spanish.
- Use navigation keys to highlight the different languages.
- Highlight the language of your choice.
- Press OK to confirm.

#### SET TIME FORMAT



- Select either the 12 hour or 24 hour format.
- Press up/down navigation keys to highlight your choice.

#### SET CURRENT TIME



#### SETTINGS SUMMARY



- The hour box will be highlighted.
- Press up/down navigation keys to change the hour.
- Press right navigation key to highlight the minute box and up/down to change the minutes.
- Press right navigation key to highlight the am/pm box and up/down to change from am to pm.
- Press OK to confirm the current time.
   Note: You may need to periodically synchronize the time to ensure timely schedule playback.
- View the language and current time settings
- Confirm your settings by pressing OK.
   Note: This product is designed with an internal battery that will maintain the clock operation up to 7 days in the event of a power failure. You may need to reset the time after this period.

#### EASY ADVERTISER PUBLISHER INSTALLATION

Important: Please ensure that you are using Microsoft Windows XP with Service Pack 2/3 and .Net Framework Version 2.0 installed.



• Insert the CDROM into your personal computer.

- Refer to next section for .NET Framework Version 2.0 installation.
- Select your desired language to begin installation.
- You are also recommended to close all other applications before continuing.
- Press the Next button to proceed to the next step.

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icense Agreement Please read the following import	ant information before co	ontinuing.	
Please read the following Licens agreement before continuing wi	se Agreement. You must th the installation.	accept the terms of	this
NOTICE			-
SOFTWARE END USER LICE	NSE AGREEMENT		_
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accept the agreement			

- You will be presented with the License Agreement.
- To proceed, you will need to accept the agreement by selecting the provided option.
- When finished press the Next button to proceed to the next step.





- Then select the location on the hard disk where you want to install the software.
- Please make sure you have the minimum required available disk space of approximately 100MB.
- You are recommended to keep to the default installation path provided by the installer.
- Press the Next button to proceed to the next step.
- Once all the required files are successfully copied to your personal computer, you will be informed that the setup wizard is complete.
- Press the Finish button to complete the installation

#### GETTING STARTED ON PC INSTALLATION WITH THE CDROM

#### PC SYSTEM VERIFICATION

tem Proper	ties		?
System Re	store Autor	natic Updates	Remote
General	Computer Name	Hardware	Advanced
		Sustem:	
		Microsoft Window	sXP
		Professional	
		Version 2002	
1		Service Pack 2	
L		Posistored to:	
	.0	Philips	
		Philips	
		76487-640-92795	91-23035
Manufacture	ed and supported by:	Philips P-GIS	
		Chassis: D3R31U	24
BU	ULIDC	Intel(R) Core(TM)2	2 Duo CPU
РН	ILIPS	T7250 @ 2.00Gł	Hz
		1.18 GHz, 1.99 GE	B of RAM
		Physical Address B	Extension
ONE COMM	INT - ONE DESKTOP		ation
		K Cancel	Apply

- 1. Check system properties of the PC:
  - a. Select START at the bottom left corner of your screen, and select CONTROL PANEL.
  - b. Select SYSTEM to open the System Properties window, and select General tab.
  - c. On the *General* tab, the System of your PC indicated should be **Microsoft Windows XP**, **Service Pack 2/3**. See above example.
  - d. Select OK or Cancel to exit this *System Properties* window.

🐻 Add or Rei	move Programs				_ 6	×
5	Currently installed programs:		Show up <u>d</u> ates	Sort by: Name	•	<b>~</b>
Change or Remove	👙 J2SE Runtime Environment 5.0 Update 7			Size	152.00MB	^
Programs	😕 Japanese Fonts Support For Adobe Reader 9			Size	16.45MB	
	Java(TM) 6 Update 2			Size	160.00MB	
<u>.</u>	🛃 Java(TM) SE Development Kit 6 Update 2			Size	341.00MB	
Add <u>N</u> ew Programs	Java(TM) SE Runtime Environment 6 Update 1			Size	134.00MB	
-	Korean Fonts Support For Adobe Reader 8			10.03MB		
<u> </u>	🛑 Lotus Notes 6.0.3			Size	149.00MB	
Add/Remove Windows	McAfee AntiSpyware Enterprise Module			Size	32.14MB	
Components	😻 McAfee VirusScan Enterprise		Size	23.41MB		
	MediaCoder 0.6.1			Size	38.96MB	
Set Program	👜 MediaInfo 0.7.7.1			Size	5.04MB	
Access and	🛃 MetaFrame Presentation Server Client			Size	10.75MB	
Deraults	Microsoft .NET Framework 2.0 Service Pack 1			Size	185.00MB	
	Click here for support information.			Used	rarely	
	To change this program or remove it from your computer, click Change or Remove.			Change	Remove	
	🔀 Microsoft .NET Framework 3.0 Service Pack 1			Size	245.00MB	
	🖶 Microsoft Compression Client Pack 1.0 for Windows XP					
	Microsoft EFS Assistant			Size	0.36MB	
	📴 Microsoft Office Professional Plus 2007			Size	518.00MB	
	🕞 Microsoft Office Visio Viewer 2007			Size	21.20MB	
	📴 Microsoft Save as PDF or XPS Add-in for 2007 Microsoft Office programs			Size	0.13MB	
	Microsoft SQL Server 2005			Size	269.00MB	
	Microsoft SQL Server Native Client			Size	4.18MB	
	Microsoft SQL Server Setup Support Files (English)			Size	21.81MB	
	Microsoft SQL Server VSS Writer			Size	0.67MB	
	闘 Microsoft User-Mode Driver Framework Feature Pack 1.0					~
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#### 2. Check if there is pre-installed .NET Framework Version 2.0:

