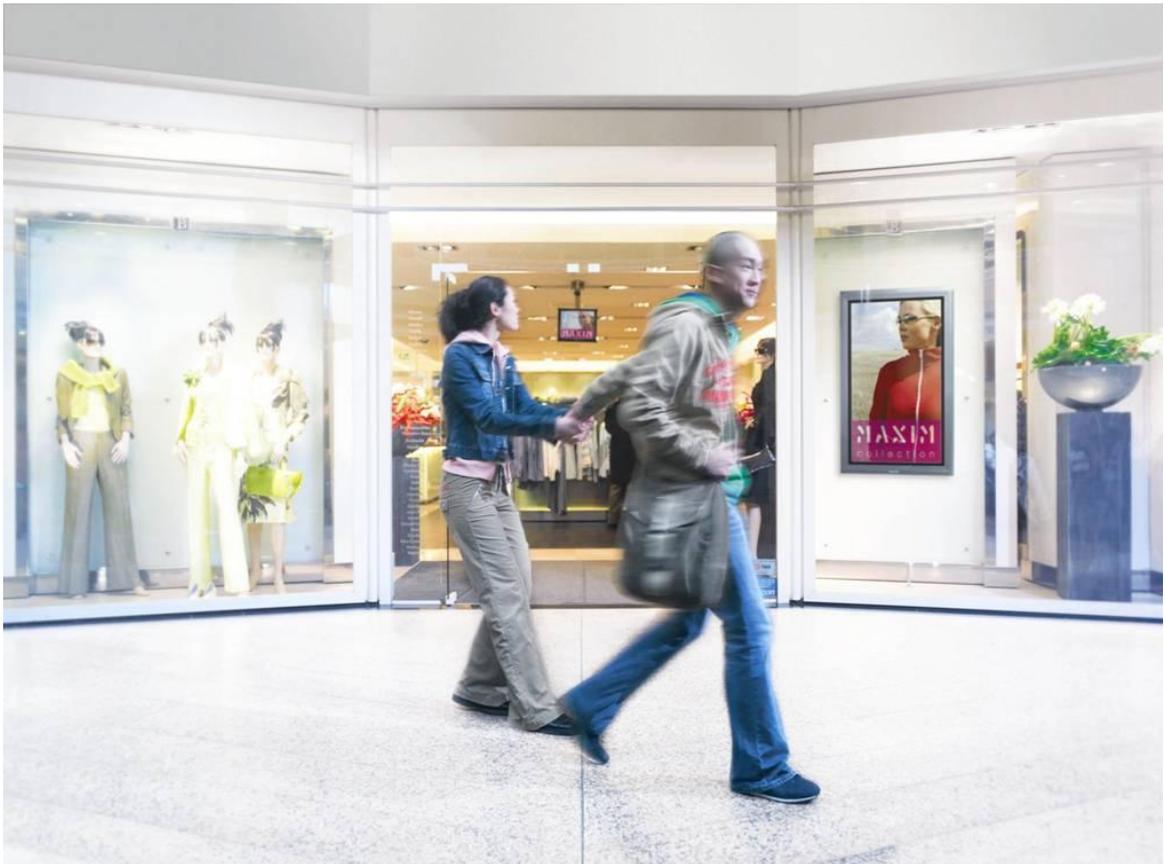


# Easy Advertiser

## User Manual



**PHILIPS**



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**CHECK THE PACKAGE CONTENTS**

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	1
Warranty Card	1

## INTRODUCTION

Easy Advertiser is a standalone media player SmartCard that serves as a media player enhancement add-on to the Philips Professional Display Monitors with SmartCard slots.

This can be your standalone media advertising enabler product to provide you with the capability to have a simple and easy-to-use medium when you want or need to display your media content. Especially video content in MPEG2 format, pictures content in JPEG format, and/or Microsoft PowerPoint slides that can also be imported using Easy Advertiser Publisher (PC Application).

There is a 24-hour scheduler feature offering you the capability to schedule content in various timeslots, allowing you to play specific target content to specific target segments of customers at the required times of the day. Your content can also be played continuously every 24 hours when you select the optional setting in the user interface on the display with the Easy Advertiser.

Managing your desired content for display is simple. With Easy Advertiser Publisher (PC Application) you can import content from your PC and/or other storage drives after which you can schedule your content accordingly.

When that is done, you can export the organized content into a storage USB thumbdrive provided to you in the product package or alternatively in your own USB thumbdrive. Now you can easily plug this USB thumbdrive with your organized contents into the USB connector of the Easy Advertiser player card, and start displaying the scheduled content as desired.

## BRIEF SPECIFICATIONS

<b>Model no</b>	CRD01 / 00
<b>Power consumption</b>	15 W Maximum (1.25A Maximum at DC 12V)
<b>Power adaptor rating</b>	AC In 90 VAC to 264 VAC, 50/60Hz, DC Out 12V, 1.7A Maximum
<b>Operating temperature</b>	5 to 40 degrees Celsius
<b>Playability formats</b>	JPEG MPEG2 (High Definition and Standard Definition video with MPEG-1 Layer 1/2/3 LSF or AC3 audio stream)
<b>User interface language support</b>	English French German Spanish Italian
<b>Inputs / outputs</b>	USB 2.0 HDMI 1.1 Out DC In
<b>Applicable monitor models</b>	BDL4231C/00 BDL4231CS/00 Silver BDL3231C/00

## SAFETY PRECAUTIONS AND IMPORTANT NOTES

### SAFETY INSTRUCTIONS

1. Protect the power cord from being walked on or pinched particularly at plugs, convenience receptacles, and the point where they exit from the Easy Advertiser SmartCard.
2. Use only the Easy Advertiser SmartCard as specified by the manufacturer.
3. Unplug this apparatus during lightning storms or when unused for long periods of time.
4. Refer all servicing to qualified service personnel. Servicing is required when the apparatus has been damaged in any way, such as power-supply cord or plug is damaged, liquid has been spilled or objects have fallen into apparatus, the apparatus has been exposed to rain or moisture, does not operate normally, or has been dropped.

### WARNING AND CAUTION



- Do not overload wall outlets or extension cords (This can result in a risk of fire or electric shock.)
- Connect at receptacles that are certain not to be shaken (This can result in a risk of heat and a fire if it is connected to the wall outlet imperfectly.)
- Do not use uncovered cables. (This can result in a risk of fire or electric shock.)
- Do not expose this product to direct sunlight and extreme heat. (This can result in a risk of fire.)
- Never put objects of any kind into this product or place heavy things on it.



- Should not be adhered to a power supply plug and receptacle. (This can result in a risk of fire)
- Do not take out a power supply plug with wet hands. (This can result in a risk of electric shock)
- Maintain a suitable distance between you and the monitor to protect your eye sight. (Your eye sight can get worse if you look at the monitor from a close distance)
- If this product is not used for a long period of time, unplug the power cord. (This can result in a risk of fire or electric shock)
- Do not drop this product. Unplug the power cord and contact a Service Centre when it is broken.
- Do not damage the power cord. (This can result in a risk of fire or electric shock)

## INSTALLATION

### MECHANICAL INSTALLATION

1. This card is sensitive to static electricity. Please don't touch 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 water or heating pipe of 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. (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. (Please do not utilize Component Video 1 input. With Easy Advertiser SmartCard the Component Video 1 input is disabled.)



