

USB2.0

PF710
User's Manual

Transcend
Exceeding Your Expectations

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Introduction

Congratulations on purchasing **Transcend's PF710**. Now it's easy to display your photo collection at home or at the office. The **PF710** lets you conveniently access and playback photos and music from a variety of sources: USB Flash drives, all sorts of memory cards, or the **PF710's** own on-board memory. **PF710** can be operated easily with both its navigation buttons and the included remote control. Its easy image-rotating feature allows you to display your **PF710** in either portrait or landscape position. The on-board storage space you save your favorite pictures and music inside **PF710** for instant playback without even having to use a memory card. **PF710** can also be connected to a PC via the USB port for direct access to its internal memory or any memory cards that are plugged into it. This User's Manual will help you get the most from your new device. Please read it in carefully before using the **PF710**.

Package Contents

Upon purchasing your **Transcend PF710**, please make sure each of the following is included:

- PF710 *1
- Remote control (battery included) *1
- Tabletop stand *1
- Power adapter *1
- USB cable *1
- User's Manual CD *1
- Quick Start Guide *1
- Warranty Card *1

Features

- Bright 7" high-resolution widescreen color TFT LCD panel
- Built-in stereo speakers and headphone jack
- Supports USB flash drives and SD/SDHC/MMC/MS/CF memory cards
- Fully compliant with Hi-Speed USB 2.0 and backwards compatible with USB 1.1
- Direct USB connection to your PC for easy file transfer
- Built-in memory – works even without a memory card
- Auto power on/off
- Slideshow, thumbnail, still picture, and zoom-in viewing options
- View photos with background music
- Attractive Themes to accent your pictures with
- Important date/event reminder
- Clock, alarm and calendar functions

System Requirements

System requirements for connecting **PF710** to a computer:

1. 100~240V voltage power outlet for the DC adaptor.
 2. Desktop or notebook computer with a working USB port.
 3. One of the following Operating Systems (OS):
 - Windows® 2000
 - Windows® XP
 - Windows® Vista
 - Mac™ OS 10.0, or later
 - Linux™ Kernel 2.4, or later
-

Safety Precautions

These usage and safety guidelines are **IMPORTANT!** Please follow them carefully to ensure your own personal safety and help protect your **PF710** from potential damage.

