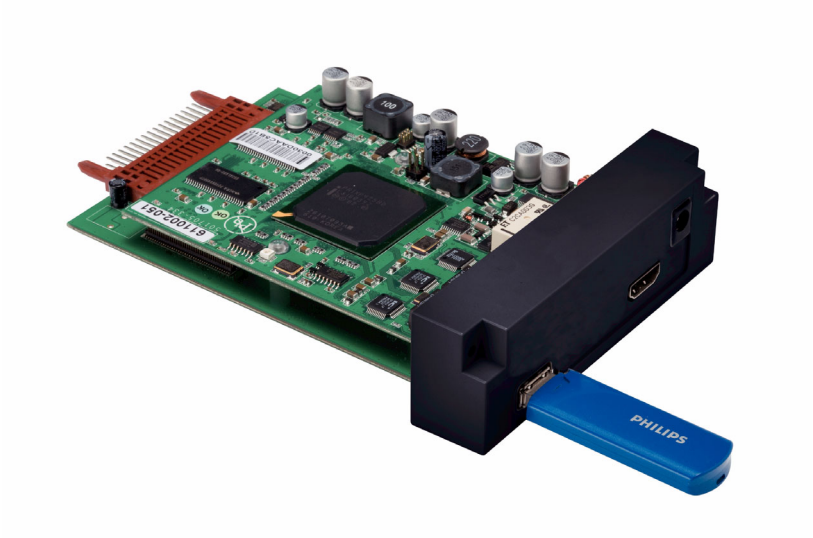
Philips
Public Signage cards

Easy Advertiser

CRD01





Easy Advertiser

Your perfect simple signage solution

Easy-to-use stand alone media advertiser card that works with our professional signage monitors to schedule media content. Together with EA Publisher you can create your own content and schedule slide shows and movies over 24 hours every day

Simple signage for everyone
- Complete out of the box signage solution
- Easy-to-use PC application for managing content
- No Internet installation and connection required
- One remote control for everything

Optimised for public messaging
- Combine MS PowerPoint slides, pictures and video
- Schedule what you want, when you want
- Get the best out of your display and show 720p HD video

Sustainable and safe
- Complies with RoHS standards of care for the environment
- Auto standby when no schedule is active

PHILIPS
sense and simplicity

CRD01/00

Highlights

Out of the box solution
You already have your office PC with PowerPoint and your digital camera with a PC application for managing pictures and videos together with your Philips BDLx231Cx/00 series signage display. Now you just need one extra item to start digital signage in your shop or department for real. Easy Advertiser is a complete package consisting of a 1 GB USB stick, all cables, a bracket and a Smartcard with high-tech electronics to play content from USB that you have created with the included Easy Advertiser Publisher PC program. Install the card according to the instructions in the user manual

Easy-to-use PC application
When creating content for advertising or corporate communications by yourself, you want to use standard tools you already have in combination with an easy-to-use publishing application. The Easy Advertiser Publisher is a Windows program that can import MS PowerPoint slides, JPEG photos and movies in MPEG format. The program helps you to create schedules for displaying the right content at the right time over 24 hours. The cycle is easy: create content, import content, schedule content, publish content by saving to a USB mass storage device

No Internet — stand alone
This is a stand alone and easy-to-install product for your public signage activities without the hassle of subscriptions and other installation activities. The product plays content from a USB mass storage device; no Internet is required. You save content on your USB mass storage device via the included PC Application with your office or home PC, plug it into the card that is installed in the display and it starts playing

Combine different content
You want full creative freedom to mix pictures from your digital camera, MS PowerPoint slides and movies (up to 720p high definition!) you have created in any order at any time. With Easy Advertiser you can mix and match for optimal impact with your audience

24-hour scheduling function
You can freely schedule the right content at the right time over 24 hours to satisfy your customer information needs. Create one or more time slots with the Easy Advertiser Publisher PC application. Drag and drop the content to the appropriate time slot. Export to a USB mass storage device via this application, put the USB device in the card and your presentation starts as programmed

Auto standby
When there is no content scheduled for your public signage display it should be switched to standby, thus saving power for the environment and reducing your electricity bill. You can always overrule this state with the remote control and use the display for other purposes such as DVD playback

Show 720p HD video
The sharpest and best-looking videos make the best impression on your customers. Any good-quality MPEG2 HD (high definition) 720p video exported to a USB mass storage device via your PC application will be played back crisp and clear without any hiccups or other artefacts

Only one remote control
The remote control supplied with your display will work seamlessly with your application. Any feature, any function: you can control it



Specifications

Connectivity
- USB: USB 2.0 x 1
- Other connections: HDMI

Convenience
- Regulatory approvals: CE Mark, RoHS, C-Tick
- Language available: UI: English, French, German, Spanish, Italian
- Clock: 24/12-hour display

Multimedia Applications
- Playback enhancement: Picture slideshow, Picture and movie slideshow, Selectable display intervals
- Playback Formats: JPEG (24-bit colour non-prog.), MPEG2 SD, MPEG2 HD (720p)
- Playback mode: 24-hour content scheduling, Auto standby, Manual playback, Play all content continuously

PC software application
- Content management: Create 24h content schedule, Create multiple slideshows, Rotate picture, Thumbnail view, Filmstrip view, Publish schedule files to USB
- Supported file format: MPEG2 SD, MPEG2 HD (720p), MS PowerPoint 2003
- Supported operating systems: Windows XP

Accessories
- Included accessories: Quick start guide, CD-ROM with software + manual, Warranty Leaflet, 1 G USB flash drive, Plastic end cap, HDMI cable, External power adapter, Power supply mounting bracket
- Optional accessories: VESA adapter plate BM04211, Flexible wall mount BM02212, Ceiling mount BM01311, Ceiling plate BM1321, Extension tube 150 cm BM01711, Extension tube 150 cm BM01811, Extension tube 80 cm BM01611

Related Products
- Compatible with: BDL3231C, BDL4231C

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