

# ADV70PT/ADV70PTE 7" LCD Ad Player

with motion sensor

*The most advanced ad player in the industry!*

## Operating Instructions

Software BASE1.0

ADV70PT, ADV70PTE

### 1: Main Functions:

1. Daily On /Off Timer function (Built in clock backup memory battery)
2. Secured memory card
3. Automatic playback of all the content/program/files
4. Automatic playback of specified content (picture, music, movie, file, etc.)
5. Repeat Play Function
6. Supports CF/SD/MMC/MS/XD card/USB. USB Bit Rate: 2Mbit/s
7. Supports Format (CF Card) On Board
8. Supports CF/SD/MMC/MS/XD/USB based playing
9. New Auto Content Copy from USB to units internal SD or CF card. A Very fast and easy way to update content without having to remove memory card from each unit or having to make an extra trip to the computer to change content. A Rep can walk into any store and update content of all your players with just a usb in his pocket. No need for any computers or extra memory cards!
10. Full-function infrared Remote Control
11. Auto Motion Sensor Activation function (auto video/audio on when approached, or video on and auto audio on only when approached)
12. Audio Output/speakers: 2 X 1W

### 2: Playable Formats

Sort	Resolution	Sort	Suffixes
AUDIO	MP3	AUDIO file support	*.mp3
VIDEO	MPG1(VCD) MPG2(DVD/SVCD) MPG-4 ASP (MPEG-4 Advanced Simple Profile video including GMC and QPEL support.) M-JPEG	VIDEO file support	*.avi *.dat *.vob *.mpg
PHOTO	JPEG PROGRESSIVE JPEG	PHOTO file support	*.jpg

### 3: Remote Control and Operating Instruction



01. **Menu** The menu button can open the settings on your screen as well close/exit.
02. **ENTRY** Use "menu" button first to adjust parameter settings as you prefer. Cursor will always move to the right.
03. **UP** Use the remote control. Start with menu button and move the cursor to the right to adjust settings as you prefer and also adjust volume settings up.
04. **DOWN** To adjust settings down repeat actions of No.1, which also includes volume.

#### Remote control functions:

- 1) **POWER:** Switch between on and off
- 2) **AVIN:** Switch between external video input and internal media player.
- 3) **MUTE:** Turn on or off the sound volume.
- 4) **GOTO** After inserting different memory cards, can check storage list, Selecting one card or switching this button to enter sort media file choice, can sort play or auto play all the all the media files.
- 5) **SETUP** Enter basic function settings
- 6) **PHOTO** Picture play mode.
- 7) **MUSIC** Audio play mode.
- 8) **VIDEO** Video play mode

- 9) **ZOOM** Invalid
- 10) **N/P** Invalid
- 11) **SLIDESHOW** Repeatedly play the pictures with music, valid when entering the sort pictures play mode or sort music play mode.
- 12) **INFO** Display the software version. e.g.: VER 1.0; Touch panel; Touch Switch; Calendar Choice; Schedules Settings. Enter main menu interface.
- 13) **VOL+ VOL-** Volume increase / decrease
- 14) **SEL:** Switch to setup current time/ power on time/ power off time / no time. Use SEL to select the designated place, and use VOL+ VOL- to adjust value.
- 15) ◀ ▶ ▼ ▲ Move the direction of the cursor.
- 16) **ENTER** Confirm the inputting content
- 17) **TIME ON/OFF** Adjust time settings to maximize advertising time
- 18) **MODE** Switch to display for current time/ power on time/ power off time / no time.
- 19) **COPY** Media cards copy instruction
  - a) Only copy files from USB drive/SD card to CF card
  - b) Before copy takes place, make sure CF card and USB/SD card connected correctly
  - c) Make sure the media cards are connected correctly (when the media card is connected correctly, Then screen will display a sign in the top left-hand corner to show the connection. Switch “copy” button, the display will show” copy start... it starts copying.
- 20) Stop
- 21) ◀◀ ▶▶ Go to previous frame/picture/music/movie, etc.
- 22) Play
- 23) Pause