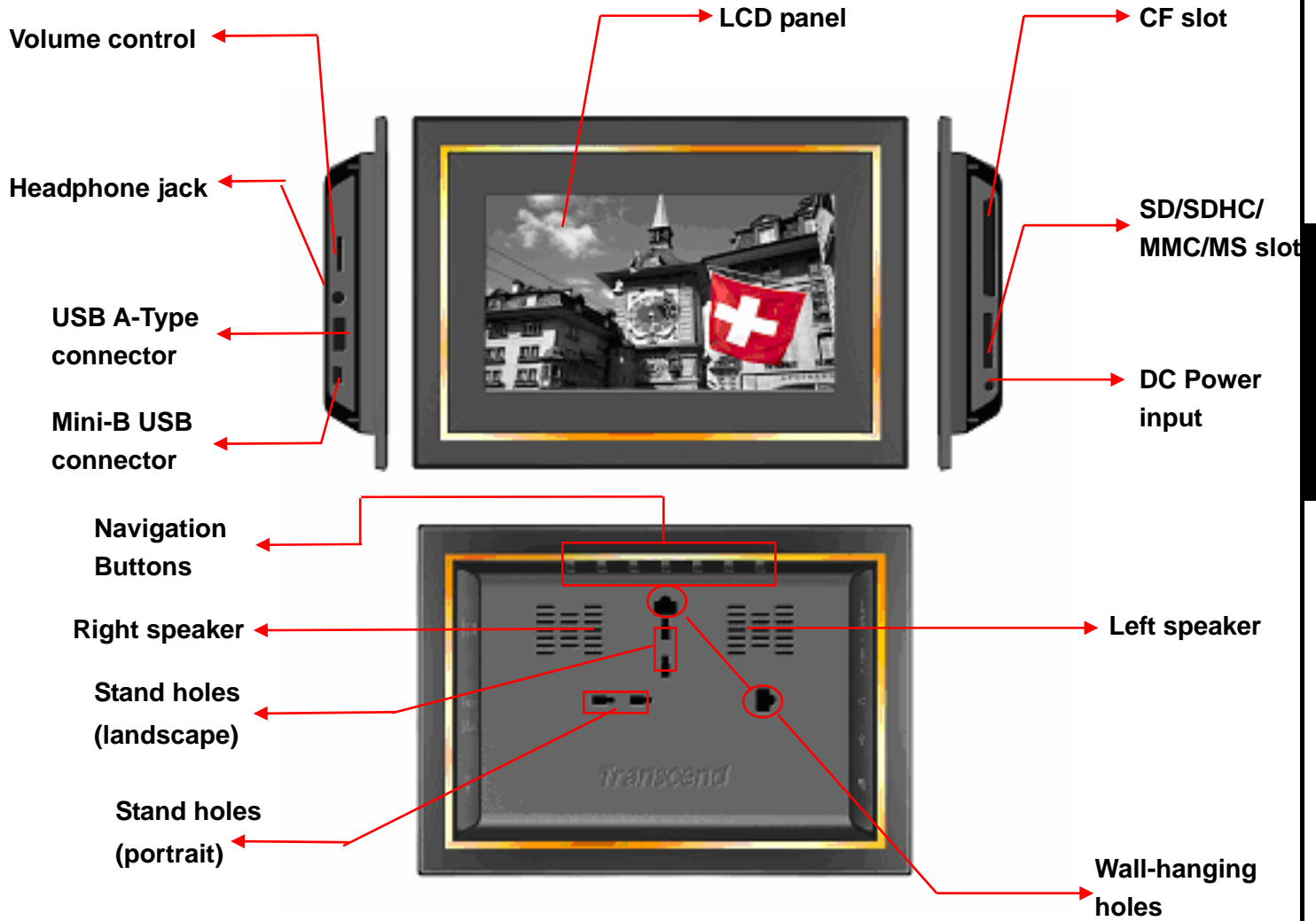
General Use

- Avoid using or placing this product in an extreme temperature environment.
- Never allow this product to become damp or wet from water or any other liquids.
- Do not use this product in environments with strong magnetic fields or excessive vibration.
- Do not use a damp cloth to wipe or clean the exterior case or the LCD panel.
- Only use the Transcend provided DC adapter for use with the **PF710**. Use of other DC adapters may cause a fire or explosion.
- To protect your health and your hearing, keep the music volume of **PF710** below 80 decibels and do not listen for an extended period of time.

Backing Up Data

- **Transcend does NOT take any responsibility for data loss or damage during operation.** If you plan to plug a memory card or USB pen drive into **PF710**, we strongly advise that you first backup the data in those storage devices to a computer or other storage medium before using them in **PF710**.
 - To ensure Hi-Speed USB 2.0 data transfer rates when connecting your **PF710** to a computer, please check that the computer has the relevant USB drivers. If you are not sure how to check this, please consult the computer or motherboard User's Manual for USB driver information.
-

First Time Use



First Time Use

Figure 1: PF710

Turn on PF710

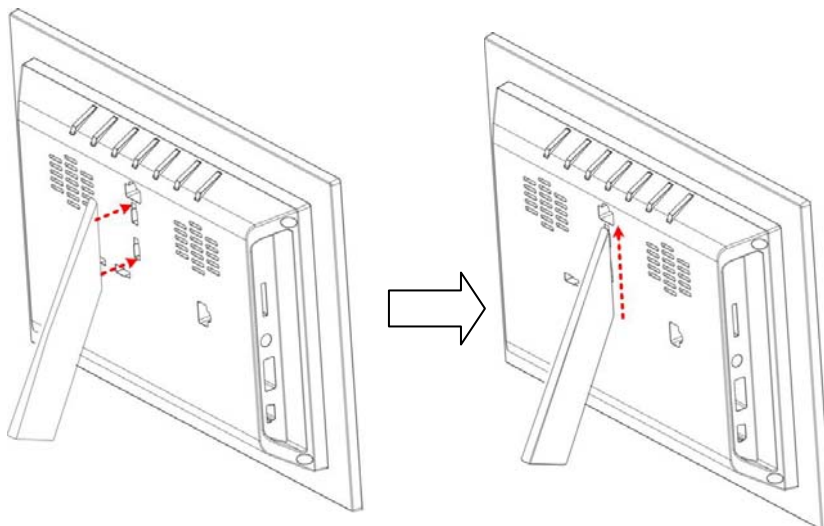


Figure 2: Attaching the tabletop stand to PF710(Landscape)

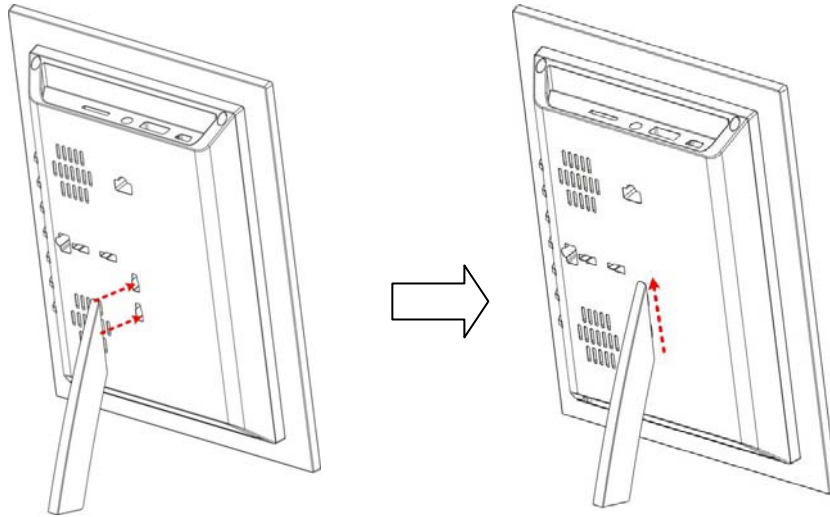



Figure 3: Attaching the tabletop stand to **PF710**(Portrait)