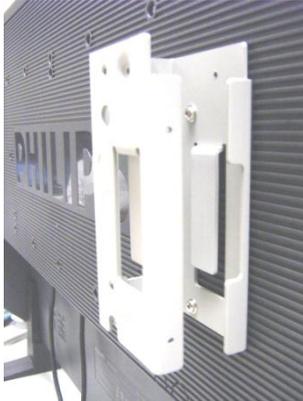
- c. Connect the Power Supply cable to the Power Supply slot on the top right of the Easy Advertiser SmartCard.



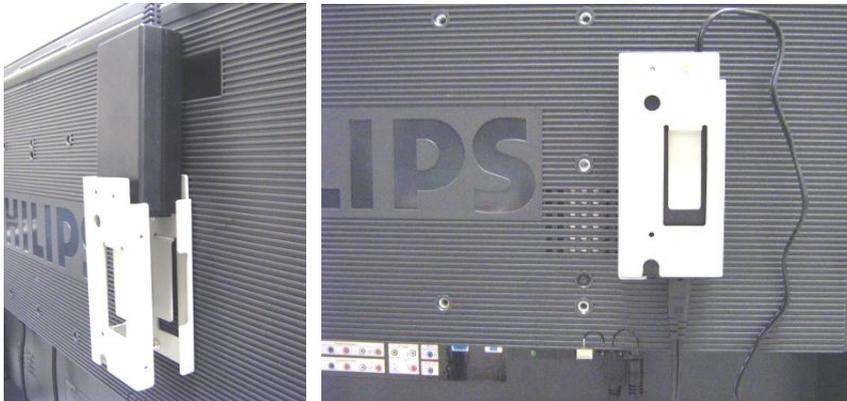
- d. Connect the mains cord and power on the Easy Advertiser SmartCard.

## 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 may begin configuring the Monitor and Easy Advertiser SmartCard settings.

## MANDATORY MONITOR SETTINGS

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

COMMUNICATION	
SMARTPORT	SP-SPI
STORE	>
RS232 ID	0
SPEED	1200
DCM TYPE	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:

CONFIGURATION	
SWITCH ON / OSD	>
PICTURE / SOUND	>
SECURITY	>
CONTROL	>
VIDEO ADJUSTMENT	>
FEATURES	>

CONTROL	
ESP	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 values to *OFF*

3. Set PIXEL SHIFT feature to *NO* by the following steps:

CONFIGURATION	
SWITCH ON / OSD	>
PICTURE / SOUND	>
SECURITY	>
CONTROL	>
VIDEO ADJUSTMENT	>
FEATURES	>

PICTURE / SOUND	
BRIGHTNESS	50
COLOUR	50
CONTRAST	50
SHARPNESS	50
PIXEL SHIFT	YES
ACTIVE CONTROL	YES
TREBLE	50
BASS	50
AVL	ON

- a. Press MENU DISPLAY button on the Remote Control
- b. Select CONFIGURATION
- c. Select FEATURES
- d. Change PIXEL SHIFT configuration values 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 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 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	>

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

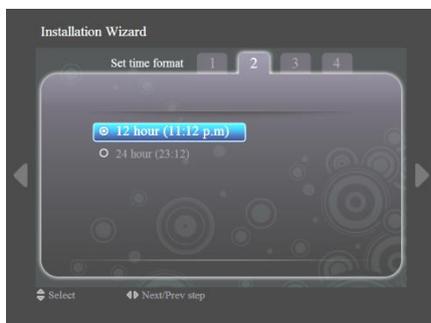
## EASY ADVERTISER VIRGIN INSTALLATION

## 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



- 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.

## SETTINGS SUMMARY

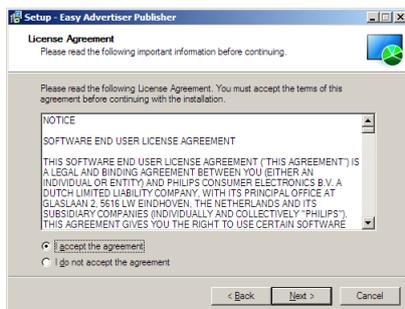


- View the language and current time settings
  - Confirm your settings by pressing OK.
- Note: This product is designed with an internal battery that will maintain the clock operation up to 7 days in the event of a power failure. You may need to reset the time after this period.

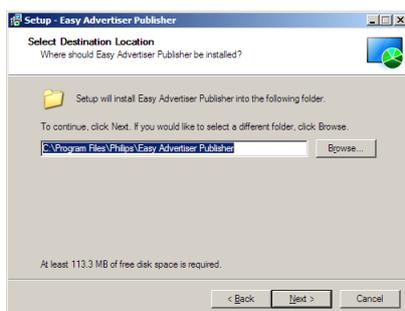
## EASY ADVERTISER PUBLISHER INSTALLATION

**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.



- 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.



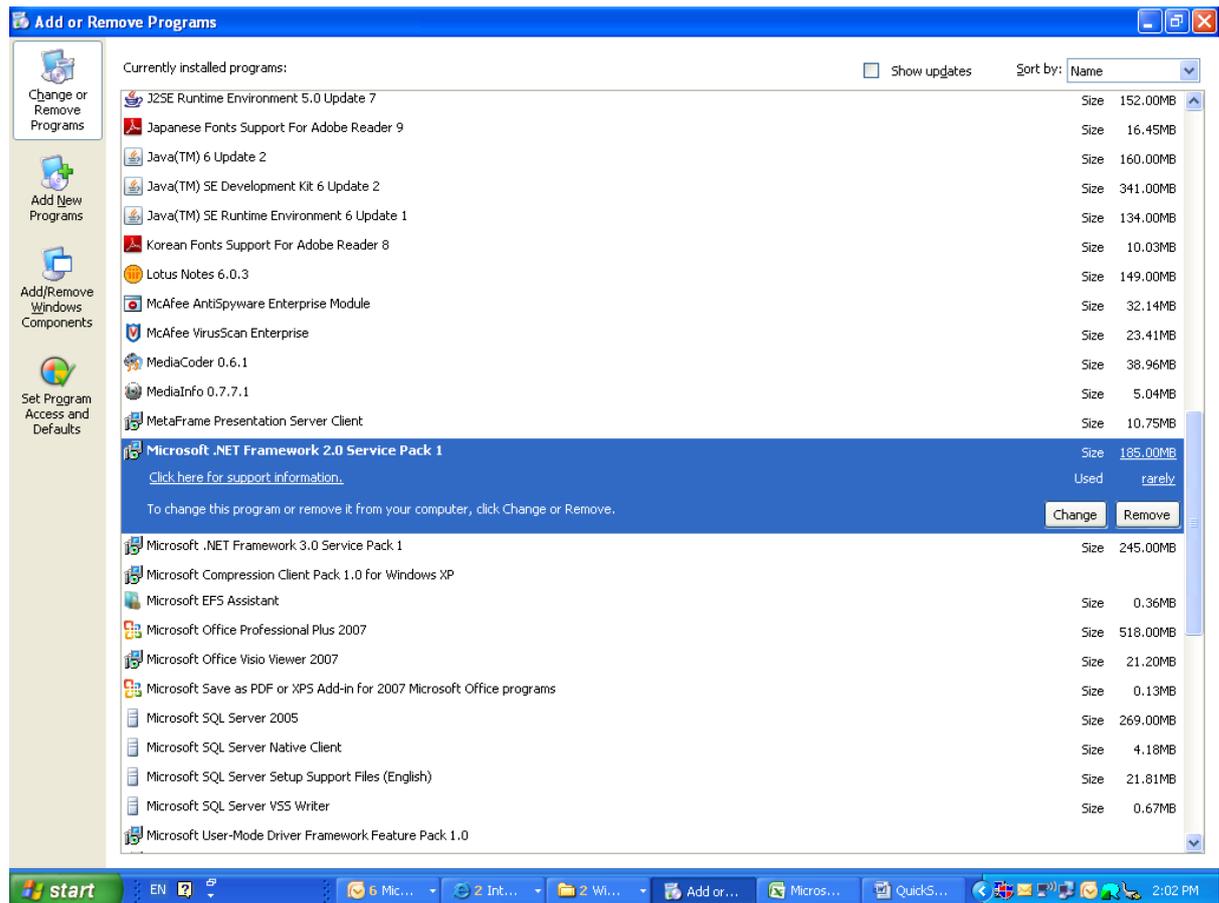
- Once all the required files are successfully copied to your personal computer, you will be informed that the setup wizard is complete.
- Press the Finish button to complete the installation

