

SONY®

Network Player

NSP-100



Digital Signage
– The Wave Of The Future

We can no longer rely on traditional media to deliver content with the flexibility that the market now demands.

Why?

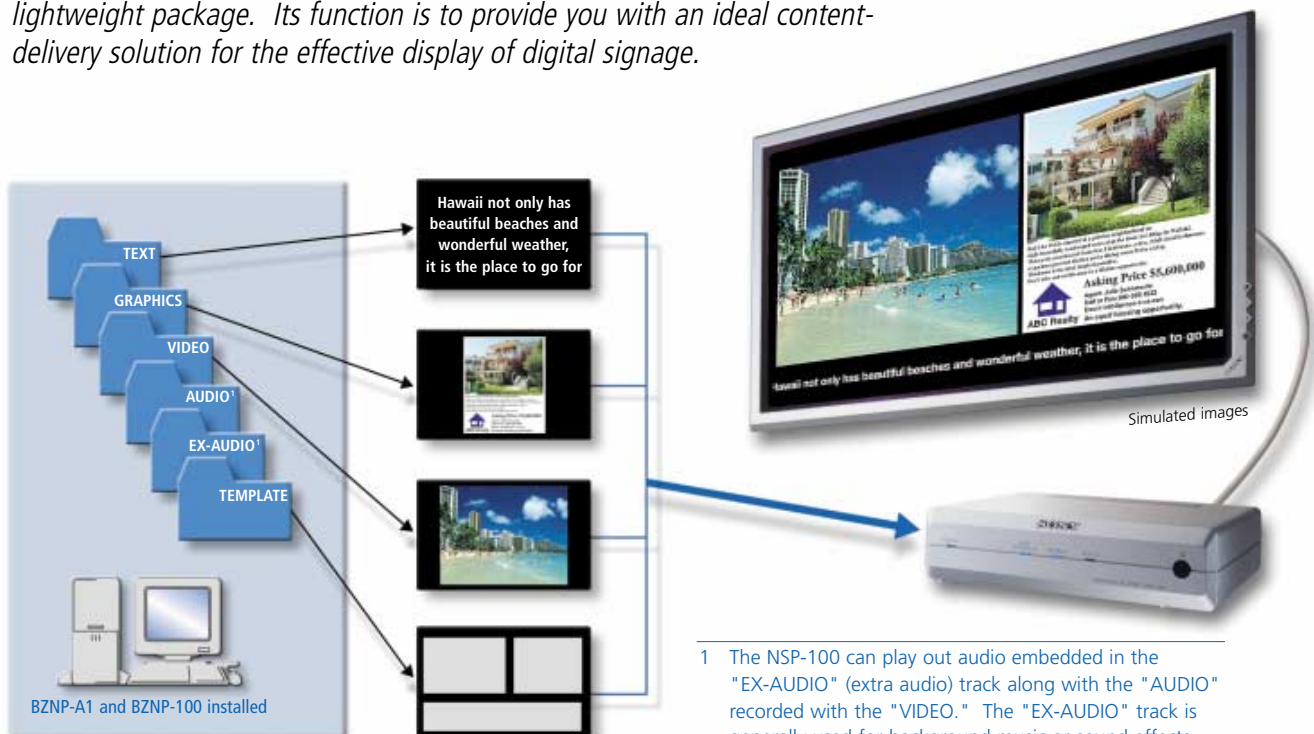
Because today we need the flexibility to deliver high-quality, custom-tailored content at exactly the right time, to exactly the right place.

Our answer?

The Sony NSP-100 Network Player

Explore the leading edge of digital video technology. Imagine having the ability to deliver custom-tailored rich content to pre-designated locations worldwide. Then imagine your audience being able to choose the content they want to receive. Now imagine that all this can be done at an affordable cost, over ordinary TCP/IP networks.

Stop imagining. The NSP-100, coupled with almost any kind of display, is capable of delivering high-quality MPEG-2 video, graphics, and scrollable text in an easily viewable layout, whenever you need it. This type of digital signage is ideal for advertising and multimedia entertainment. The NSP-100 is a perfect tool for applications ranging from point of sales, point of information (including video-on-demand), corporate training/communications, interactive kiosks, and entertainment. This is because the Sony NSP-100 Network Player is a network appliance and not an ordinary computer, and has been designed specifically to handle custom-tailored rich content. It's a network-ready, affordable product that offers powerful features and high reliability in a small and lightweight package. Its function is to provide you with an ideal content-delivery solution for the effective display of digital signage.