1. Attach the Tabletop Stand to the back of the **PF710** using the stand holes (Landscape) shown above. Landscape configuration is recommended for initial use.
2. Connect the power adapter cable to the DC input jack on your **PF710**.
3. Plug the power adapter into a wall outlet.



Figure 4: Plug in the power adapter

4. Press and hold the **EXIT** button for 3 seconds to power on/off your **PF710**, or press  on the remote control (with the **PF710** facing you, **EXIT** is the navigation button on the far left).

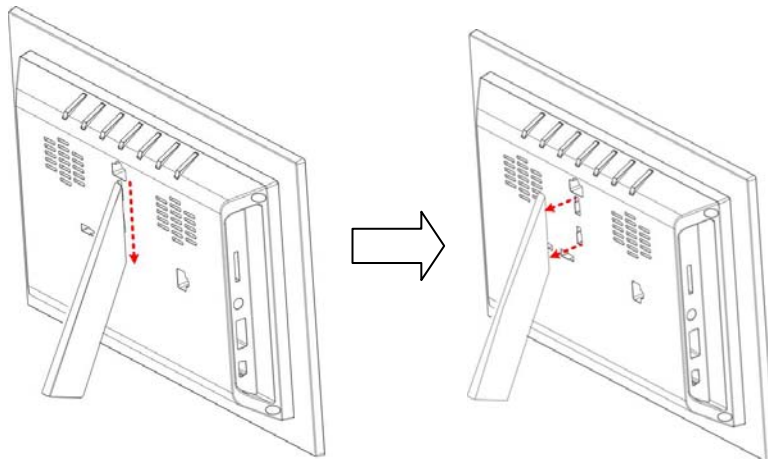


Figure 5: Removing the tabletop stand from **PF710**(Landscape)

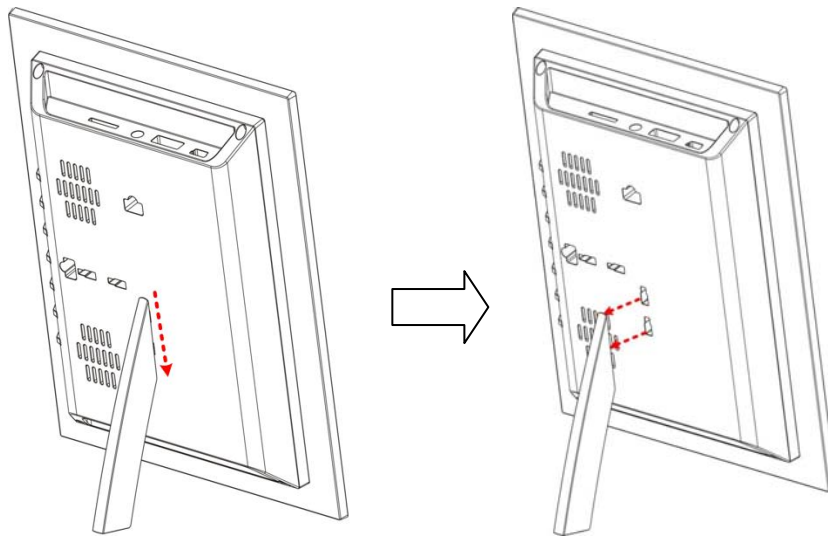


Figure 6: Removing the tabletop stand from PF710(Portrait)

Using a memory card or USB flash drive

1. Insert a memory card into its appropriate card slot on the right-hand side of **PF710** or plug a USB flash drive to the USB A-Type connector on the left-hand side.
2. Once a memory card or USB flash drive is plugged in, **PF710** will automatically begin slideshow playback of all photos available on your memory card or flash drive.
3. **PF710** will revert to the Home menu if you unplug a memory card or USB flash drive while in use.



Figure 7: USB flash drive slot and memory card slots


Volume control and headphones

The volume control wheel is located on the upper left side of **PF710**. Move it up to increase volume, and scroll down to decrease volume. Press inward on (click) the volume control wheel to mute. You can plug headphones into your **PF710**'s headphone jack to enjoy your music more personally. The built-in speakers will be disabled while headphones are plugged in,

Navigation Buttons

There are seven convenient navigation buttons located on the backside of the **PF710**, which are represented in this manual with capital letters (ex: **EXIT** = "exit" button on back of unit). From left to right (with the screen facing you) are: **EXIT, OPTION, OK, UP, DOWN, LEFT, RIGHT**. The menu options displayed in the OSD are mapped to the navigation buttons located behind each icon.