## GETTING STARTED ON PC INSTALLATION WITH THE CDROM

## PC SYSTEM VERIFICATION

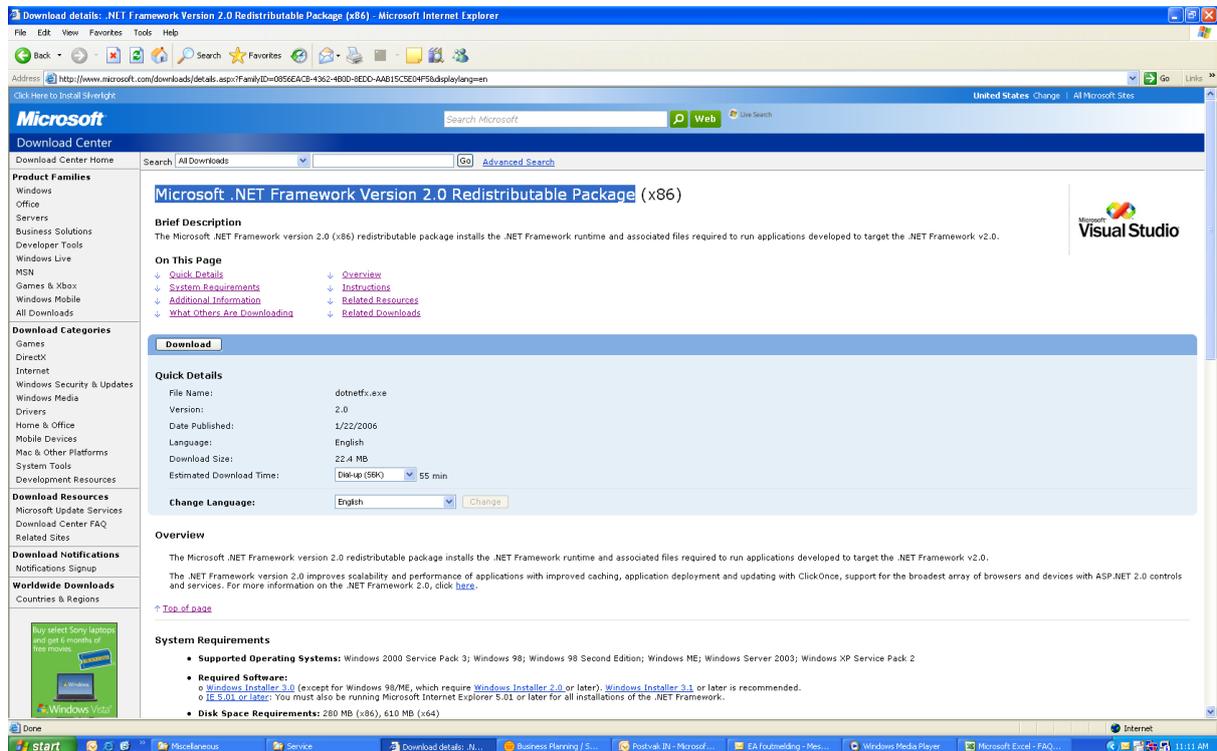


1. Check system properties of the PC:
  - a. Select *START* at the bottom left corner of your screen, and select *CONTROL PANEL*.
  - b. Select *SYSTEM* to open the *System Properties* window, and select *General* tab.
  - c. On the *General* tab, the System of your PC indicated should be **Microsoft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



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



### 3. Download and install .NET Framework Version 2.0:

- .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>

- Alternatively, a search engine like Google can also be used to search for this software download.
- 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).
- 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.

## EASY ADVERTISER PUBLISHER (PC APPLICATION)

### SYSTEM REQUIREMENT

Type	Requirement
<b>Operating system supported</b>	Microsoft Windows XP with Service Pack 2/3 and Microsoft .NET Framework 2.0 installed
<b>Processor</b>	Recommended Intel Pentium Core Duo at 1.60 GHz or higher, AMD equivalent processors are also supported
<b>RAM</b>	Recommended to be more than 1GB
<b>Storage space</b>	Minimum required 100MB of free space Recommended to have more than 1GB of free space for storage of imported media
<b>Supported import formats</b>	JPEG MPEG2 Microsoft PowerPoint 2003

### INTRODUCTION

Working with Easy Advertiser is easy and can be done by anyone. There are four basic authoring steps to take from initial idea to final publishing on your public signage monitor shown in the illustration below.

If the words 'content' or 'media' are mentioned in this document these are defined as:

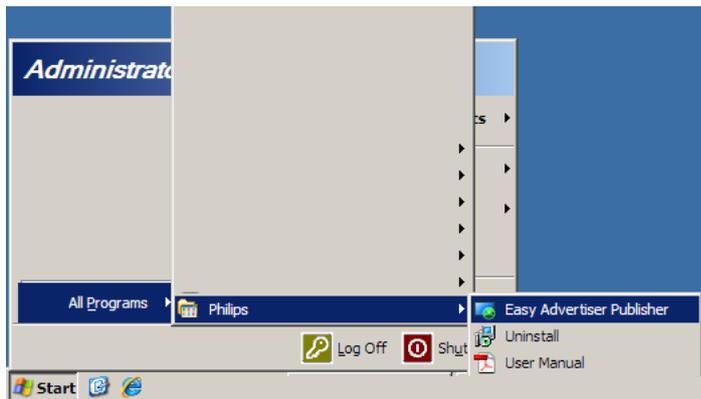
- imported Microsoft PowerPoint slides
- JPEG pictures
- MPEG2 movies

If the word 'time schedule' or 'schedule' is mentioned in this document it is defined as a 24 hour cycle, starting at 12 o'clock at night in which many slots can be made. In these slots you select the content you want to show during the 24 hour cycle. The Easy Advertiser SmartCard has an on board real-time clock so it can make use of time information saved on USB. If no content is planned, the monitor will automatically be switched to standby, saving power and cost.

