



Press Release

Sony's New Digital Signage Player Delivers Rich Multimedia Content with Easy-to-use Features

Hong Kong, January 25, 2008 – To meet the growing demand for attractive multimedia content to be played back in different environments, Sony Corporation of Hong Kong Limited today introduced a new digital signage player, the VSP-NS7, which can be used in combination with Sony's new 52-inch Full HD LCD display GXD-L52H1 to provide a full HD digital signage solution.

The digital signage player delivers up to five layers of high quality, custom-made content, including video, graphics and text. The VSP-NS7 has the flexibility to present video stored on its hard disk in Microsoft® Windows® Media video 720P HD and SD formats as well as MPEG-2 in SD format or accept live MPEG-4 streaming video over a network from Sony's network camera SNC-RZ50, which can then be played out along with the other layers. Images presented in both HD and SD formats are crisp, clear and vivid.

The VSP-NS7 supports a variety of graphics including full-colour bitmap, JPEG, Adobe Flash, and web¹ (IE6). The desired web page can be displayed as a graphics layer simply by designating its URL, and this can be automatically reloaded at a preset interval. Two graphics layers in different combinations, such as a web page and a Flash, can be displayed simultaneously on the same screen.

Capable of supporting up to 1920 x 1080 Full HD resolution, the VSP-NS7 allows users to select image resolution and aspect ratios that best meet their needs. A range of resolution modes can be selected from the user-friendly menu, including WXGA (1360 x 768), SXGA (1280 x 1024) and XGA (1024 x 768). And full HD (1920 x 1080) resolution is also available and accepted by Sony's newly launched Full HD displays such as the GXD-L52H1.

The digital signage player has a pre-load processing system, which allows content to be pre-processed in the buffer ready for playback, while the former content is being played back. That means such content with large data as video, Flash content, and web pages can be played back without delays. Portrait mode and landscape mode are available to meet users' application needs and contents can be automatically rotated according to the mode set by the user. With its built-in timer, the player can turn itself on or off according to the time schedule of a playlist set by the user.

¹ To use a web page as a graphic layer, the VSP-NS7 must be connected to the Internet.

The player is bundled with the VSPA-D7 digital signage player management software, which comes with a simple graphical user interface, making the initial setup and daily operations of the VSP-NS7 easier. From content management to authoring, and scheduling to distribution, only one set of the software application can support up to 50 units of the VSP-NS7. The optional VSPA-M7 monitoring software allows users to easily monitor the status of the player and the corresponding Sony displays connected to it.

The package price of the VSP-NS7 digital signage player with VSPA-D7 management software is HK\$24,800. Customers who have a set of the VSP-NS7 digital signage player with management software can purchase additional players at the unit price of HK\$16,100.

For customer enquiries, please contact Sony customer service hotline at (852) 2909-1865.

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit Sony's web site on www.sony.com.hk

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Specifications of Sony Digital Signage Player VSP-NS7:

General		
Dimensions (W x H x D)		282 x 56 x 298mm (excluding protrusion parts)
Weight		Approx. 4 kg
Power	Consumption	Approx. 45W (max. 105W)
	Supply	AC 100 to 240V, 50/60Hz
Operating Temperature		5°C to 40°C (42°F to 104°F)
Storage Temperature		-20°C to 55°C (-4°F to 131°F)
Hard Disk Drive		120GB
Media Format*		
MPEG-2	Video	MPEG-2 MP@ML
	Audio	MPEG-1 Audio Layer II
Windows Media Video		Windows Media V9 Max. resolution: 1280 x 720
Live Video		MPEG-4 video from the SNC-RZ50 Max. resolution: 640 x 480
Graphics		Bitmap, JPEG, Flash7 (.swf), web(IE6)** Max. resolution: 1920 x 1080
Text		Bitmap, text
Audio		Windows Media Audio, WAVE, MP3
Output (Screen Image)		
Analog RGB		1920 x 1080, 1360 x 768, 1280 x 1024, 1024 x 768
Screen Rotation		Landscape, portrait (anticlockwise)
Interface		
Video Out		Analog RGB, D-sub 15 pin (female, x1)
Audio Out		Stereo mini jack (x1)
Audio In		Stereo mini jack (x1) (for future extensions, not available)
Mic In		Stereo mini jack (x1) (for future extensions, not available)
RS-232C		RS-232C, D-sub 9 pin (male, x2) (One port is available, but the other is unavailable since it is for future extensions)
USB		USB 2.0/1.1 (x4) (for future extensions, not available)
Network		100BASE-TX/1000Base-T Ethernet, RJ-45 modular jack (x1)
Mouse		6pin mini DIN (for maintenance)
Keyboard		6pin mini DIN (for maintenance)
Operating System and Network		
Operating System		Windows XP embedded OS
Supporting Protocols		TCP/IP, HTTP

Supplied Accessories	
	AC cable (x1) Bracket for attachment to the rear panel of the GXD-L52H1 (x2) Screws (x15) Rubber feet (x4) Cable clamp (x1) Operating instructions (x1)

* Some files may not be played back.

** To use a web page as a graphic layer, the VSP-NS7 must be connected to the Internet.