Remote Control

Your **PF710** comes with a compact, easy to use remote control. You can operate your **PF710** with either the navigation buttons on the back of the **PF710** or by using the remote control. Note that when using the remote control you should always aim it directly at the front of your **PF710** and make sure there are no obstacles in the way. All icons like  shown in the User's Manual and the Quick Start Guide represent functions that you can access directly from the remote control for easy, straightforward operation of your **PF710**.


















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 : These menus can be directly accessed by pressing one of these shortcut buttons no matter what menu/mode the **PF710** is currently in.
- 
 : Switch between **Thumbnail** and **Slideshow** modes.
-  : Select the item you want to view or function you want to perform.
-  : Show additional functions available for the current mode.
-  : Jump back to the Home menu no matter what menu/mode the **PF710** is currently in.
-  : Go back to the last page or menu.
- 
 : Play/pause, or stop music.
- 
 : Rotate or zoom-in on photos displayed in **Photo View** mode.
- 

 : Adjust music volume (up / down / mute).
-  : Cycle between music play modes.



Figure 8: Remote control

Connecting to a Computer

If you want to transfer pictures and music between the **PF710** and your computer, connect the **PF710** to a USB port on your computer using the provided Mini-B to A-Type USB cable.

1. Turn on **PF710**.
2. Plug the small end of the USB cable into the Mini-B USB port located on the left side of the **PF710**.

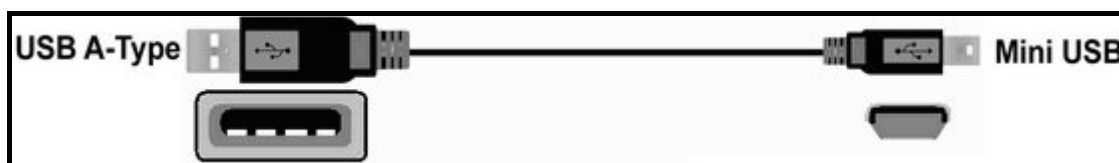


Figure 9: Mini USB to USB A-Type Cable

3. Plug the large end of the cable into an available USB port on your desktop or notebook computer.


 **WARNING!** You need to plug in the power adapter to provide the power necessary to run the **PF710** when connecting to a computer.



Figure 10: Connecting **PF710** to a computer

System connection for Windows® 2000, XP and Vista

1. No drivers are required for connecting **PF710** to your desktop or notebook computer. Windows® Operating Systems (excl. Windows98) have built-in drivers to support your **PF710**. Upon successful connection to your computer, a new **Removable Disk** drive with a newly assigned drive letter representing the **PF710** will automatically appear in the **My Computer** window and a Removable Hardware icon will appear in the Windows System Tray.



Figure 11: The Find New Hardware Wizard auto-installs **PF710**

2. Your **PF710** is now ready to upload/download data just like an external hard drive. A number of **Removable Disk*** drives with newly assigned drive letters representing the **PF710**'s card slots (and its onboard memory) will appear in the **My Computer** window. You can transfer your pictures and music to the **PF710** by simply by dragging-and-dropping files or folders onto these **Removable Disk** drive letters.