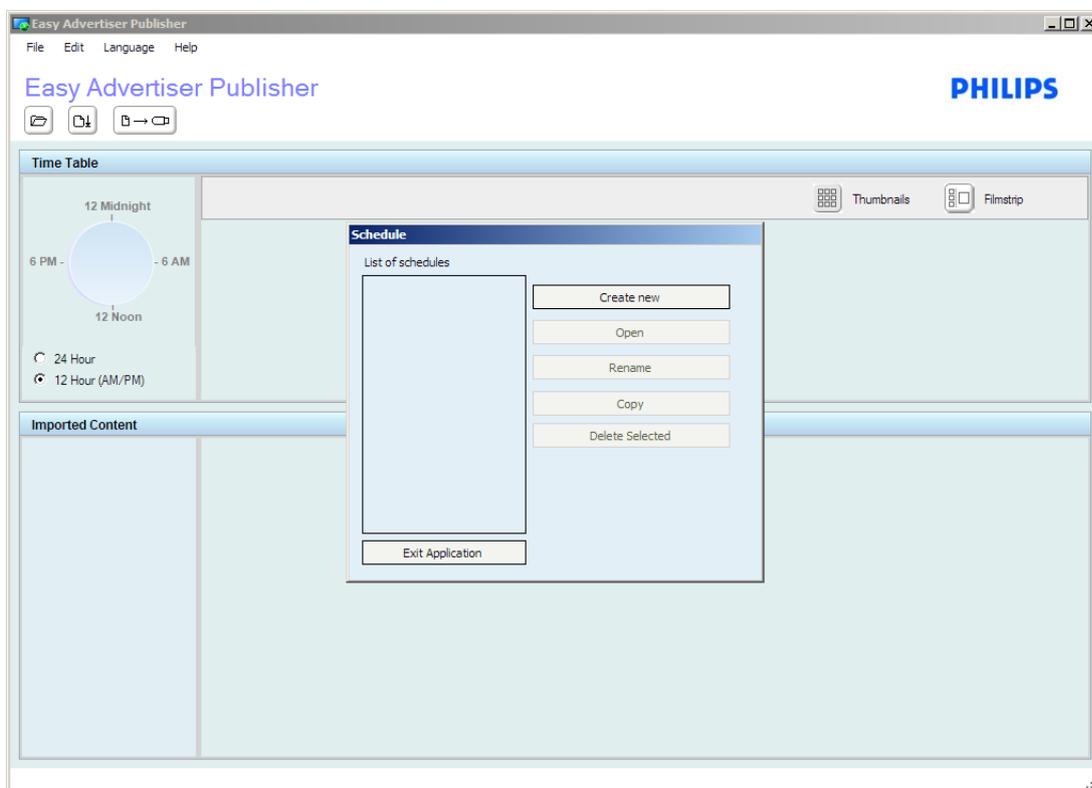
Schedules with content will be saved on a USB device that you will insert in the Easy Advertiser card after which the created schedule will be played. The schedule will repeat 'forever' unless you save a new one with the Easy Advertiser Publisher PC application on the USB stick.

The following chapters will explain in more detail how to create schedules and how to import content.

## GETTING STARTED



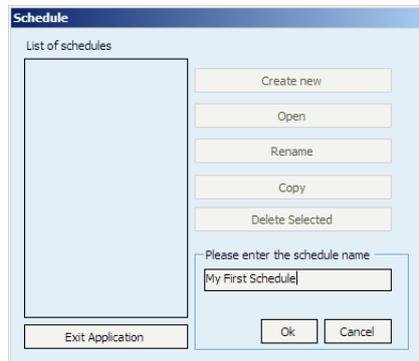
- After the installation is complete, you may launch the application by clicking on Start > All Programs > Philips > Easy Advertiser Publisher.
- The application will load and the following screen will appear:



All contents that are to be played on Easy Advertiser SmartCard must be generated from Easy Advertiser Publisher. Users are not suppose to directly manipulate the contents on the USB thumbdrive in attempt to achieve playback.

## USING EASY ADVERTISER PUBLISHER

## SCHEDULE



## Creating a new Schedule

- Select File > Schedule... from the Application Menu or click on the 'Schedule' button.
- Box opens, click 'Create new'.
- Small box will open in the bottom right of the box allowing you to enter a new schedule name.
- Enter a name and click 'OK'. The box will then close.
- You can now add content to continuous playback or create timeslots.

## Renaming a Schedule

- Select File > Schedule... from the Application Menu or click on the 'Schedule' button.
- Select a schedule and click 'Rename'.
- Enter a name and click 'OK'.
- The change will appear in 'List of schedules'.

## Copying a Schedule

- Select File > Schedule... from the Application Menu or click on the 'Schedule' button.
- Select a schedule and click 'Copy'.
- Enter new schedule name and click 'OK'.
- New schedule appears in 'List of Schedules'

## Deleting a Schedule

- Select File > Schedule... from the Application Menu or click on the 'Schedule' button.
- Select a schedule and click 'Delete'.
- Confirm deletion by selecting 'Yes' or 'No' in the prompt.

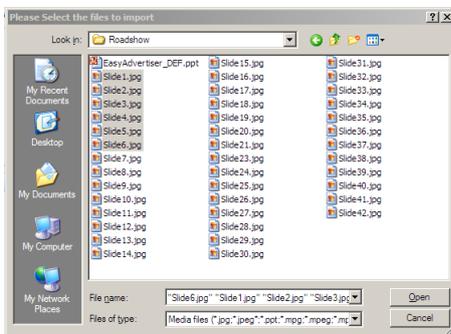
## IMPORTING MEDIA

Please make sure your contents, either in Microsoft PowerPoint 2003, digital camera photos in JPEG format or MPEG2 movies are ready for import.

**Should you make any updates in the Microsoft PowerPoint 2003 slides after import, you must re-import the Microsoft PowerPoint 2003 file into Easy Advertiser Publisher.**



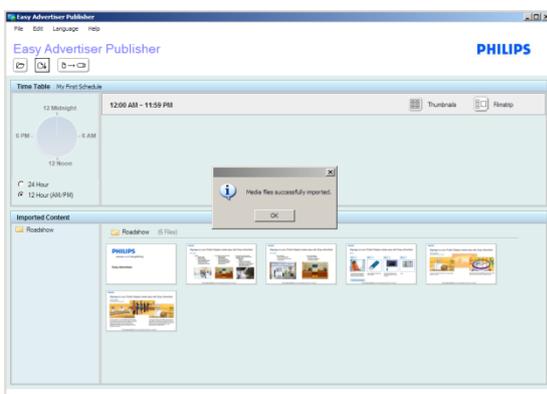
- After opening the application single click on the 'Import button'.



- A dialog box will open to access different drives.
- Select a drive. (e.g. C Drive).
- Open a folder.
- Select a file by clicking on it.
- To select more than one file hold *Ctrl* and click on the files you want one by one.
- To select a sequence of files, hold *Shift*, select the first desired file (e.g. File 1), and then select the last desired file (e.g. File 10). All the files from 1 – 10 will be highlighted.
- To select all the files in the folder, hold *Ctrl* and press the keyboard key *A*.
- Click on 'Open'.



- An import progress bar will be shown at the bottom of the application window. Please be patient and wait for the media to be imported.
- Microsoft PowerPoint files will be automatically converted to JPEG images and saved. JPEG images will be resized to an optimal dimension and saved. MPEG2 are not saved and will be required later during export to USB operation due to its large file size.
- You will be informed once the import process is completed.
- Duplicate PowerPoint slides and/or JPEG images will not be imported into the application. You will be informed of the list of duplicates.

