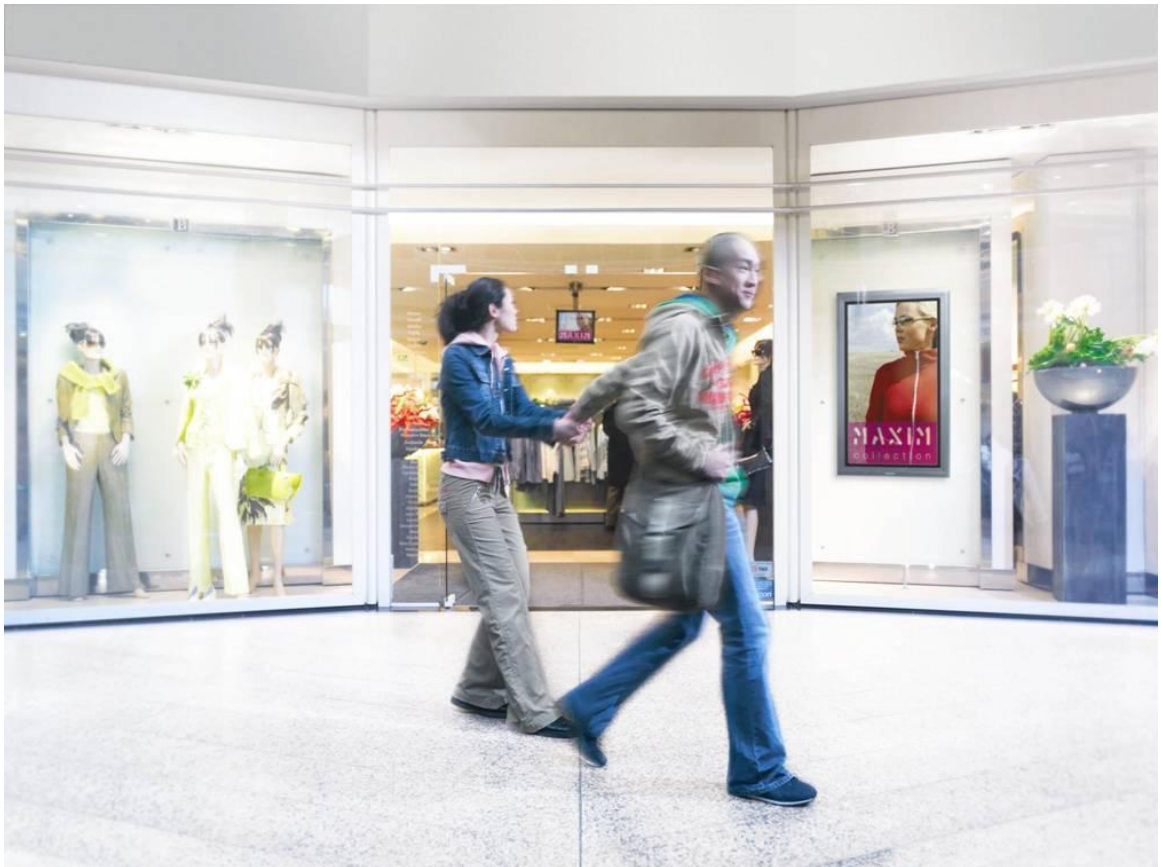


Easy Advertiser

Quick Start Guide



PHILIPS

CHECK THE PACKAGE CONTENTS

The product package includes the following:

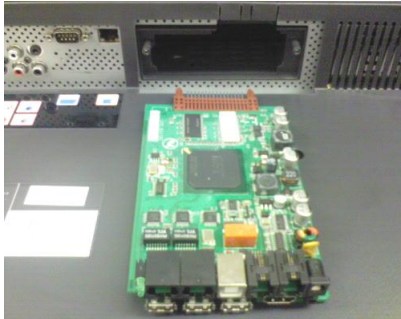
Description	Quantity
Easy Advertiser SmartCard	1
USB Thumbdrive 1GB	1
HDMI cable	1
Easy Advertiser card cap	1
Power Supply Adapter (100-240V / 50-60 Hz)	1
Power Supply cable for UK	1
Power Supply cable for EU Continental	1
Mechanical bracket for Power Supply Adapter	1
Purse Lock (for cable management)	1
Screws	2 Pan M4x6 Torx 2 Pan M4x10 Torx 2 Pan M4x10 CrossHead
Easy Advertiser Publisher CDR0M	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.



