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VSP-BZ10
Digital Media Player

**An Affordable, Easy-to-use
Digital Signage Player**

The VSP-BZ10 is designed to attract customers, broadcast special offers and professionally portray digital signage content using a variety of video, audio, stills and messages. It is a dedicated IP-addressable video player, capable of Full HD video, still images, text and audio, with smooth transition between the media and it delivers this content through a compatible screen, such as one from our sleek BRAVIA Professional range, for maximum impact.

The player comes with Signage Player Management Software allowing you to manage up to ten units – across the network or via USB – by sending system settings, firmware updates, scheduled content and interrupt playout* for real-time messaging.

The VSP-BZ10 is extremely compact and reliable and has low environmental impact. As a dedicated video player, it has no moving parts, no fan, and therefore makes no noise, cannot overheat and is not vulnerable to viruses.

Key Features

Clever content distribution
The VSP-BZ10 offers a wide variety of distribution options to suite your needs. Content can be alphabetically displayed from an SD card, or updated by USB stick (preloaded in the software) over the network (through the software or via the web interface) or through Ziris*.
(*Target release Summer 2011.)

Remote display control
The VSP-BZ10 offers you the convenience of controlling the screen remotely – turn it on and off, switch between input sources, adjust the volume and change sound and picture settings.

Low environmental impact
The VSP-BZ10 consumes low power wattage (8W during operation) which is less than a bed side lamp!

Professional signage with Full HD video playback capability
The VSP-BZ10 delivers Full High Definition video (MPEG2, H.264 at a maximum of 30fps) giving your business a professional and compelling means of attracting, interesting and informing your customers.

A rich variety of presentation options
Select the media that will get your message across and impress your clientele. In addition to Full HD video, the VSP-BZ10 can play still images with smooth cross-fade transitions or fade out/in at a choice of speeds. Add a text layer as a static single line, a scrolling line or full screen – this layer can also include small images, such as your company logo – and use interrupt playout for timely or emergency messaging.

Easy-to-use management software
The VSP-BZ10 comes with free bundled Signage Player Management Software for up to ten units, which includes Flash to video and PPT to video converter software. A USB distribution function ensures quick deployment.

Reliability for retail
The VSP-BZ10 is designed with retail in mind: no moving parts mean it is silent and won't overheat; it is not vulnerable to viruses and will not generate unsightly error messages on screen. Password protection and anti-tamper, anti-theft devices ensure its complete security and your peace of mind.

*by the network only

PrimeSupport

All VSP-BZ10 digital media players sold into the EU, Norway and Switzerland come supplied with a 3 year PrimeSupport pack. This offers unique services and benefits over and above standard warranty.

3 Years Cover
Freephone telephone helpdesk support in 5 languages. Collection, repair and return anywhere in EU, Norway and Switzerland. A replacement unit if the product cannot be repaired remotely through the helpdesk.

Prime **Support**

Prime **Support Plus**

Technical Specifications

Specifications	VSP-BZ10
General	
Power Consumption	Approx. 8W (Approx 14W maximum, when USB loading)
Operating Temperature	0 ºC to +40 ºC (+32 F to +104 F)
Storage Temperature	-20 ºC to +55 ºC (-4 F to +131 F)
Dimensions Including Projection Parts (W/H/D)	200 x 33 x 139 mm (W/H/D) (excluding protrusions) (7 7/8 x 1 5/16 x 5 1/2 inches)
Mass	Approx 800g (28.2 oz.)
Hardware	
LAN Indicators	Link(Green) / ACT(Orange)
Cable Length	Within 100m (3 ft. 3 in.) (CAT 5e)
Conditions	
Max Number of Files Saved	1000 Files
Maximum File Size	2GB*1 per file
Corresponded Web Server	Apache HTTP Server 2.2.17 or Microsoft Internet Information Services 7.5
Input / Output	
Video Out (Digital)	HDMI x 1
Video Out (Analogue)	RGB (D-Sub 15 pin) x 1
Audio Out	Stereo Mini x 1
Network	RJ-45 (10BASE-T/100BASE-TX) x 1
Serial	RS-232C (D-Sub 9 pin) x 1
USB Slot	High Speed USB 2.0 x 1
Memory Card Slot	SDHC x 1
Corresponded File Format	
Video*2	Format : MPEG2-PS Extension: .mpg, .mpeg, .m2p Profile: MP@ML Audio: MPEG1 Audio Layer2 (MP2) Corresponded Bitrate: Maximum 9.8Mbps Resolution: 720x480 (30i/30p), 720x576 (25i/25p)
	Format: MPEG2-TS Extension: .ts, .m2t, .m2ts Profile: MP@HL Audio: MPEG1 Audio Layer2 (MP2) Corresponded Bitrate: Maximum 25Mbps Resolution: 1280x720 (50p/60p), 1920x1080 (50i/60i)
	Format: H.264/AVC Extension: .mp4 Profile: BP@L3, MP@L4, HP@L4 Audio: AAC Corresponded Bitrate: Maximum 20Mbps Resolution: 720x480 (30i/30p), 720x576 (25i/25p), 1280x720 (50p/60p), 1920x1080 (50i/60i)
Still Image	Format: JPEG Extension: .jpg, .jpe, .jpeg Resolution: 640x480 to 1920x1080
	Format: PNG Extension: .png Resolution: 320x240 to 1920x1080
	Format : BMP (24bit RGB) Extension : .bmp Resolution : 640x480 to 1920x1080
Audio	Format: MPEG1 Audio Layer3 (MP3) Extension: .mp3 Corresponded Bitrate: Maximum 256kbps Channels: 2 Sampling Rate: 48kHz
	Format: AAC Extension : .m4a Corresponded Bitrate: Maximum 256kbps Channels: 2 Sampling Rate: 48kHz
	Format: PCM Extension: .wav No. of Bit/Sample: 16bit Channels: 2 Sampling Rate: 48kHz