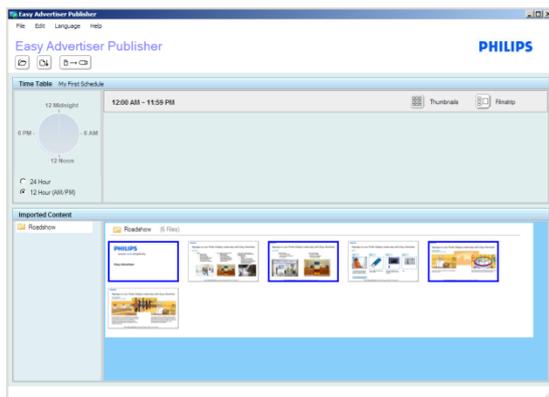


## ROTATING IMAGES

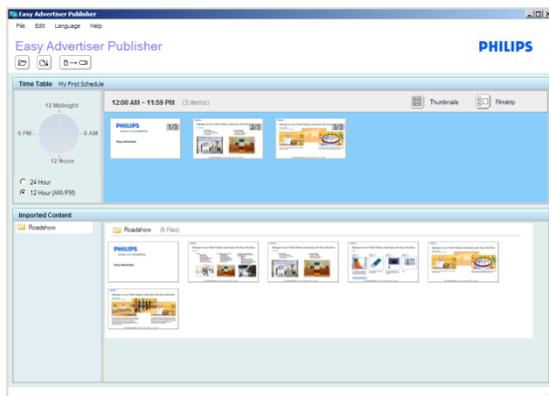


- Double click on a thumbnail to have a preview of the image.
- A preview box will open with the enlarged image. The image name will appear at the top left of the preview box.
- Two buttons will appear on the bottom right of the preview box. You can rotate the image clockwise or counter clockwise by 90 degrees. This feature is meant for changing the image orientation between landscape and portrait.
- The image rotation change will be in effect for all schedules and shown in the 'Timetable Area' as well as the 'Imported Content Area'.
- Only JPEG and PowerPoint converted files can be previewed.
- Double clicking on an MPEG2 file does not open a preview window.

## BASIC SCHEDULING



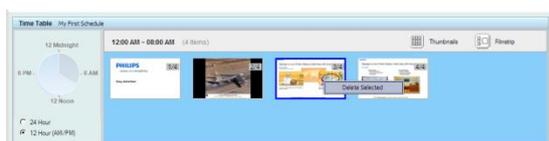
- By default, all newly created schedules will play all content continuously non-stop (displayed as 12:00AM ~ 11:59PM).
- You may select one or more files from the 'Imported Content Area' by clicking once to make selection.
- To deselect, click again on the selected file.



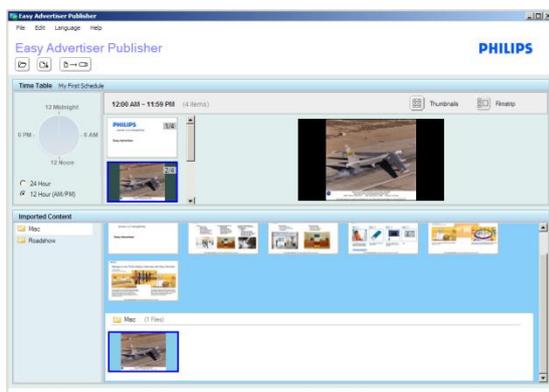
- Then drag and drop the selected file(s) into the 'Time Table Area'.



- Files can be rearranged in the order you want only in the 'Time Table Area'. No rearranging can be done in the 'Imported Content Area'.

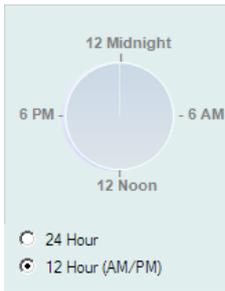


- To remove files that were added to the 'Time Table Area'; select the file(s) and press the *Delete* key on the keyboard or right click *Delete Selected*.

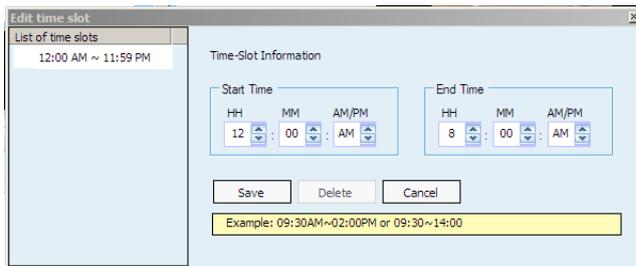


- To have a larger preview of the eventual appearance of the slides on the Monitor, you may click on the *Filmstrip* button.
- Images without aspect ratio of 16:9 will have black borders displayed by the borders.
- Observe the illustration on the left. The aircraft image shown in the 'Imported Content Area' is the actual appearance of the image. However, in the 'Time Table Area', reflecting the background color of the monitor, the image will appear with black margins by the sides.

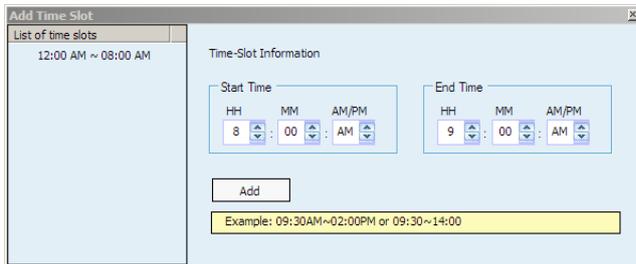
ADVANCED SCHEDULING



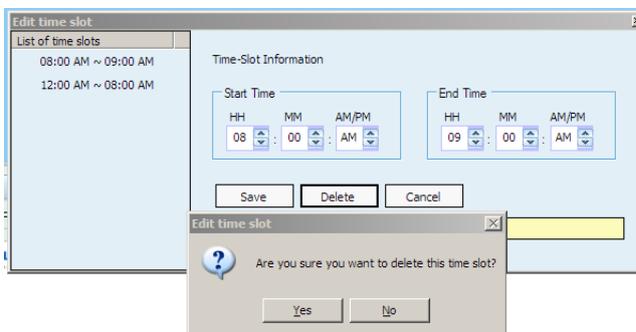
- Apart from continuously playback (default playback mode), Easy Advertiser SmartCard is also capable of playing specific contents at specific time periods.
- When no contents are scheduled for playback (Monitor is idle), power conservation feature will be activated to switch the Monitor to standby mode.
- To program your schedule, first begin by double clicking on the 24 hour clock.



- As the illustrated schedule is fully allocated, double clicking on the clock will edit the existing non-stop time slot (i.e. 12:00AM ~ 11:59PM time slot)
- Change the 'End Time' to make some time available for new time slot creation. (e.g. Set end time to 8:00AM)
- Click on the Save button to complete the change.



- You will now be able to add a new time slot.
- Enter the desired Start and End time. (e.g. 8:00AM to 9:00AM)
- Click on the Add button to complete the change.



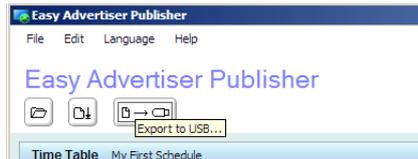
- To delete any time slot, click on the desired time slot from the 'List of time slots'.
- Then click on the Delete button.
- You will be prompted to confirm the deletion.
- Proceed with the adding of contents to the time slot as illustrated in the [Basic Scheduling Chapter](#).

## EXPORT TO USB

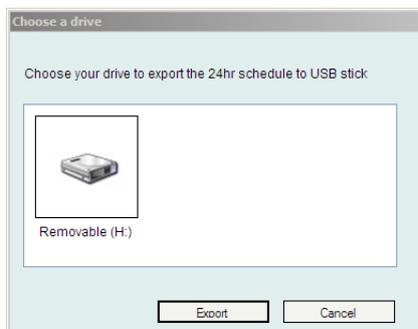
**IMPORTANT NOTICE:** Do not treat the exporting of media into USB thumbdrive as a form of backup, the contents published in the USB thumbdrive is not the same quality as the source.