### Operating steps:

- 1) When the unit is on, the CF card will play the file or stop normally.
- 2) Insert USB or SD card.
- 3) The unit will display a sign in the top left hand corner to show it is connected correctly.
- 4) Press the “COPY” button, the screen will go back to the media card chosen and the screen will display” USB -> CF (or SD -> CF) COPY START ... ”, and the unit starts to delete the files in CF card automatically. (If you insert USB/SD/CF card at the same time, the copy will preferentially take place from USB to CF card.)
- 5) The screen will display “SIZE: \*\*\* COPY: \*\* / 100”. Copy files from USB or SD card to CF card.
- 6) After the copy is done, the screen will show “ COPY FINISHED, PLEASE EXIT USB (or SD) ... ”.
- 7) After unplugging the USB, the screen will show “POWERING ...”. The unit will turn off and restart automatically after initialization to play CF card with new files and settings.
  - a) If the CF card, SD card, USB drive are inserted correctly at the same time, the unit will automatically play or stop all the display files in CF card. Press copy button, the screen will display” USB -> CF COPY START...” the unit copies files from USB to CF card.

- b) If CF card and USB drive are inserted correctly at the same time, the unit will automatically play or stop all the display in CF card. Press "Copy" button, the screen will display "USB -> CF COPY START ... ", the unit will copy files from USB to CF card.
- c) If CF card and SD card are connected correctly at the same time, the unit will automatically play or stop all the display files in CF card. Press "Copy" button, the screen will display "SD -> CF COPY START ... ", the unit will copy files from the SD card to CF card.

#### 4: Button functions

BUTTON one	COPY
BUTTON two	TIMER ON/OFF
BUTTON three	-
BUTTON four	+
BUTTON five	SEL
BUTTON six	MODE
BUTTON seven	POWER

1. COPY  
(Refer to Remote control functions, #19)
2. TIMER ON/OFF
3. -  
Press "-" to turn down volume, at Time setup status, press "-" time setup volume will reduce one unit.
4. +  
Press "+" to turn up the volume, at Time setup status, press "+" time setup volume will increase one unit.
5. SEL  
Switch to setup current time/power on time/ power off time/no time current time/ t
6. MODE  
Switch to display current time/power on time/ power off time/no time
7. POWER  
Switch between on and off, available at any time. Power on status, press this button, the unit will go to power off, and adaptor indicates the light is on; Power off status, press the button for over 3 seconds, the adapter light is off; release the button, the unit start.

#### 5: Basic operation.

##### (Auto Play, Folder Repeat, Timer on/off, Standby Mode)

1. General Play Mode  
(Take on the function of Auto Player, Folder Repeat, Timer On/Off, Stand by Mode, AVIN Mode)
2. Auto Play  
Under the circumstance of opening the Auto play function; the unit will automatically play the files after powering. It repeatedly plays media files in

the unit. Open main page/preferences page/auto start to setup the auto play function by pressing "setup" button.

3. Folder Repeat Play

Go to the storage list. E.g. (A.B.C), press cursor to choose display files.

E.g. (A) After chosen Folder A, press the enter button, can check all the list of this folder. Press cursor to browse.

Press enter to go to the full-screen mode and automatic playback of Folder A repeatedly.

**Folder Repeat instruction:**

**Setup the circular play mode of the selected file.**

1. Entering the Storage list

2. Press ▲ ▼ ◀ ▶ to select the setup and circular folder and then enter the content of the Folder.

3. Press ENTER to confirm the playing files, and go to folder repeat mode.

4. To re-close or power on/off the unit, it will automatically play the files with previous settings after restarting. The unit has the function to memorize and repeat the previous settings folder even when the power was cut off.

**Exit the folder repeat mode and enter Auto Play Mode.**

A. Move the cursor to the media card root directory, chose the media file of the root directory. After powering on->powering off the unit, it will go to the Folder repeat mode. If there is no display file inside the root directory (that is: the unit root directory has all the folders), turn off and restart the unit, the entire folder will loop playback.

B. Media card change (insert and exit the media card, or switch off the unit and change the media card, the new media card has no a repeat folder with previous settings. the unit will go to all the folder repeat modes; if the new media card with precious setting has repeat folder, the unit will repeat the folder as per the previous settings.

C. Go to the Sort Play mode, photo, music and movie-the unit will automatically loop and playback of all the particular files.