MAIN FEATURES AND BENEFITS

MPEG-2 Video, Graphics, and Scrollable Text

The NSP-100 offers excellent picture quality, similar to that available on DVD, with high-quality MPEG-2 MP@ML encoded video at a bit rate of up to 9 Mb/s. Not only does the NSP-100 play high-quality video, it is also capable of displaying full-color bitmap images and scrollable text - allowing for incredible multimedia presentations.

Large Storage Capacity

The NSP-100 is equipped with a 40-GB HDD (hard-disk drive) and is capable of storing up to 18 hours of video compressed at a bit rate of 4 Mb/s or 9 hours of video compressed at 8 Mb/s. The high-capacity HDD allows users to store a large number of clips and programs for uses ranging from advertisements to training videos.

Industry Standard Interfaces

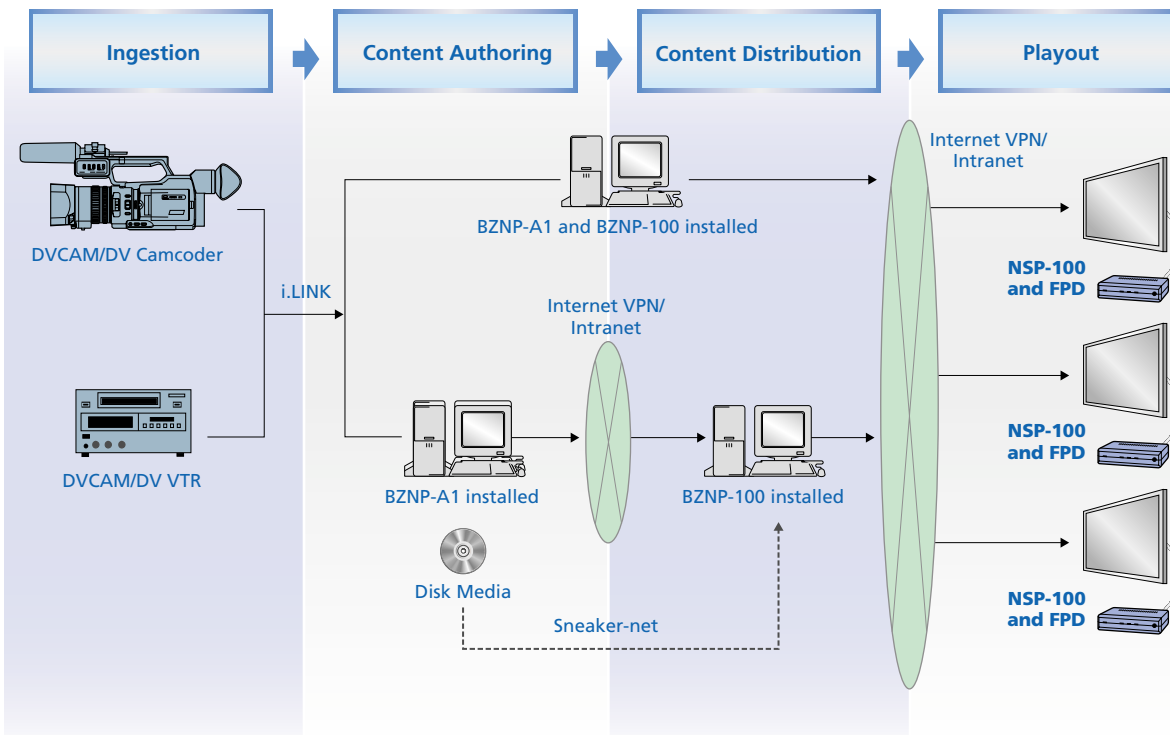
The NSP-100 has a variety of interfaces that allow it to communicate with a wide range of equipment. For displaying video, the NSP-100 is equipped with component, RGB, S-video, and composite outputs. An Ethernet 100Base-T port is also available to communicate and receive content over TCP/IP networks. Finally, an RS-232C/GPI for control and two phono connectors for audio are provided.

Compact Portable Design

Packaged in a palm-sized lightweight unit, the NSP-100 is a powerful, yet inconspicuous, network appliance. It measures 180 x 44 x 130 mm (7 1/8 x 1 3/4 x 5 1/8 inches) and weighs approximately 1.0 kg (2.2 lbs). When used as a set-top box or a network appliance, the unit can be concealed so as not to interfere with the natural décor of the environment in which it is placed.