Do not directly modify the exported contents in the USB thumbdrive, it may cause unexpected playback error on the monitor if you do so.

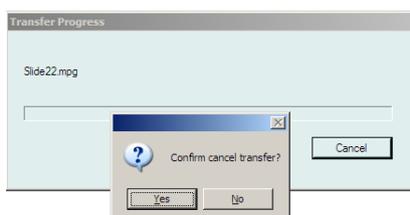
Please do not use USB thumbdrive with multiple partitions.



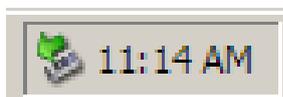
- Click 'Export to USB' button or select File > Export from the Application Menu.



- Dialog box for drive selection will appear.
- Select a USB thumbdrive (removable drive).
- Click on 'Export'
- **Warning: Do not remove your USB thumbdrive until the transfer process is completed. The thumbdrive may be corrupted if you do so.**
- USB transfer progress bar dialog will appear.
- Once completed, 'Transfer to USB completed' message will appear.



- To cancel the file transfer, click on the button 'Cancel'.
- You will be prompted to confirm the cancellation.
- *Please be patient while the Transfer Progress rollback the operations.*



- Your USB can also be safely removed after the file transfer has been completed using Windows built-in removal utility in the system tray.

## UPDATING EASY ADVERTISER PUBLISHER

New updates of Easy Advertiser Publisher will be available online at <http://www.support.philips.com>, [http://www.support.philips.com/support/html/index\\_global.html](http://www.support.philips.com/support/html/index_global.html) or <http://www.philips.com>.

At the website, search for model **(CRD01/00)**. You will then be presented with the software upgrade installers and instructions to perform the update.

## MONITOR APPLICATION

### SLIDE SHOW PLAYBACK

#### CONTINUOUS PLAYBACK MODE

Easy Advertiser SmartCard has two playback modes. In 'Continuous Playback Mode', the contents are continuously run and displayed on the Monitor indefinitely.

This is the simpler mode of operation. Using Easy Advertiser Publisher, create a schedule with default settings (i.e. [Basic Scheduling Chapter](#)). Then perform the following:



1. Insert the USB thumbdrive into Easy Advertiser SmartCard
2. The Monitor will show the published contents once loaded

**Tip:** A USB extension cable may be useful for accessibility reasons, especially if the USB thumbdrive is frequently swapped.

**Note:** Please insert only one USB thumbdrive into the designated USB port as per shown in the picture. Using more than one USB thumbdrive simultaneously or inserting on the wrong USB port

#### SCHEDULED PLAYBACK MODE

Described in [Advanced Scheduling Chapter](#), Easy Advertiser SmartCard is capable of more advanced features of automatic standby when idle and showing specific contents during programmed time periods.

Similar to Continuous Playback Mode operation, perform the following to start the playback:

1. Insert the USB thumbdrive into Easy Advertiser SmartCard.
2. The Monitor will show the published contents **according to the scheduled time period.**

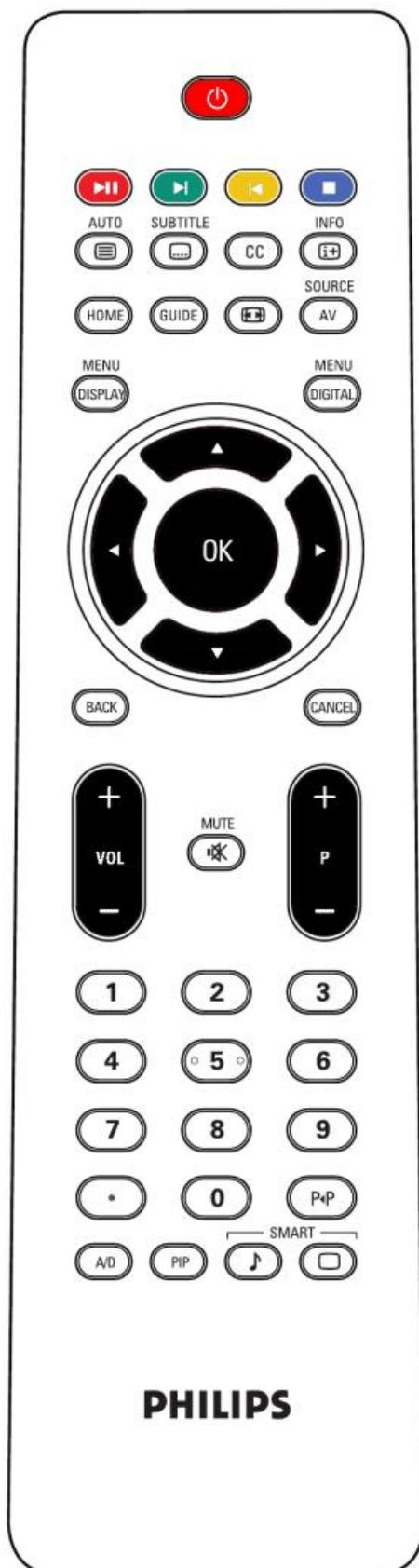


In a case where the programmed schedule is incorrect and you wish to disable Scheduled Playback Mode and use Continuous Playback Mode, you may do so by opening the device menu and selecting the 'Play all continuously' option.



To resume, open the device menu and this time, select the 'Resume the original schedule' option.