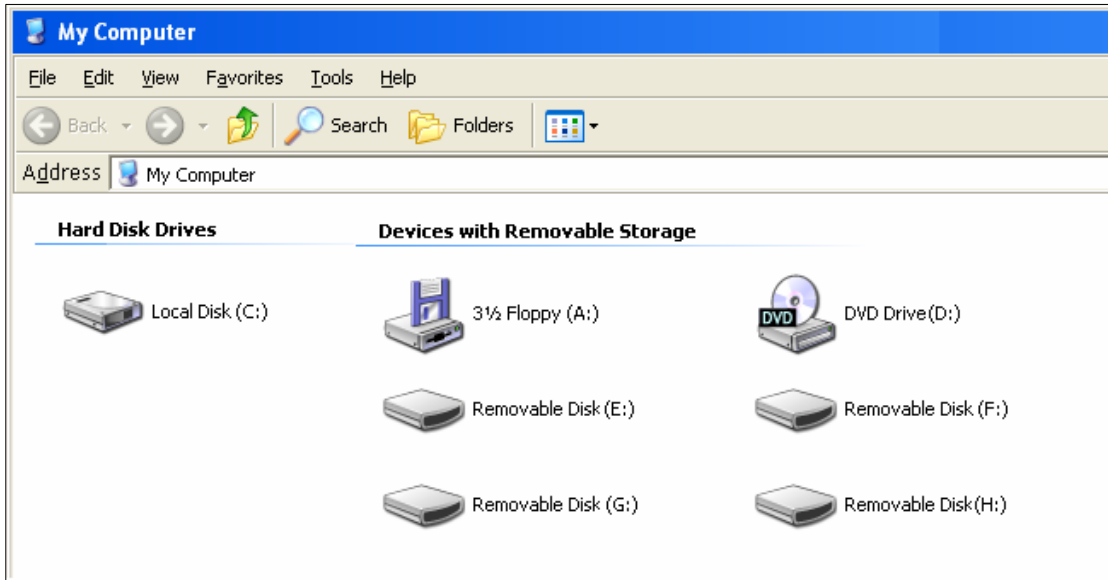



Figure 12: The “My Computer” window with **PF710** drives shown.

*Note: E:,F:,G:, and H: are example drive letters - the letters in your “My Computer” window may differ

3. Proper removal of your **PF710** (from Windows):

1. Click once on the **Removable Hardware** icon  in the system tray.
2. The **Safely Remove Hardware** pop-up window will appear. Select it to continue.

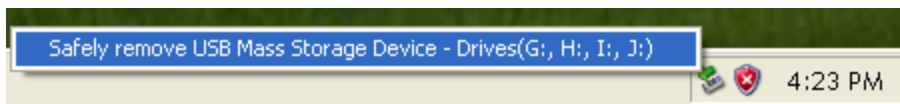


Figure 13: Safely Remove Hardware

3. A window will appear stating, “**The ‘USB Mass Storage Device’ device can now be safely removed from the system.**” Unplug your **PF710** from the USB port after this message appears.



Figure 14: Safe to Remove Hardware

System connection for Mac™ OS 10.0 or later

1. No drivers are required. Plug your **PF710** into an available USB port and your computer will automatically detect it.



Figure 15: Connecting to a Mac OS computer

2. Proper removal of your PF710 (from Mac OS):

First drag-and-drop the Disk icon corresponding to your **PF710** into the trashcan then unplug your **PF710** from the USB port.

System connection for Linux™ Kernel 2.4 or later

1. No drivers are required. Plug your PF710 into a USB port and mount it.

- a. First create a directory for the **PF710**.

Example: **mkdir /mnt / PF710**

- b. Then, mount the **PF710**.

Example: **mount -a -t msdos /dev/sda1 /mnt / PF710**

2. Proper removal of your PF710 (from Linux):

Execute **umount /mnt/ PF710** to un-mount the device. Then unplug your **PF710** from the USB port.

1. **WARNING!** To prevent data loss, always follow the above procedure when removing the **PF710** from Windows™2000, XP, and Vista.



2. When **PF710** is connected to a computer, it is locked into transferring files. You will not be able to operate your **PF710** at this time. Please disconnect your **PF710** from the computer to resume normal viewing or listening.

3. The USB A-Type host controller for USB flash drives will not function while the Mini-USB B-Type is connected to your computer.

4. **NEVER format** your **PF710** from your computer's OS.

The Home Menu


The **Home** menu acts as a convenient gateway to access all of **PF710**'s functions. Selecting one of the four icons listed in **Home** menu (shown below) will activate the menu option listed underneath it.



Figure 16: Home menu

Photo

This option lets you display photos in Thumbnail, Photo view or slideshow mode with special effects.

Use the OSD (see note below) to select the “Photo” icon or press  to enter the Thumbnail mode directly.


Music

By selecting the Music option, you can playback music on your **PF710**, and even choose your favorite song to wake you up in the morning as your alarm sound. Use the OSD to select the “Music” icon or press


 to open the Music Explorer.

Clock and Calendar

The “Clock and Calendar” option turns your **PF710** into an attractive desk clock/calendar with pictures. In this mode you can mark important dates and holidays, and even choose a festive theme to go with them

(i.e. hearts for Valentine’s day). Use the OSD to select “Calendar” or press  to enter Clock and calendar mode.

Settings



This option allows you to adjust the **PF710**'s many settings, such as switching languages or setting the clock. Use the OSD to select the “Settings” icon or press  to enter this menu option.

Note: The On-Screen Display navigation menu will appear in the top area of the screen whenever any button is pressed. The menu options displayed in the OSD are mapped to the navigation buttons located behind each icon. The OSD menu will disappear after 10 seconds without button input.

Photo

Photo has three modes: (**Thumbnail** mode, **Photo View** mode and **Slideshow** mode). You can use the remote control to access these modes directly or navigate to them using the OSD.

Thumbnail Mode

Select **Photo** from the Home menu or press  to enter this mode. The **Thumbnail** Mode allows you to browse thumbnails of all photos in the current source (SD card, USB flash drive, etc.). Eight thumbnails per page will be displayed. Use the **UP, DOWN, LEFT** and **RIGHT** buttons to navigate to the thumbnail you want to view, then press **OK** or  to view the selected photo in **Photo View** mode.