Key Specifications

Full HD Video & Image playback with audio:
• MPEG2 & MPEG4 (H.264) video up to 1920x1080 (1080i)
• JPG, PNG, BMP images with cross fade transitions or fade out/in
• WAV, MP3, M4A (AAC) audio

Reliable & Environmentally conscious:
• Dedicated player (not a PC)
• No moving parts (no fans or HDD)
• No error messages or pop-ups
• No anti-virus required
• Power consumption only 8W

Text capabilities:
• Static & scrolling text
• Coloured or transparent background
• Landscape or portrait mode
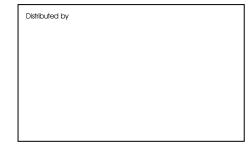• Text can include small PNG images (i.e. company logos)

Specifications	VSP-BZ10
Corresponding File Format	
Text (Scrolling Graphical Text)	Format: PNG, Extension: .png Resolution: **[for Landscape Display]** - Single Line (Static) > 960x80 to 960x160 (up to 50 items) - Single Line (Scroll) > 960x80 to 960x160 (up to 50 items) - Full Screen (Static) > 960x540 - Length Scroll > 960x540 (up to 20 items) **[for Portrait Display]** - Single Line (Static) > 540x80 to 540x160 (up to 50 items) - Single Line (Scroll) > 540x80 to 540x160 (up to 50 items) - Full Screen (Static) > 540x960 - Length Scroll > 540x960 (up to 20 items)

Supplied Accessories	VSP-BZ10
	AC adapter [1], Power Cord [1], Vertical Stand [1], Cable Tie Holder [1], Digital Signage Player Installation Manual [1] (Paper)*3, Startup Guide [1] (Paper)*3, Media List [1] (Paper)*3, PrimeSupport Card [1], CD-ROM [1] - Signage Player Management Software Installer (Data)*4 Digital Signage Player Operating Instruction (PDF)*3 - Signage Player Management Software User's Guide (PDF)*3 - Media List (PDF)*3 - Specification Document (PDF)*3 - Error Code List (PDF)*4 - License files

*1 Depending on the chosen SDHC memory card storage size, the maximum file size may be lower than 2GB.
*2 Operation has been tested with the Vegas Pro Ver 10.0 (Sony Creative Software Inc) encoder.
*3 Available in 6 Languages : English, French, German, Spanish, Italian, Japanese
*4 Available in 2 Languages : English, Japanese

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About Sony Professional
Sony Professional is the leading supplier of AV/IT solutions to businesses across a wide variety of sectors including, **Media and Broadcast**, **Video Security and Retail, Transport & Large Venue markets**. It delivers products, systems and applications to enable the creation, manipulation and distribution of digital audio-visual content that add value to businesses and their customers. With over 25 years' experience in delivering innovative market-leading products, **Sony Professional** is ideally placed to deliver exceptional quality and value to its customers. **Sony's Professional Services** division, its systems integration arm, offers its customers access to the expertise and local knowledge of skilled professionals across Europe. Collaborating with a network of established technology partners, Sony Professional delivers end to end solutions that address the customer's needs, integrating software and systems to achieve each organisations' individual business goals. For more information please visit **www.pro.sony.eu**

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