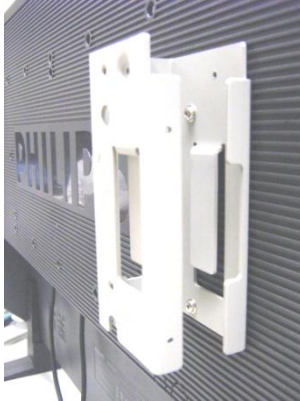
- c. Connect the Power Supply cable to the Power Supply slot on the top right of the Easy Advertiser SmartCard.



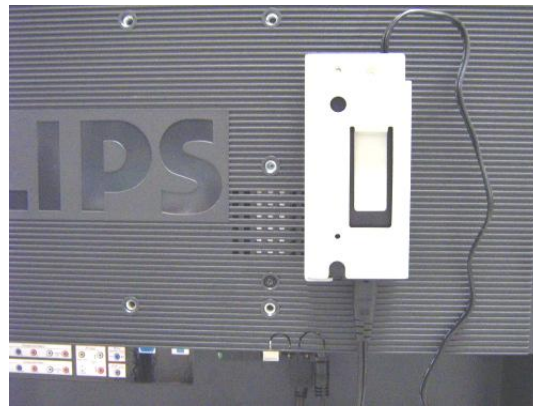
- d. Connect the mains cord and switch on the Easy Advertiser SmartCard.

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	
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 value 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 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 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



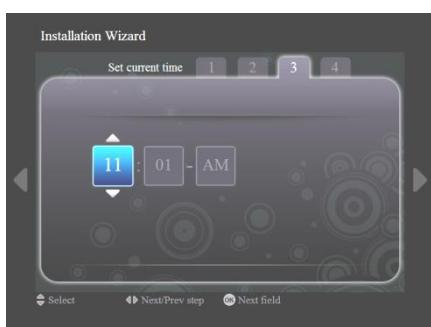
- Select from English, French, German, Italian and Spanish.
- Use navigation keys to highlight the different languages.
- Highlight the language of your choice.
- Press OK to confirm.

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

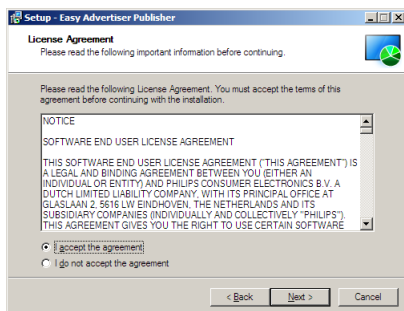
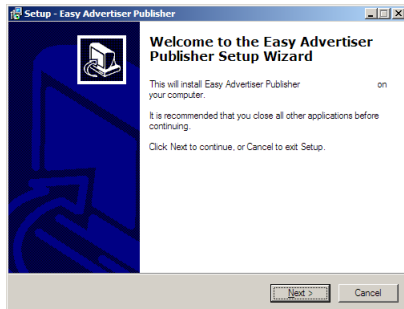


- View the language and current time settings
- Confirm your settings by pressing OK.
Note: This product is designed with an internal battery that will maintain the clock operation up to 7 days in the event of a power failure. You may need to reset the time after this period.