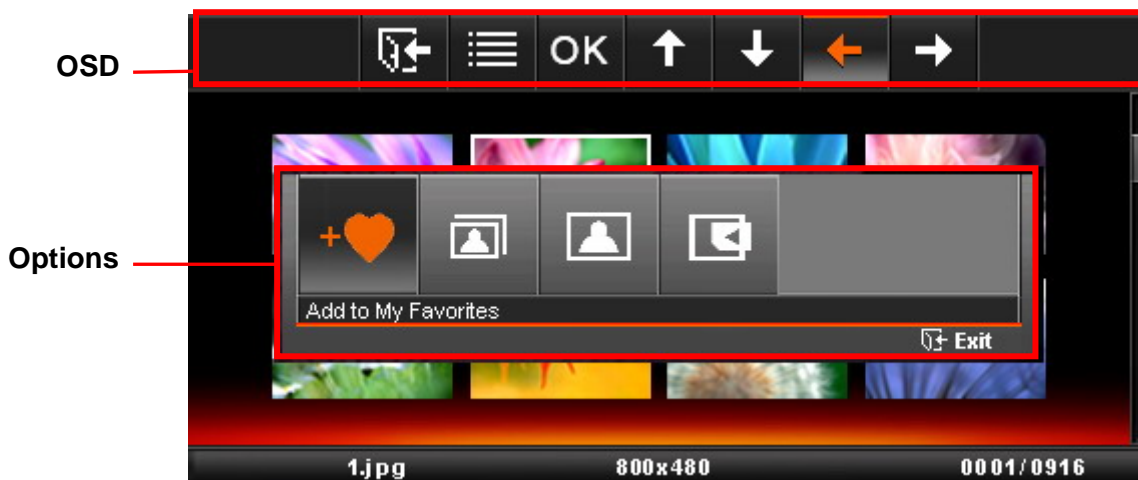





Figure 17: Thumbnail mode options menu

Switching to Photo View mode:

1. Navigate to the photo you want to view by using the **UP, DOWN, LEFT** and **RIGHT** buttons.
2. Click **OK** or  to switch to **Photo View** mode. **Note:** If current item highlighted is a Motion-JPEG file it will start to play when this button is pressed. **PF710** will go back to the **Thumbnail** mode after finishing playback of a Motion-JPEG file.

Options :

This menu shows list of options available in the **Thumbnail** mode: Add/Remove from My Favorites (**PF710**'s internal storage), Slideshow, Photo View and Select source.

1. Click **OPTION** or , and use the **LEFT** and **RIGHT** buttons, to select the desired function.
2. Click **OK** or  to access the highlighted function or open its sub-menu.
 - a. **Add to My Favorites / Remove from My Favorites:** Copies the currently selected photo in the Thumbnail viewer to the **PF710**'s internal memory when the source is a memory card or USB flash drive. To remove a photo from the internal memory, select "My Favorites" as the viewing source, navigate to the desired thumbnail to remove, and then choose "Remove from

My Favorites.”

- b. **Slideshow**: Switch to Slideshow mode.
- c. **Photo View**: Switch to Photo View mode.
- d. **Select Source**: Select the source to browse thumbnails from. The available sources are: My Favorites (internal memory), SD/MS/MMC, CF and USB flash drive. Use the **LEFT** and

RIGHT buttons to highlight the desired storage media and click **OK** or  to select it.

Exit :


Click **EXIT** or  to go back to the **Home** menu.

Photo View Mode

You can view, zoom-in, or rotate a single photo in **Photo View** mode. Use the **LEFT** and **RIGHT** buttons to view the next or previous photo available.

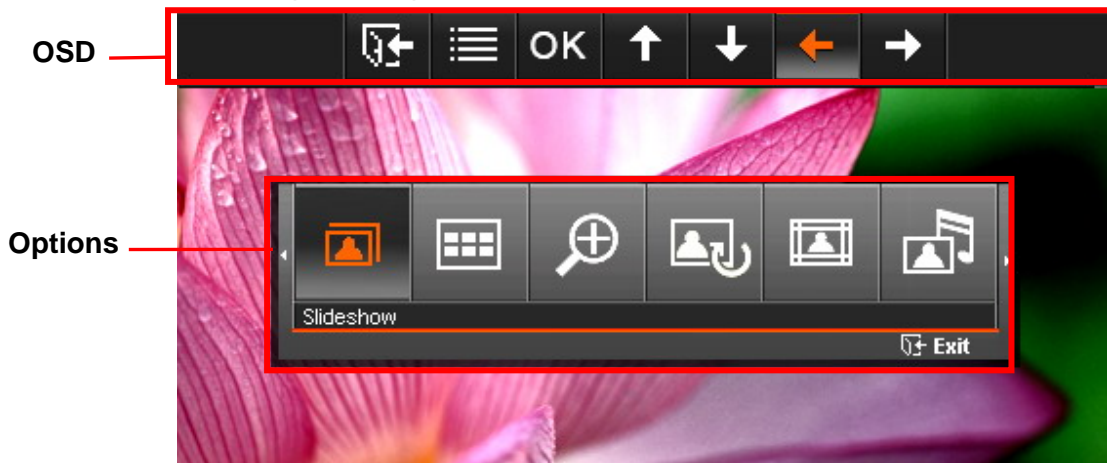



Figure 18: Photo View options menu

Switching to Slideshow mode:


Click **OK** or  while viewing a photo to switch to **Slideshow** mode. **Note:** Motion-JPEG files will be skipped in Slideshow mode.

Options:



This menu shows a list of options available in the **Photo View** mode: Slideshow, Thumbnail, Zoom, Rotate, Themes, Background Music, Set as Clock and Calendar Picture, Save to file and Select source.


1. Click **OPTION** or  and use the **LEFT** and **RIGHT** buttons to select the desired function.


2. Click **OK**  to access the highlighted function or open its sub-menu.

a. **Slideshow**: Select this menu option or simply click  on the remote to enter Slideshow mode.

- b. **Thumbnail:** Select this item or click  on the remote to enter Thumbnail mode.
- c. **Zoom:** Select this item to choose between x1, x2 and x4 zoom modes in the Zoom submenu.


You can also press  on the remote to automatically zoom-in on the current photo. You can go back to **Photo View** mode by pressing **EXIT** or .

- d. **Rotate:** Select this item and choose between clockwise 90°, 180° and 270° in the Rotate submenu. Pressing  will rotate the current photo clockwise 90° each time you press it. (Rotate function only enabled at x1 zoom)

- e. **Themes:** This option brings up a submenu that lets you select theme frames to wrap around your photos while viewing in Slideshow or Photo View. Use the **LEFT** or **RIGHT** buttons to highlight None, X'mas, Halloween, Valentine's Day or New Year's Day, then click **OK** or  to confirm.

- f. **Set as Clock and Calendar Picture:** Sets current photo as the wallpaper in **Clock** and **Calendar** mode (and copies it to internal memory).
- g. **Save to file:** Copy current photo (with theme) to "My Favorites." The photo and its theme will be saved as a new file in the internal memory for future access.

Exit :

Click **EXIT** or  to go back to the **Home** menu.

Slideshow Mode

This mode starts slideshow playback of all photos in the selected source. Slideshow mode will play based on the settings in the Options menu. Click the **LEFT** or **RIGHT** buttons to switch to the previous or next photo available.

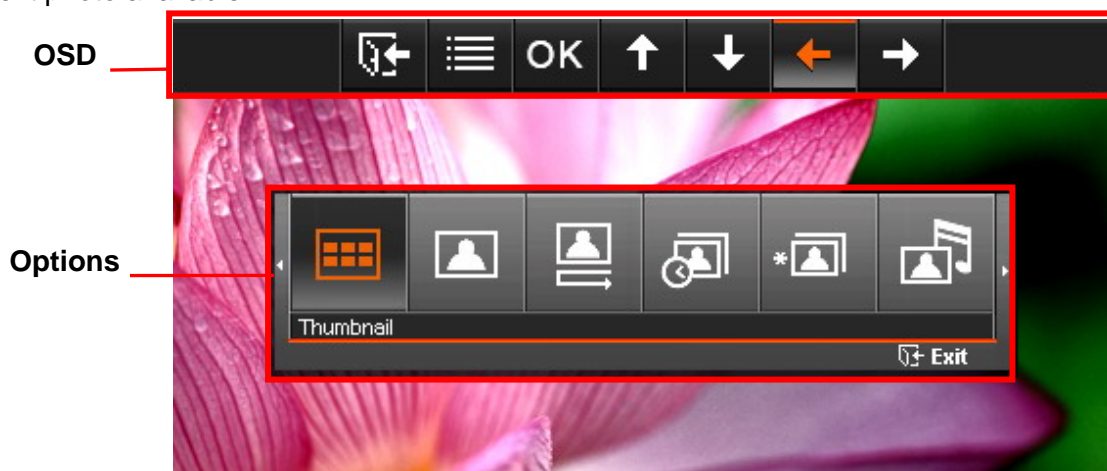












Figure 19: Slideshow options menu

Switching to Thumbnail mode:


Click **OK** or  while viewing a slideshow to switch to **Thumbnail** mode.

Options:

This menu shows a list of options available in the **Slideshow** Mode: Thumbnail, Photo View, Background Music, Slideshow order, Slideshow Interval, Slideshow transition effects, Themes and Select Source.