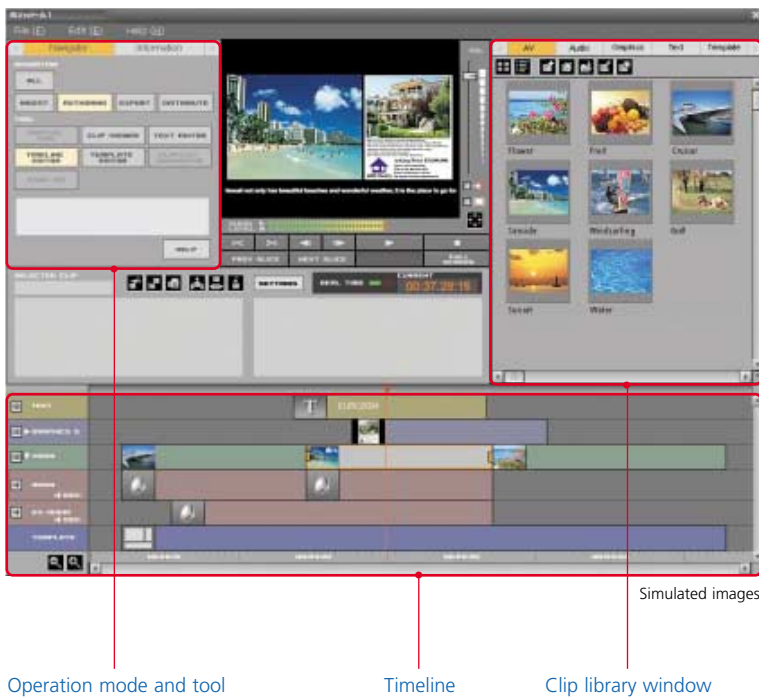
User-Friendly Operation with the Supplied IR Remote Controller

The NSP-100 is supplied with an IR remote controller, the RM-NSP1, which can be used for system setup and control. The setup menu is accessed with this remote controller, allowing the IP address to be set and language selected. It can also be used to select and play material direct from the HDD of the NSP-100, in just the same easy way as one would control a VTR.



CONTENT AUTHORING WITH OPTIONAL SOFTWARE

The optional BZNP-A1 Authoring Software, for the NSP-100 Network Player, allows users to create attractive multimedia content that includes video, audio, graphics, and text.



Easy Operation with an Intuitive GUI (Graphical User Interface)

The BZNP-A1 software provides an intuitive GUI with easily accessible tools and neatly arranged windows. When an operation mode is selected, such as INGEST, AUTHORING, EXPORT, or DISTRIBUTE, the necessary tools and windows are displayed in the GUI, allowing you to easily and efficiently perform a variety of tasks specific to the chosen operation mode.

Ingestion

In INGEST mode, a digitizing tool is displayed that allows control of a compatible DV or DVCAM™ VTR via an i.LINK™² AV/C interface to ingest selected portions of AV material to the PC's HDD. Once digitized, AV material is automatically displayed as a thumbnail in the clip library window. A batch digitizing function is also available to ingest multiple video segments all at once.

Authoring

In AUTHORING mode, a clip library window and a timeline are displayed. The clip library displays material, such as AV, graphics, and text files, as thumbnails. The timeline is composed of multiple tracks for video, multiple audio channels, graphics, text, and a unique template.

This template defines how the authored material will be displayed when played out from an NSP-100, and is convenient for producing content with a consistent look and feel. A template-editing tool provides a number of template patterns that can be selected. It also allows users to define and modify the layout of the display screen, and design and customize their own, which can then be saved for future use. By dragging and dropping thumbnail pictures from the clip library window onto the timeline, you can easily and intuitively create a program sequence. The program completed on the timeline can be previewed in real time, allowing the program to be modified as required. In addition, a trimming function can be used to remove unwanted portions of video or audio material and to adjust the duration of a program.

Exporting

Once a program is created, EXPORT mode can be selected to convert this timeline data (program) into a playlist module, and to export the module. These playlist modules contain all of the video, audio, graphics, and text that are in a format recognizable by the NSP-100. Modules can be either exported to a designated folder that the optional BZNP-100 Network Player Management Software can manage, or to disk media for transport to a remote location where the content can be distributed.

Distribution

When the BZNP-100 software is installed on the same PC as the BZNP-A1 Authoring software, selecting DISTRIBUTE mode on the BZNP-A1 GUI launches the BZNP-100 application³ that is used to distribute material to NSP-100 Network Players.

Flexible Content Management

Material in various formats, including video, audio, graphics, and text can be efficiently managed as files on the PC's HDD. Original material can be stored on the HDD for repurposing even after authoring has been completed.

² i.LINK is a Sony trademark used only to designate that a product is equipped with an IEEE connector. All products with an i.LINK connector may not communicate with each other. Please refer to the documentation that comes with any device having an i.LINK connector for information on compatibility, operating conditions, and proper connection.