- a. Select *START* at the bottom left corner of PC screen, and select *CONTROL PANEL*.
- b. Select Add or Remove Programs. See above example.
- c. In the list of currently installed programs, scroll down to check if this **.NET Framework Version 2.0** is already in the list.
- d. If it is not available, refer to the next page for download and installation of this required software.

#### .NET FRAMEWORK VERSION 2.0 DOWNLOAD AND INSTALL

🗿 Download details: .NET Fra	amework Version 2.0 Redistributable Pa	ickage (x86) - Microsoft Internet E	xplorer					- 2 3
File Edit View Favorites To	ools Help							A*
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Product Families Windows Office Servers Business Solutions Developer Tools Windows Live MSN	Microsoft .NET Frame Brief Description The Microsoft .NET Framework version On This Page • Quick Details	work Version 2.0 Re 2.0 (x86) redistributable package ins	edistributable Pack	age (x86)	d to run applications develo	oped to target the .NET Fram	ework v2.0.	Visual Studio
Games & Xbox Windows Mobile All Downloads	System Requirements     Additional Information     What Others Are Downloading	Instructions     Related Resources     Related Downloads						
Download Categories Games DirectX Internet Windows Security & Updates	Download Quick Details							
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Home & Office Mobile Devices Mac & Other Platforms System Tools Development Resources	Date Published: Language: Download Size: Estimated Download Time:	1/22/2006 English 22,4 MB Dal-up (55K) 💙 55 min						
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Download Notifications Notifications Signup Worldwide Downloads Countries & Regions	The Microsoft NET Framework version 2.0 redistributable package installs the NET Framework runtime and associated files required to run applications developed to target the .NET Framework v2.0. The .NET Framework version 2.0 improves scalability and performance of applications with improved caching, application deployment and updating with ClickOnce, support for the broadest array of browsers and devices with ASP.NET 2.0 controls and services for more information on the .NET Framework 2.0, click							
Buy select Sony Laptops and get 6 months of free movies	System Requirements • Supported Operating Sys • Required Software: • <u>Windows Installer 3.0</u> (co. 0 [E 5.0] or later: You must	tems: Windows 2000 Service Pack 3 ept for Windows 98/ME, which requir also be running Microsoft Internet Ex	; Windows 98; Windows 98 Secon e <u>Windows Installer 2.0</u> or later). ¡plorer 5.01 or later for all installa	d Edition; Windows ME; Win Windows Installer 3.1 or late tions of the .NET Framework	dows Server 2003; Window r is recommended.	s XP Service Pack 2		
	<ul> <li>Disk Space Requirements</li> </ul>	: 280 MB (x86), 610 MB (x64)						M Internat
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- 3. Download and install .NET Framework Version 2.0:
  - a. .NET Framework software can be downloaded from the Microsoft downloads website, see above example:

http://www.microsoft.com/downloads/details.aspx?FamilyID=0856EACB-4362-4B0D-8EDD-AAB15C5E04F5&displaylang=en

- b. Alternatively, a search engine like Google can also be used to search for this software download.
- c. Select the Download button on the Microsoft webpage to download or run the installation of this software to the PC. A dialog box will appear prompting either to Run or Save the software application. Choose Run to install the .NET Framework Version 2.0. This can take quite some time (10 minutes or longer).
- d. <u>Note: This **.NET Framework Version 2.0** is required to be installed first into the PC before the CDROM provided in the Easy Advertiser product package can be used to install the Easy Advertiser Publisher software.</u>

## VERIFYING MONITOR SET UP CORRECTLY



- The simplest way to verify that the Easy Advertiser SmartCard is properly set up on the Monitor is to plug in the packaged USB Thumbdrive as shown.
- Easy Advertiser should then playback the Philips Product Information content on your Monitor continuously.
- Enjoy the Show! ;)



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