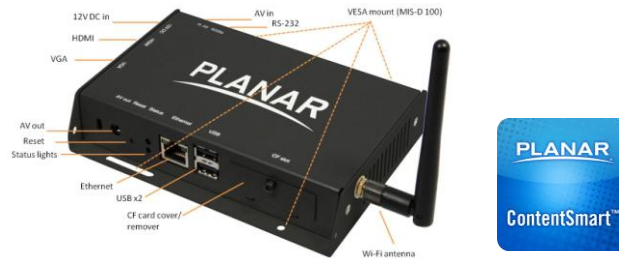


Planar ContentSmart™ Frequently Asked Questions: (MP-3450)



Q. WHAT IS ContentSmart?

A. Planar® ContentSmart™ Software, an easy-to-use application that allows you to create digital signage content using existing assets (video, images, PowerPoint, music). Using the pre-built templates (standard or HTML5), simply click and drag content into each zone within the template, then export the playlist to the Planar ContentSmart Media Player. The MP-3450 is a Full-HD 1080p high definition digital signage media player featuring industrial grade mechanical design and versatile open-standard SMIL programmability.

Q. IS IT REALLY THAT EASY AND SIMPLE TO CREATE AND RUN MY OWN CONTENT?

A. Yes, you can easily create your own digital signage content using the ContentSmart software and your existing assets (video, images etc). Just choose the template you want to use from the software (each template has different zones) and add assets to each zone to create a play list. Then export that playlist to the ContentSmart media player.

Q. HOW DO I CREATE MY OWN CONTENT?

A. Please refer to the training videos and/or quick start guides/manuals at:
www.PlanarDigitalSignage.com/ContentSmart

Q. WHAT VERSION OF WiFi DOES THE ContentSmart MEDIA PLAYER USE?

A. 802.11 b/g/n

Q. WHAT LANGUAGES ARE AVAILABLE ON THE SOFTWARE?

A. The player's configuration menu (when you plug USB drive) is limited to English. ContentSmart software is available in English, Chinese (Simplified), Chinese (Traditional), French, Spanish, German, and Japanese.

Q. IS THERE A WAY TO MAKE THE TICKER 'MOVE'?

A. You can select scroll ticker (i.e. ticker scroll up) or crawl ticker (move from right to left). However this animation is only available when you are not using Smart Widgets.

Q. AV IN/OUT IS ONLY FOR BROADCAST CORRECT?

A. AV-in is when you want to connect external video source such as digital camera, DVD player, TV tuner, etc. You can schedule a special item called "AV-in" from ContentSmart to display external video from AV-in. AV-out has 2 functions:

1. Use as audio out when using VGA output
2. Use as composite out for old CRT TV. If you have screen that only works with composite (yellow, red, white RCA connectors), then you can plug USB keyboard to player and go to video setting to choose NTSC output. Please note when you choose NTSC output, the HDMI & VGA will no longer show images due to composite output is only 480p.

Q. WHY CAN'T I DISPLAY SOME WEB PAGES SUCH AS YOUTUBE.COM OR GOOGLE.COM THRU THE WEBPAGE WIDGET?

A. ContentSmart Bridge Server use iframe technology to implement webpage widget. YouTube and Google doesn't allow user to display their website through iframe. That is the reason these 2 sites cannot be displayed through webpage widget.

Ref : http://en.wikipedia.org/wiki/HTML_element#Frames

Q. WHAT CAN I DO ABOUT THE GAP BETWEEN ONE VIDEO AND THE NEXT VIDEO?

A. Video gaps (blank screen) occur before and after each video being played. To minimize the gap, avoid back to back video programming by scheduling an image between each video.

Q. WHY WON'T SOME MEDIA FILES PLAY SMOOTHLY?

A. The video data bit-rate may be higher than the recommended bit rate of 3~5 Mbps. The video data bit-rate is the amount of video or audio data used per second to store or play the contents, usually expressed in Mbps (mega-bits per second). Video encoded with excessive bit-rates will not playback smoothly in the media player, likely due to storage i/o bottlenecks.

Here's a recommended video settings for Planar MP-3450.