³ Launching the BZNP-100 application disables the BZNP-A1 Authoring Software until the BZNP-100 is closed.

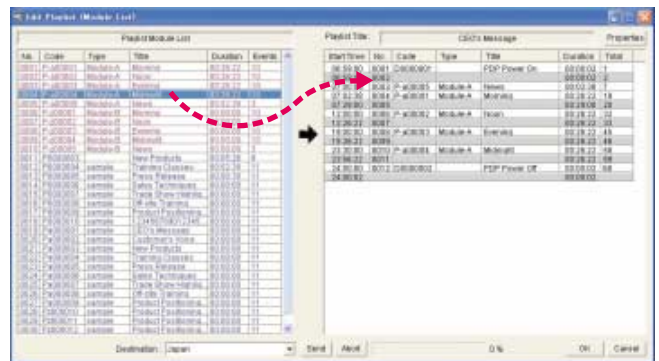
CONTENT DISTRIBUTION WITH OPTIONAL SOFTWARE

Versatile Distribution Management Capabilities

The optional BZNP-100 Network Management Software⁴ is capable of distributing material over TCP/IP networks using FTP. When multiple NSP-100 Network Players, up to 100 units, are networked - usually over a LAN/WAN, an IP-based Virtual Private Network (IP-VPN) or a Content Delivery Network (CDN) - the user-friendly BZNP-100 software is used to distribute material and playlists with drag-and-drop functionality. In addition, this software keeps a log of information being accessed at local sites. This information is available at the content distribution center, and can be used to analyze the viewing patterns at local sites.

Easy Playlist Creation

Once authoring is completed with the BZNP-A1 software, it is easy to create playlists, which are used to schedule programs for payout. The information entered in Playlists can also be used to power on/off and control the volume of display devices⁵ connected to the NSP-100 Network Players via an RS-232C/GPI interface. Playlist modules created using the BZNP-A1 software are displayed in the "Playlist Module List" of the BZNP-100 software. To create a playlist, the desired modules can be simply dragged and dropped from the "Playlist Module List" to the playlist bin. The easy-to-use BZNP-100 GUI allows for quick and easy playlist creation.



- In addition to network management, the BZNP-100 can be used for content authoring; however, convenient features such as an extra audio track, timeline, preview window, and thumbnails are not available. For more details, please contact your nearest Sony office.
- For recommended models, please contact your nearest Sony office.

BZNP-A1 AND BZNP-100 SYSTEM REQUIREMENTS

Operating system	Microsoft® Windows® XP Professional
CPU	Intel® Pentium® 4, 2.0 GHz or higher
Memory	512 MB or more
Display	1024 x 768 resolution, true color

Network	100Base-TX Ethernet
Others	IEEE 1394 interface for ingestion of DV/DVCM video and audio



NSP-100 Front Panel
Actual size

SPECIFICATIONS

General	
Dimensions (w x h x d)	180 x 44 x 130 mm (7 1/8 x 1 3/4 x 5 1/8 inches)
Mass	Approx. 1.0 kg (2 lb 3 oz)
Power	Power consumption; Approx. 18 W Power supply; DC 12 V provided from an AC adapter
Hard disk drive	40 GB
Supplied accessories	IR remote controller (RM-NSP1) AC adapter & AC cable Operation manual (printed copy and CD-ROM) BZNP-100 LE (light edition SW CD-ROM) ⁴

4 limited FTP capability and no scheduling capability

Video & Audio	
Video rate	4.0 Mb/s ~ 9.0 Mb/s
Audio rate	256 kb/s
Audio channel	MPEG-1 Audio Layer II, 2 channels (fixed)
Audio sampling rate	48 kHz
Video scaling size and position	Any size, any position

Image	
Size	NTSC 720 x 480, PAL 720 x 576
Colors	Up to 24-bit RGB, full color

Scrolling Text (Letter)	
Font size (fixed)	16 x 32 pixels (w x h)
Number of colors	Any two colors (one color for characters and one color for background)

Interface	
Video out	Component (BNC x3); Y, Pb, Pr/RGB (sync on green) switchable S-Video (Y/C) Composite (BNC x1)
Audio out	Phono x2, consumer standard, analog unbalanced
Network	10/100Base-T Ethernet, RJ-45 modular jack
RS-232C or GPI (switchable)	D-Sub 9-pin (male) x1

Network	
Supporting protocols	TCP/IP, FTP, Telnet, and SNMP

Optional Software	
BZNP-A1	Authoring Software for NSP
BZNP-100	Network Player Management Software



NSP-100 Rear Panel
Actual size

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