D. Use the "SEL" button to set the timer on/off

**Standby Mode:**

If the unit status is chosen with the Block function-on. The current time is off. The player will switch itself to standby mode in 30seconds if not touched.

The unit in standby mode will minimize the power to save electricity.

**Media use instruction:**

**CF card**

Normally used for storing media files, it can play media files and transfer the media files and also can copy files to CF card from the USB drive or SD card.

## **SD**

Normally used for storing the media files, it can play media files, transfer the media files, upgrade the system, and copy files to the CF card. It is not advised to use SD card to play media files, because it will cause a stream media pause.

## **USB drive**

Normally used for storing the media files. It can play media files, transfer the media files, upgrade the system and copy files to the CF card. It is not advised to use USB to play media files because it will cause the stream media to pause.

(If a unit has a CF card, an SD card, and a USB all inserted, it will preferentially play the CF media files; if you remove the CF card, it will automatically read and play files on the SD card; if you pull out the SD card, it will read USB. The priority to read media cards is 1-CF, 2-SD, 3-USB.

E.g. the player will read the SD card first if you insert a CF card with no files inclusive. The player will read the USB first if insert a SD card with no files inclusive. The USB reading speed is the slowest. It is not advised to use USB to play media files, normally use CF card to play media files. USB is used as a mean to transfer the media files. It is the carrier of files copy.)

## **Volume control:**

### **Digital signage play mode**

- a) VOL + / VOL- control the media file output volume of the playing media card (CF/SD/USB), from 0-16. The default volume is the maximum 16.
- b) UP / DOWN control the amplifier volume of the display unit from 0-100. The default is 50

## **6: Setup menu**

### **SET UP**

Press SETUP button to enter setup interface, can setup to play the photo, music and movie .Use ▲▼◀▶ to enter the certain setup mode, and press the “ENTER” button.

Use SETUP to access 16:9 and 4:3 modes. Press SETUP, then DISPLAY MODE. Select desired aspect ratio.

## SETUP MENU - - MAIN PAGE

### Photo setup

/ REPEAT MODE / ON  
|  
| OFF  
|  
\  
MAIN PAGE

### Music setup

/ REPEAT MODE / ONE  
| OFF  
| ALL  
|  
\  
MAIN PAGE

### Slideshow setup

/ Slideshow mode / manual  
| auto  
| Interval time / 1 second  
| 3 seconds  
| 5 seconds  
| 10 seconds  
| 30 seconds  
| 60 seconds  
| Trans speed / fast  
| slow  
| Transitional play full screen, top to bottom bottom to  
top...random etc.  
|  
\  
MAIN PAGE

PREFERENCES (it is valid when the media file stop playing, then enter  
<Setup menu> to edit)

/ OSD language / English  
| Chinese  
| Japanese  
| Default (reset)  
| Auto Start / ON  
| OFF  
| Folder repeat / ON  
| OFF Default OFF  
| CF CARD ( FORMAT )  
|  
\  
MAIN PAGE

### EXIT SETUP

## LCD SETUP

Press the "LCD" button to go to SETUP MENU-VIDEO to choose your selection: brightness, contrast ratio, hue, display mode. Press "Enter" button to confirm your selection.

## 7: TIMER ON/OFF

Power timer on/timer off, the system has the memory function to change powering timer on/timer off function by using remote control or touching the button.

Use the remote control or button (SEL, VOL+, VOL-) to adjust:

POWER-DOWN TIME: Yup

POWER-UP TIME: Ydown

Use Time on/off (control with remote control or button) to open/close TIMER ON/TIMER OFF

If you want to close the timer on/off function, the player have to open by touching "power" button of the remote control or plug in/out the adaptor to open/close the player.

If open the timer on/off function, the player won't automatically start playing during the timer off period; if you open the player manually, the play effect is same as auto power, and the timer on/off settings are still available.