Video Codec: H264

Video Bitrate: 10 Mbps

Video Size: 1920x1080

Video Frames (fps): 30 fps

Audio Codec: MP3

Audio Sample (Hz): 48000

Audio Bitrate (kbps): 128kbps

MP3 Encode: cbr

MP3 Mode: stereo

Q. HOW DO I RUN ContentSmart ON MAC OS X?

A. There are two ways to run ContentSmart on Mac:

1. Boot Camp (supports dual booting using Windows/OS X)

Requires Intel-based Mac running Mac OS X 10.5 or later

<http://www.apple.com/support/bootcamp>

2. VMware Fusion (run Windows programs on Mac without rebooting)

Requires 64-bit capable Intel-based Mac running Mac OS X 10.6.7 or later

<http://www.vmware.com/products/fusion/overview.html>

After you've loaded Windows on Mac using either Boot Camp or VMware Fusion, you may then run Windows program such as ContentSmart.

Q. MY VIDEO WILL NOT PLAY ON THE MEDIA PLAYER...HOW COME?

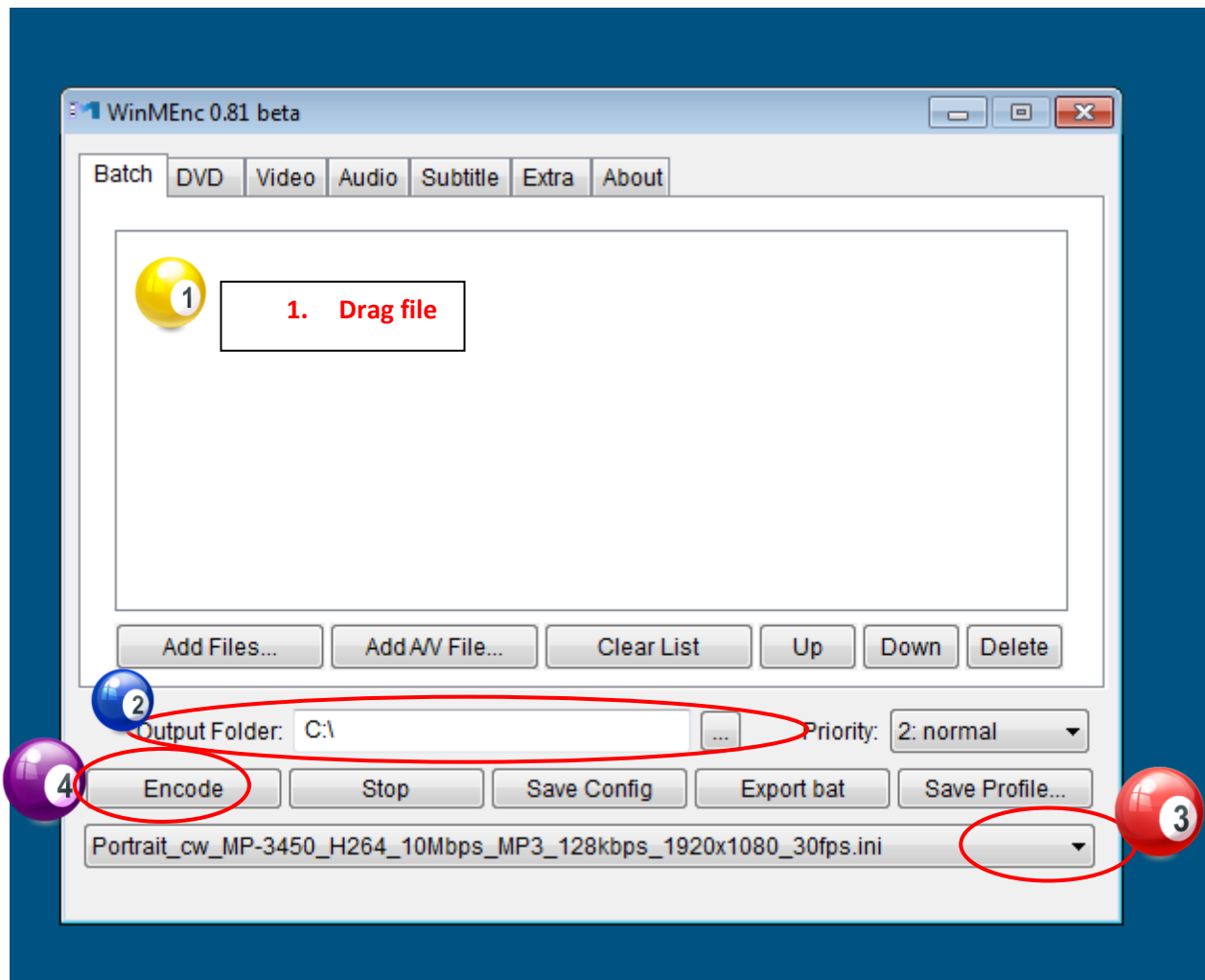
A. Planar ContentSmart Media Player supports industry-standard video formats, but sometimes you may encounter PC-specific formats, poorly encoded content, or content encoded using excessive bit-rates. Here's what you can do to ensure playability.