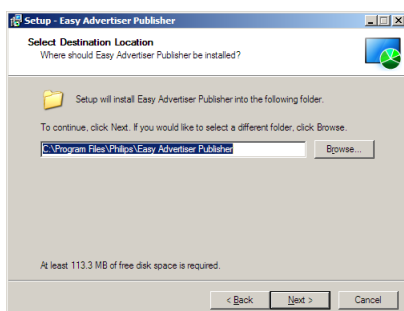
EASY ADVERTISER PUBLISHER INSTALLATION

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

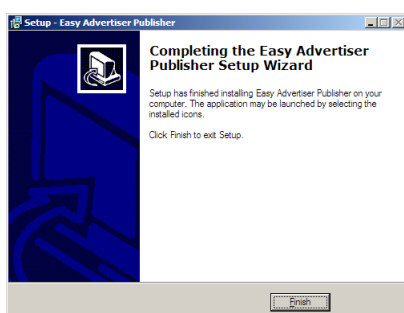
- Insert the CDROM into your personal computer.
 - Refer to next section for .NET Framework Version 2.0 installation.
- Select your desired language to begin installation.
- You are also recommended to close all other applications before continuing.
- Press the Next button to proceed to the next step.



- 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.



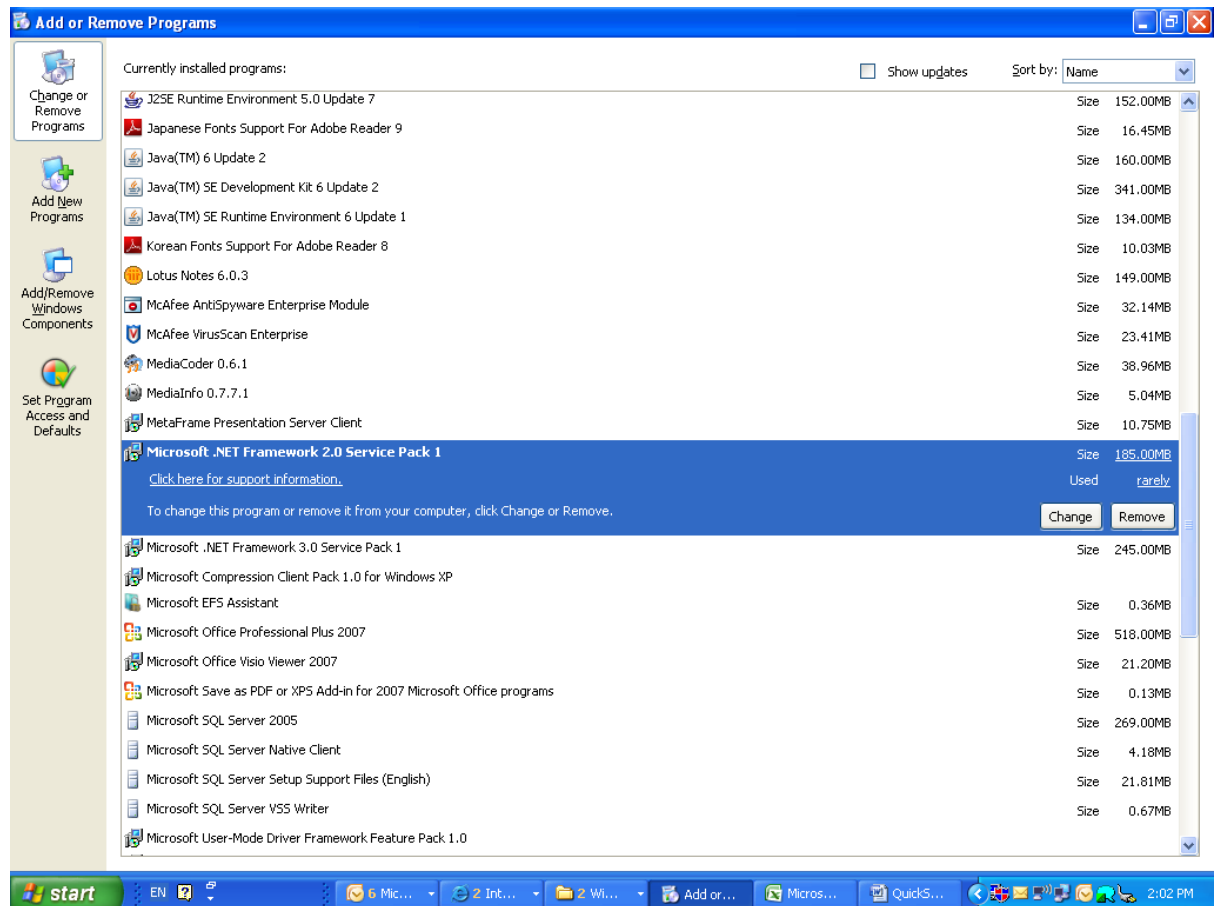
- Once all the required files are successfully copied to your personal computer, you will be informed that the setup wizard is complete.
- Press the Finish button to complete the installation

