

An Intuitive, Plug-and-Play Digital Signage Solution

NEC's New MediaPlayer Will Grow With Your Needs

By Chris Feldman



The modular NEC MediaPlayer makes presenting and managing content on digital signage systems easier than ever. It provides a reliable, hassle-free way for retailers, restaurants, corporate communications, and other businesses engage customers and other viewers with dynamic digital signage content. The MediaPlayer with CMS platform is preinstalled free of charge. Users can control it with either a wired keyboard or the wireless remote that shipped with their Sharp NEC display.

Paired with a Raspberry Pi system on a chip (SoC) computing module, the MediaPlayer is easy to use and updates occur automatically when the MediaPlayer is connected to the internet. It's an out-of-the box solution that will continue to grow with users' evolving needs. The software also allows easy integration with robust third-party content management applications.

A simple, high-performance media player

NEC's MediaPlayer software enables the smooth, remote operation of digital signage setups – whether it's a single display or multiple screens. It provides customizable content distribution and centralized device management. Users can choose from a broad range of media formats, create mixed playlists of images and video with gapless playback, and take advantage of browser-based playback to meet a wide variety of signage demands.

Users can run files off of either internal memory or external USB media and load files over a network to a display. Additional convenient functions include browser playback; video streaming over RTP, UDP, and HTTP; timeline creation; content scheduling; landscape or portrait support; and screen power scheduling to save costs.

The MediaPlayer includes a flexible content management system (CMS) platform. This platform does not function as content management system itself. Instead, it serves as a hub from which users can directly install popular CMS software applications, such as Screenly and XOGO, that have been vetted and approved by Raspberry Pi. These applications are subscription-based, and Sharp NEC currently has eight CMS partners, and the list is growing.

On the NEC MediaPlayer interface, users can select their preferred digital signage CMS partner by clicking on the partner's logo. Once selected, the partner's software will automatically install that software image onto the SoC, and the CMS application will be ready to use. It will work just like any other player device on the user's network.

The Raspberry Pi compute module

The NEC MediaPlayer comes pre-installed with the powerful Raspberry Pi CM3+. This credit card-sized compute module was designed for business application. Its CPU speed is about 10% faster than the CM3 module and has an ample amount of internal memory (32 gigabits) to store content and play dynamic digital signage content without delays.

The NEC MediaPlayer can be integrated with any compatible Sharp NEC display that has a Raspberry Pi slot. Starting in October 2020, all Sharp NEC MPi bundles will be offered in NEC 40-inch to 98-inch V Series displays as well as all 65-inch to 98-inch C Series displays.



Built for the Future

The modular approach of the NEC MediaPlayer and Raspberry Pi CM3+ helps future-proof Sharp NEC's digital signage solutions. The player is easy to install, exchange and upgrade. As a user's requirements change and markets evolve, Sharp NEC's digital signage solution will maintain its functionality and performance level. Sharp NEC display systems can be upgraded without altering the base infrastructure of the signage solution, which lowers costs and minimizes downtime for customers.

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As a Product Manager for Sharp NEC Display Solutions of America, Chris Feldman brings new solutions to market utilizing Sharp NEC Display technologies. Chris currently manages market solutions and accessories, such as collaborative displays and SOC technologies.

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