## USE OF REMOTE CONTROL

**DIGITAL MENU BUTTON**

- Toggle device menu

**LEFT BUTTON**

- Navigation to the left
- Show the previous slide

**RIGHT BUTTON**

- Navigation to the right
- Show the next slide
- Make a selection

**OK BUTTON**

- Make a selection
- Play/ Pause the slide show

**CANCEL BUTTON**

- Cancel selection
- Hide device menu

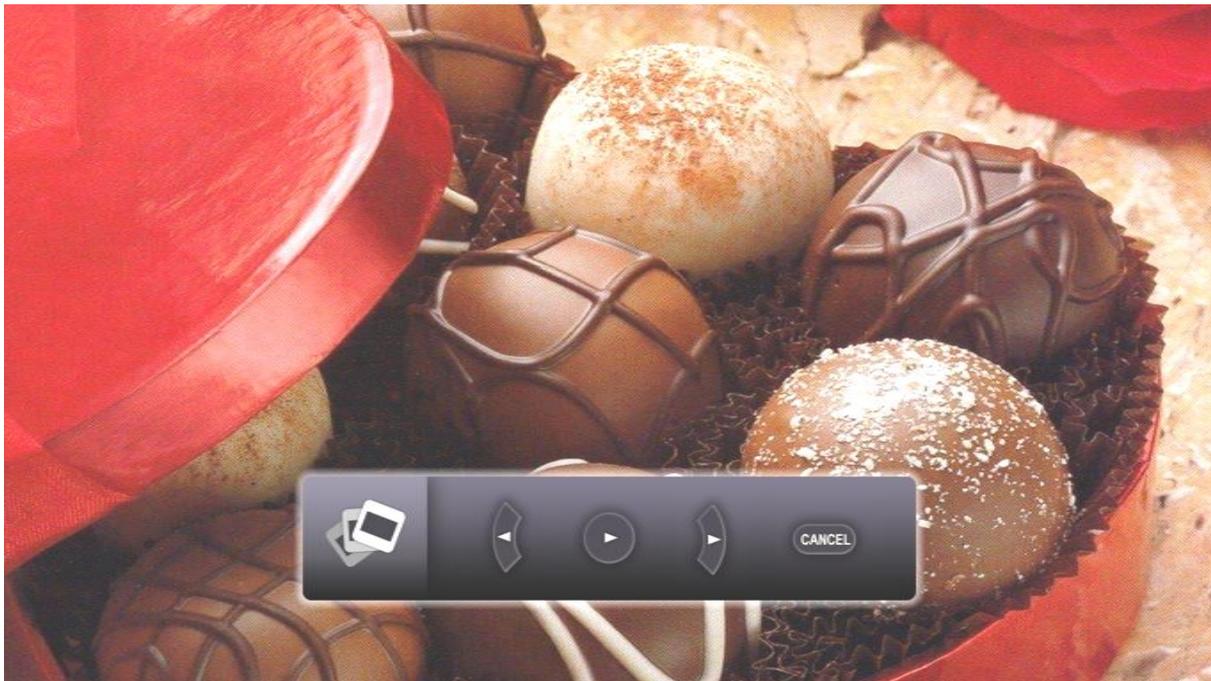
**VIDEO PLAY/PAUSE BUTTON**

- Play / Pause the video playback

**VIDEO STOP BUTTON**

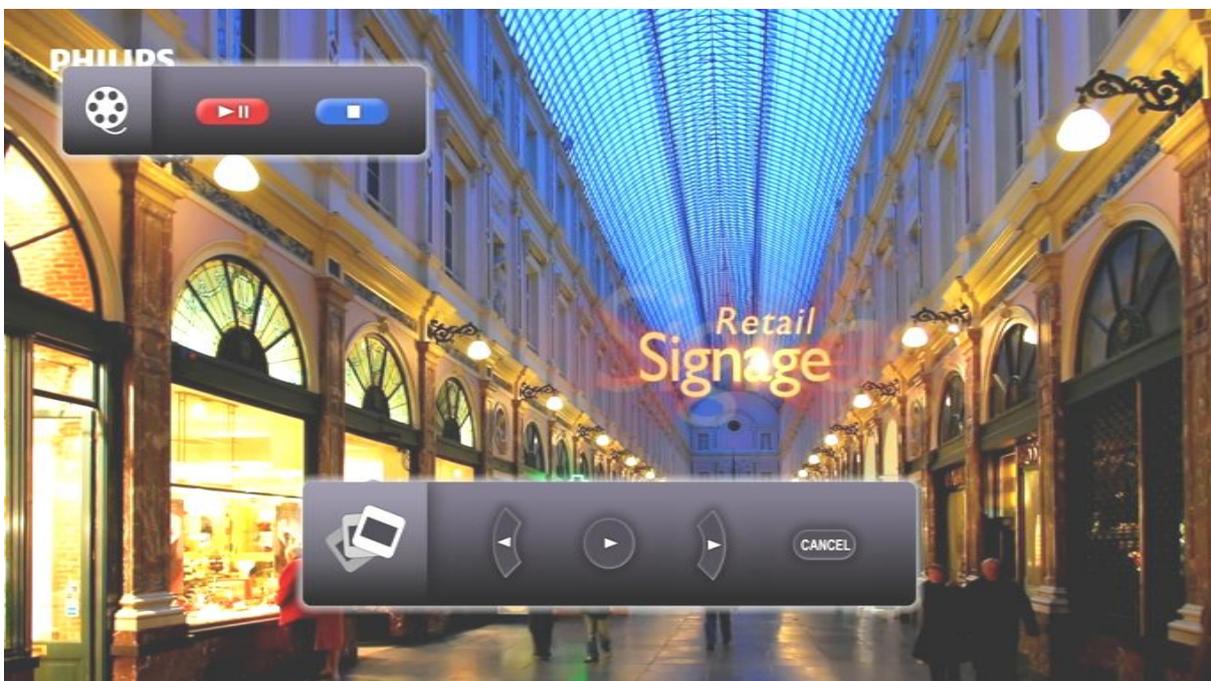
- Stop the video playback

## MANIPULATING THE SLIDE SHOW



Referring to previous chapter ([Use of remote control](#)), you may manipulate the playback of the schedule by using the designated remote control buttons.

If the Monitor is currently playing a still picture, the above illustrated screen will appear. The Slide Controller will be overlaid to provide a visual cue of what operations are available.



If the Monitor is currently playing a moving picture (video), the above illustrated screen will appear. The *Video Controller* together with the *Slide Controller* will be overlaid to provide a visual cue of what operations are available.

## ACTIVATING MANUAL VIEW

In certain circumstances, the user may wish to browse and verify the contents of a particular time slot using the Monitor.



You may do so by activating Manual View (i.e. Select the desired time slot and press right arrow button).



You will then see the illustrated screen above. Existing 'Continuously Playback Mode' or 'Scheduled Playback Mode' is not interrupted while Manual View is activated. The iconic overlay at the top left hand side of the screen denotes that there is a playback mode in the background.

You may navigate through the contents within the time slot by pressing the left and right arrow buttons on the remote control.

## DIGITAL MENU SETTINGS

### 24 HOUR SCHEDULE



- Press right navigation key to view all time slots available.
- Press down navigation key to highlight the different time slots.
- Press right navigation key to select a time slot and activate manual view.
- You will be able to view the contents set to play during that time slot (eg.09:00AM – 11:00AM) *Please refer to later chapters for details.*

### SETTINGS



- Press the down arrow navigation key to highlight 'Settings'.
- Under this section, you may modify the monitor application settings.

### DISPLAY TIME



- From previous step, press the right arrow navigation key to select the 'Set display time' option.
- Press the down arrow navigation key to highlight a display time which still images will appear before transitioning to the next slide.
- Highlight the selection of your choice.
- To confirm this selection press OK.
- You will return to the Settings menu.

## LANGUAGE



- Press the down arrow navigation key to highlight a language.
- Highlight the selection of your choice.
- To confirm this selection press OK.
- You will return to the Settings menu.

## TIME FORMAT



- Press the down arrow navigation key to highlight a time format.
- Highlight the selection of your choice.
- To confirm this selection press OK.
- You will return to the Settings menu.

## CURRENT TIME



- Press the up or down arrow navigation key to adjust the hour.
- Set the hour and press the right arrow navigation key to highlight the minutes.
- Press the up or down arrow navigation key to adjust the minutes.
- (If 24 hour time format) Press right arrow navigation key to select AM/PM and press the up or down navigation key to adjust.
- Press the right arrow navigation key to highlight 'Change time now'.
- Press the down arrow navigation key to highlight 'Keep time' and press OK to keep the current time shown.

## FIRMWARE UPGRADE

New updates of Easy Advertiser will be available online at <http://www.support.philips.com>, [http://www.support.philips.com/support/html/index\\_global.html](http://www.support.philips.com/support/html/index_global.html) or <http://www.philips.com>.

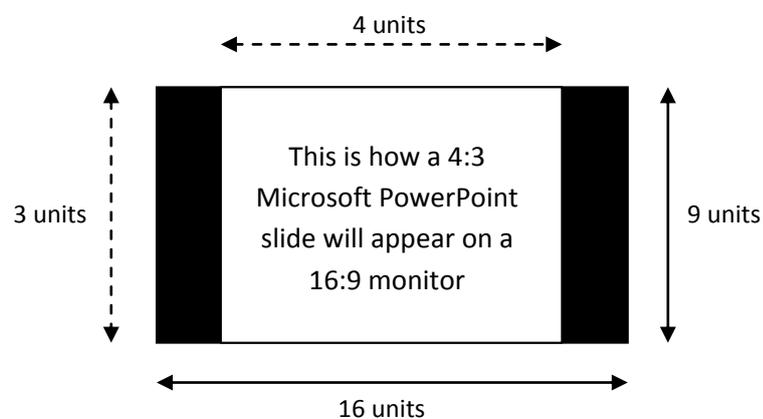
At the website, search for model **(CRD01/00)**. You will then be presented with the firmware upgrade binaries and instructions to perform the upgrade.