GETTING STARTED ON PC INSTALLATION WITH THE CDROM

PC SYSTEM VERIFICATION

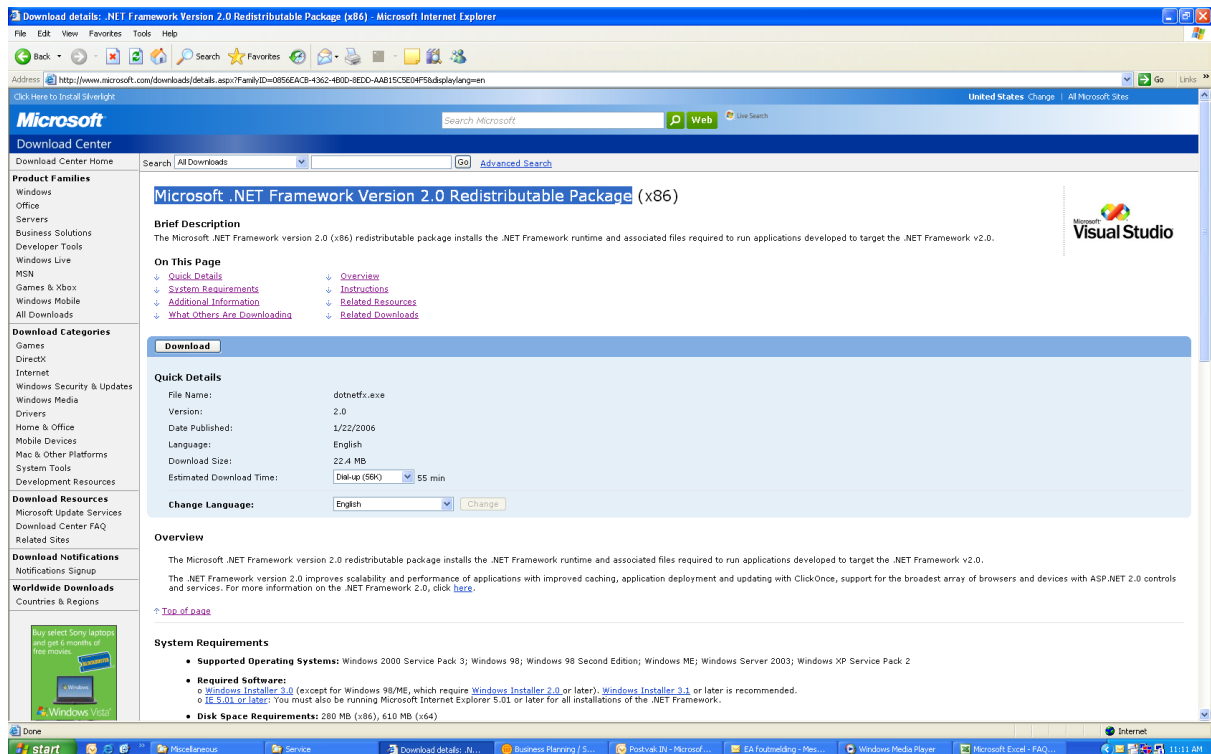


1. Check system properties of the PC:
 - a. Select *START* at the bottom left corner of your screen, and select *CONTROL PANEL*.
 - b. Select *SYSTEM* to open the *System Properties* window, and select *General* tab.
 - c. On the *General* tab, the System of your PC indicated should be **Microsoft Windows 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:

- 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. 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.

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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