

# HMP-350L



## High-definition Network Dedicated Digital Signage Media Player



The IAdea HMP-350L Network Digital Signage Media Player is an industrial-grade network-managed digital signage playback system.

### **Network-Managed Digital Signage Solution**

Equipped with the TCP/IP networking protocol stack, the HMP-350L is a powerful digital media system that can be conveniently managed via the network. Over a local-area network, the built-in LAN-mode API allows the system integrator to control the media player using HTTP commands. With the optional Adfotain Central Management Service subscription, the HMP-350L can be connected over common DSL IP networks to form a large media playback system.

### **Dedicated Non-PC Technology**

The HMP-350L features leading high-definition video decoding hardware technology capable of withstanding 24x7x365 operation cycle with almost no maintenance effort. Dedicated digital signage technology eliminates the risks of virus infection and operating system crash commonly found in PC-based solutions. Compared to a PC that typically consumes 100 watts, IAdea's dedicated technology cuts power consumption by over 90%, lowering your operation cost while conserving the environment. Dedicated technology yields the lowest TCO (total cost of ownership) among the industry.

### **Plug-and-Play Ease of Use**

The compact form factor allows the HMP-350L to be installed in the smallest space available. When not connected to a network, using the HMP-350L is as simple as loading media files to the specified folder on a USB pendrive and plugging the USB drive into the HMP-350L to update the player's internal storage. After update, media files are copied into the HMP-350L for playback and the USB drive may then be removed. No extra handling is needed. This plug-and-play ease of use allows the untrained field-person to conveniently and reliably update digital signs at each location.

## **Highlights**

- ◆ **Network-Managed Digital Signage Solution**
- ◆ **Dedicated Non-PC Technology**
- ◆ **Plug-and-Play Ease of Use**

## **Suitable for**

- ◆ **Advertising Networks**
- ◆ **Chain Store Merchandising**
- ◆ **Electronic Menu Boards**
- ◆ **Airports & Train Stations**
- ◆ **Gas Pump Advertising**

# Technical Specification

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## Video Codecs

- ♦ MPEG-1/2 MP@HL (720p)
- ♦ MPEG-4 ASP@L5 AVI
- ♦ VC-1/WMV9 MP@ML (720p)

## Image Format

- ♦ JPEG (1280x720)

## Playback Control

- ♦ Alphabetical looping
- ♦ Playlist script control
- ♦ Adfotain® Central Management Service

## Content Management

- ♦ LAN - Adfotain® Foundations Software
- ♦ WAN - Adfotain® Central Management Service (optional monthly subscription)
- ♦ USB media file update

## Physical Connectors

- ♦ DVI-I (up to 720p)
- ♦ Unamplified RCA audio L/R
- ♦ 10/100 Base-T Ethernet
- ♦ USB x 2

## Local Storage

- ♦ 60GB HDD (holds approx. 27 hours of HD video)

## Accessories

- ♦ RCA male-3.5mm female audio cable
- ♦ 3.5mm male-male audio cable
- ♦ Ethernet cable

## Power

- ♦ Input: 12V @ 2A DC
- ♦ Consumption: 24W peak, 7W average

## Environmental

- ♦ Operating temperature: 0 to 40°C
- ♦ Humidity: 5 to 85% @ 40°C, non-condensing

## Dimensions (WxDxH)

- ♦ 9.0" x 6.1" x 1.6" (230mm x 155mm x 40mm)

## Weight

- ♦ Approx 3 lbs (1.4 kg)

## Safety

- ♦ UL-approved AC adapter

## Certifications

- ♦ CE/FCC
- ♦ RoHS

## Warranty

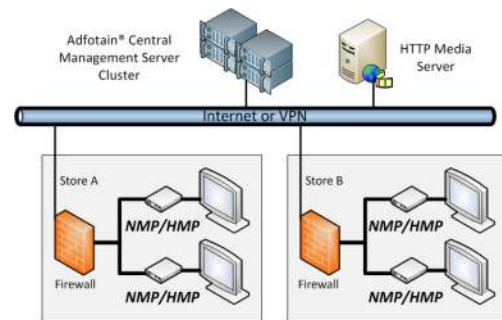
- ♦ 1-year limited parts & labor

## Product Photos

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\* Connector availability varies by model



## Contact

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## Authorized Reseller