Please download the converter at http://www.planar.com/support/support_by_product/signage/

If you already have WinMEnc installed, you may download the latest [Encoder Profiles](#).

There is no need to install the program, simply execute winmenc.exe, then

1. Drag file(s) to batch area
2. Select output folder
3. Select profile
4. Click Encode



Q. DOES THE ContentSmart SUPPORT VIDEO STREAMING?

A. Yes.

Streaming Protocol : RTSP (unicast and multicast)

Media Format : H.264 video only , **no Audio support**

Q. DOES ContentSmart ACCEPT COMPOSITE PAL OR NTSC AV-INPUT?

A. Yes, the MP3450 can take both NTSC and PAL video signal.

Q. WHEN I CLICK 'SCAN' FOR PLAYERS, NOTHING IS FOUND. HOWEVER ADDING THE IP MANUALLY WORKS...WHY?

A. When scanning for players, ContentSmart broadcasts network packets to all devices on LAN. If a player receives a packet from ContentSmart, it will respond by sending its IP Address and Player Name to ContentSmart. However, in some places the network router does NOT allow broadcast due to security concerns. That is why scanning doesn't work. If broadcast is not allowed in the place of deployment, please manually add player's IP to ContentSmart.

Q. WHAT IS MULTI-ZONE? CAN THE MEDIA PLAYER PLAY ONE VIDEO IN EACH ZONE?

A. Multi-zone means splitting a screen into different **ZONES** for displaying different channels of information, similar to newspaper column layouts for different topics or stories.

The MP-3450 media player can play only one video at a given time, the screen can split up to 5 different zones; one video zone plus 4 widget or photo zones in any combination.

Q. WHY CAN'T SOME .JPG IMAGES DISPLAY ON THE PLAYER?

A. This may be due to 3 issues:

1. The image resolution exceeds 1920x1080. Please reduce the pixel dimension of the JPEG image.
2. Color space error. Make sure the color space is set to RGB (instead of Y'CbCr).
3. Your image is stored as "progressive" rather than "baseline" type.

JPEG images of the "progressive" type are often used for web graphics. Please resave them as "baseline" type to display properly on the media player.

Make sure to save images as baseline JPEG in your photo editor, or resave them as baseline JPEGs using free tools such as Infranview (<http://www.irfanview.com/>).

In Windows XP/Vista/7, simply use Microsoft Paint to open a JPEG then SAVE. This will convert a progressive JPEG to baseline type.

JPEG images can be created with either baseline or progressive compression. Baseline JPEG has better support among devices. Progressive method is specifically for web site images which allow large images to be displayed "progressively" as it downloads.

Q. WHAT TYPES OF MEDIA FILES ARE SUPPORTED?

A.

Format specifications	POPAl designation	MP345050
JPEG 480p baseline	S1	V
JPEG 720p baseline	S2	V
JPEG 1080p baseline	S3	V
MPEG L2 audio	S4	V
MP3 audio, 384Kbps	S5	V
MPEG-1 SIF, 3Mbps CBR	S6	V
MPEG-1 480p, 10Mbps CBR	S7	V
MPEG-1 720p, 15Mbps CBR	S8	V
MPEG-2 480p, 6Mbps CBR	S9	V
MPEG-2 720p, 12Mbps CBR	S10	V
MPEG-4 h.264 AVC, 480p,6Mbps CBR	S11	V
MPEG-4 h.264 AVC, 720p,10Mbps CBR	S12	V
PNG 24bpp+alpha, 480p	E1	V
PNG 24bpp+alpha, 720p	E2	V
PNG 24bpp+alpha, 1080p	E3	V
VC-1/WMV9, MP@ML, 720p	E4	V
VC-1/WMV9, MP@HL, 1080p	E5	V
MPEG-2, 1080p, 20Mbps CBR	E6	V
MPEG-4 ASP, 480p, 10Mbps CBR	E7	V
H.264/MPEG-4 AVC, 1080p, 20Mbps CBR	E8	V