Power off period: Tnoplay

Yup<Ydown

0:0:0<Tnoplay<Yup || Ydown<Tnoplay<23:59:59

If the opening time is less than closing time, the player won't play the files, (0:00~opening time, closing time~23:59:59), the player will go to standby mode after manually opening it in 10seconds.the player will auto power off when it is at closing time, next time)

Yup>Ydown

Ydown<Tnoplay<Yup

If the opening time is more than closing time, the player wont play files during this period (closing time to opening time), the player will go to stand by mode after manually opening it in 10seconds.the player will auto power off when it is at closing time next time)

If the closing time is equal to the opening time, it means the player is power on for the whole day (24hours)

## 8: Standby Mode

Under these circumstances, the system will automatically enter the Standby mode:

If the current time is at timer off period, open the player manually, the system will go to standby mode if the player is idle for 30 seconds without touching it.

## **Standby Mode**

If the player goes to stand by mode, it will automatically close LCD screen to save the power.

## **Wake up the standby mode**

In Standby mode, button "power" and "stop" can wake the player system and open certain functional interface to facilitate setup.

## **9: Format (CF Card) On Board**

The player supports Format (CF Card) on Board function, can use CF card to play and copy files for a long time, If the CF card can not play or display no files after copying, can use function to have basic disk cleanup, no need to pull out the CF card and use PC to format disk cleanup.

After using this function to copy files, the CF card still display no files or the copied files can't play correctly, it indicates the CF card is seriously damaged. So you have to use PC to have standardized disk cleanup formatted.

## **10:Motion Sensor**

Work principle:

The player can be activated by the infrared equipment according to the motion movement; the player can be played by the customer setting. Thus, can reduce cost and increase the income.

Detection range:

Available distance-1.5M

Work mode: six types, the user can free select, setting as follow:

The screens print behind the unit:

MUTE

OFF

PAUSE

NORMAL

REVERSE

1,Switch to MUTE & NORMAL, the player will auto switch to MUTE Mode if no body movement for more than 20 seconds, and the player will immediately switch to the General Mode when the player detect the body movement.

2.Switch to OFF & NORMAL, the player will auto switch to OFF and SLEEP Mode if no body movement for more than 20 seconds, and the player will immediately switch to the General Mode when the player detect the body movement.

3.Switch to PAUSE & NORMAL, the player will auto switch to PAUSE Mode if no body movement for more than 20 seconds, and the player will immediately switch to the General Mode when the player detect the body movement.

4, Switch to MUTE & REVERSE, the player will auto switch to MUTE Mode when the player detects the body movement. If no body movement for more than 20 seconds, and the player will immediately switch to the General Mode

5, Switch to OFF & REVERSE, the player will auto switch to GENERAL mode without the function of motion sensor (continuous play).

Caution: 1, Don't use the player when the temperature is not stable.

2, Don't use the remote control when the player is under Motion Sensor Mode, or the player will under a wrong work status.

3, Please reboot when the player is under a wrong work status.

Wrong work status: switch to MUTE and ON, the player will auto switch to MUTE Mode when the player doesn't detect the body movement for 20 seconds; but switch to MUTE and ON, the player will auto switch to NON-MUTE Mode when the player doesn't detect the body movement for 20 seconds; and the player will immediately switch to the General Mode when the player detects body movement.

## 11: File store (intellective menu)

1. File store can display the current media files name and format.
2. When the cursor moves to playing the files, the system will automatically play once and preview.
3. Video and photo, files with a preview frame will automatically play once and preview the frame.

## 12: Specification

<b>Type</b>	<b>TFT LCD</b>
<b>Monitor size / profile ratio</b>	<b>7 INCH / 16:9</b>
<b>Display resolution</b>	<b>480X3(RGB) x 234</b>
<b>Dot pitch</b>	<b>0.107mm(W) x 0.370mm(H)</b>
<b>Active area</b>	<b>154.08mm(W) x 86.58mm(H)</b>
<b>Brightness</b>	<b>200cd/m<sup>2</sup></b>
<b>Contrast Ratio</b>	<b>300:1</b>
<b>Module size</b>	<b>164.9mm(W) x 100mm(H) x 5.7mm(D)</b>
<b>View angle</b>	<b>60°(Right)/60° (Left)/40° (Top)/60° (Bottom)</b>
<b>Power supply</b>	<b>DC:12V</b>
<b>Power consumption</b>	<b>&lt;=12W</b>
<b>OSD menu language</b>	<b>English/Chinese/Japanese</b>
<b>Medium</b>	<b>CF card / SD card/ USB</b>
<b>Speaker output</b>	<b>2 x 1W</b>