## GETTING THE BEST OUT OF EASY ADVERTISER

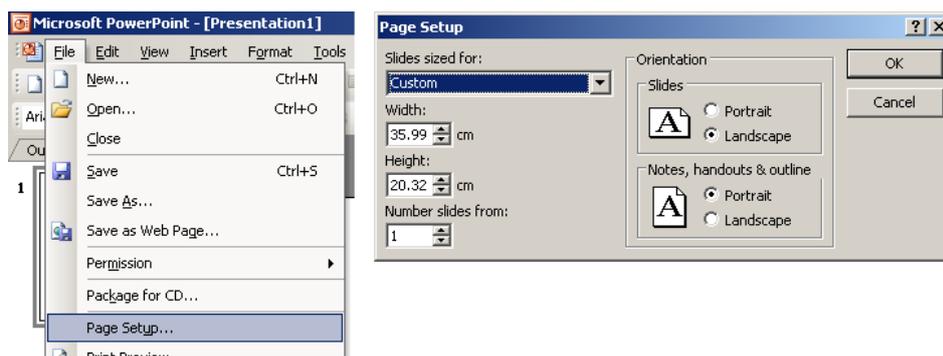
Easy Advertiser works with HD Ready monitors that have a resolution of 1360 x 768 pixels. For you, this means that you can display very sharp still or moving images on your screen to impress your guests or customers. In order to get stunning results here are few guide lines to follow.

## USING MICROSOFT POWERPOINT PRESENTATIONS AS INPUTS

You need to know the following. When you have installed Microsoft PowerPoint on your PC, the default setting in PowerPoint assumes a 4:3 display: four units wide by three units high. Your HD ready monitor is 16:9: Sixteen units wide by nine units high. If you don't change anything in Microsoft PowerPoint your presentation would appear like this:



To the left and right of your slide black bars will appear. You can avoid your presentation appearing like this by changing the setting in PowerPoint to 16:9 before creating your slides. This is a simple operation. Dependant on the country you live in, the height and width is expressed in inches or in centimeters.



- Click on File > Page Setup
- Change the width to either 35.99 cm or 14.17 inch
- Change the height to either 20.32 cm or 8 inch

Now you can start making your own 16:9 PowerPoint slides that use the full resolution of the monitor.

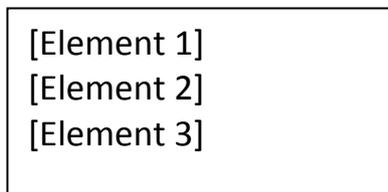
## IMPORTING PICTURES IN POWERPOINT

When importing pictures, photos or any illustrations in PowerPoint keep the resolution high. The downside is that you will have large files, but most PC's have suitable storage in the hard drive. The upside is that after importing slides with pictures in the Easy Advertiser Publisher and exporting a slideshow to USB, the end result is sharp and impressive.

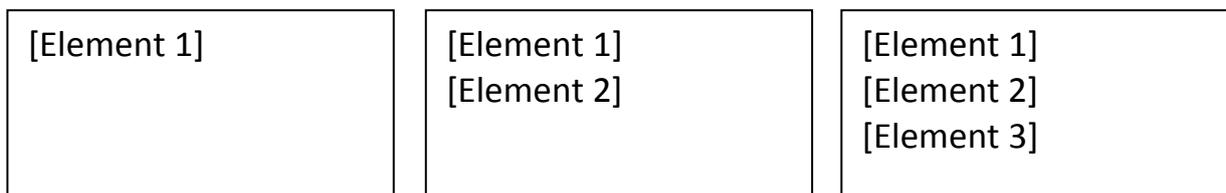
### Important Notes:

- PowerPoint can animate transitions between slides. Animations/transitions cannot be taken over once imported in Easy Advertiser Publisher.
- PowerPoint can also build up the screen element by element, controlled by your PC mouse or played back automatically. When importing Microsoft PowerPoint presentations in the Easy Advertiser Publisher, this feature is lost but there is a simple method to still build up the screen element by element: simply make multiple slides that add the extra element on the next consecutive slide resulting in this:

Original 1 single slide:



Modified multiple 'stepped up' slides simulating transition:



## USING DIGITAL CAMERA PICTURES AS INPUTS

There is only one format supported for importing pictures in Easy Advertiser Publisher: JPEG. This is the most commonly used format in consumer digital cameras

For best results it is advised to only use picture with a resolution equal to or higher than the resolution of the monitor. In practice, this means a picture with width at least of 1360 pixels or height at least of 768 pixels. Many consumer digital still cameras express resolution in the number of 'mega pixels' of the light sensitive chip inside. Best results can be achieved by using a 2 to max. 6 Mega bit pixel camera. If there is a choice on your camera to compress pictures low, medium or high it is advised **not** to use a high compression. Highly compressed pictures can appear in low quality on your monitor

If you use pictures that are not created by yourself but from another source you can check the 'image size' with all kinds of commercially available photo editing programs like the one delivered with your camera, Adobe Photoshop, Ulead, etc. Again take note that if you would have a picture with size of for instance 400x350 pixels, it will not look optimal on your monitor. Always try to find the biggest size.

## CREATING AND USING MPEG2 MOVIES AS INPUTS

As explained previously: your screen is HD Ready, which means that it is capable of showing both Standard Definition (SD) and High Definition (HD) 720p video content. One of the most commonly used formats is supported: MPEG2. Many digital photo cameras can make movies, but not all of them make MPEG2 movies. The same is applicable for Digital Video cameras. You will find that common formats are AVI, MOV, MPEG and several others. There are several commercially available movie editing programs that can convert one format into another. Philips cannot advise what programs you should use because that depends on your requirements and your budget for such a program. There are many options so finding the one that suits your needs shouldn't be difficult.

SD movies can look great on your monitor (make note that DVD is SD!) but you will get the best possible results if you can create 720p HD content. Older cameras mostly support SD resolutions and newer HD 720p and even HD1080i/p. The latter format is not supported by EA. Be aware that not all cameras produce wide screen 16:9 movies so if you have a 4:3 SD MPEG2 movie, black bars will appear to the left and right (just like on your television).

## OPEN SOURCE SOFTWARE

This product contains open source software. For the list and details of open source software, please refer to the OSS directory in the CDROM provided.

**ENVIRONMENTAL INFORMATION**

## Recycling

The packaging of this product is intended to be recycled. Contact your local authorities for information about how to recycle the packaging.



## Disposal of your old product

Your product is designed with high quality materials and components, which can be recycled and reused. When this crossed-out wheeled bin symbol is attached to a product it means the product is covered by the European Directive 22002/96/EC. Please find out more about the separate collection system for electrical and electronic products in your local neighborhood.

Please act according to your local rules and do not dispose of your old products with your normal household waste. The correct disposal of your old product will help prevent potential negative consequences for the environment and human health.

**Note: Specifications and information are subject to change without notice.**



## Assistance

For further assistance, call the customer support service in your country. The telephone numbers and addresses are given in the worldwide guarantee booklet supplied with the device.





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