1. Click **OPTION** or  , and use the **LEFT** or **RIGHT** buttons to highlight the desired function.
2. Click **OK** or  to access the highlighted function or open its sub-menu.
 - a. **Thumbnail:** Select this item or click  on the remote to jump to Thumbnail mode.
 - b. **Photo View:** Select this item to switch to Photo View mode for zoom-in and other functions.
 - c. **Background Music:** Select this item to turn background music on/off, or simply click  on the remote. Slideshow mode will remember your background music setting for next time:
Selecting “Stop” or clicking  will stop playing background music, and it will not play the next time **Slideshow** is started. Selecting “Play/Pause” or clicking  will turn the function back on and music will play the next time **Slideshow** is started.
 - d. **Slideshow order:** Select this to change the slideshow playback mode. Use the **LEFT** or **RIGHT** buttons to select Normal (continuous sequential playback) or Random (continuous random playback) in the submenu, and click **OK** or  to confirm.
 - e. **Slideshow Interval:** Adjust the amount of time each picture stays on the screen. In the Slideshow interval submenu, use **LEFT** or **RIGHT** to highlight either: 5 secs, 10 secs, 30 secs, 1 min, 10 mins or 30 mins. Click **OK** or  to confirm.
 - f. **Slideshow transition effects:** Change the way the screen transitions between each photo. In the Transition effects submenu, Use the **LEFT** or **RIGHT** buttons to select the desired effect and press **OK** or  to confirm.

Exit :

Click **EXIT** or  to go back to the **Home** menu.

Music

Music Explorer

Choose “Music” from the **Home** menu or press  to open the Music Explorer. The Music Explorer lets you browse for individual songs in specific folders. The directory path is shown at the top of the screen. In the Music Explorer you will see all file folders on the current storage device. Use the **UP** and **DOWN** buttons to move to the desired folder. You can enter a folder by pressing **RIGHT** or **OK**, and exit a folder by pressing **LEFT** or selecting “Upper Directory.” Once you have located the music file you want to play, press the **PLAY** or **OK** button to start playing the song in **Music Player**.

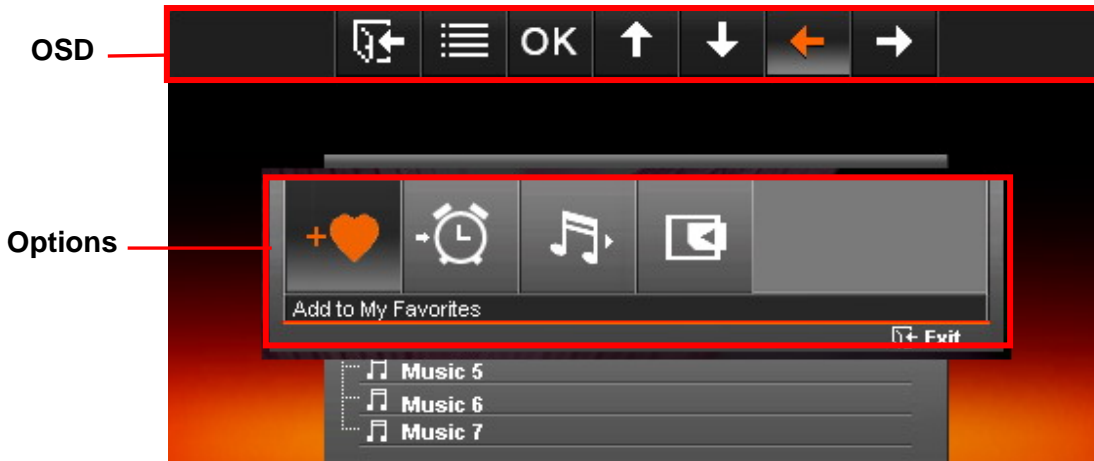



Figure 20: Music Explorer options menu

Exit:

Click the **EXIT** button  to return to the **Home** menu.

Option:

In the Music Explorer mode, use the OSD to navigate to this icon or press **OPTION** or  to reveal four submenu options:

1. **Add to My Favorites / Remove from My Favorites:** Copy the current highlighted music file from your storage media (CF, USB flash drive, etc.) to **PF710**'s internal memory. To remove songs from the internal memory, change the media source to “My Favorites” and select Remove from My Favorites from the Options menu.
2. **Set as My Alarm:** Set the selected song as your alarm clock sound. Added music can be chosen in the “Alarm sounds” option of the Clock. To select different alarm sounds, go to **Home** -> **Clock and Calendar** -> **Options** -> “Alarm sounds.”
3. **Play Mode:** Choose a repeat mode to playback multiple music files: Normal, Repeat one, Repeat all, Random, Normal in folder, Repeat in folder and Random in folder.
4. **Select source:** Select the media source to browse and play music from. Use **LEFT** and **RIGHT** to select one of the available storage devices and click **OK** to immediately start browsing folders on the selected device.

Music Player

In Music Player mode, the ID3 tag (album name, artist and song title) of the current file is displayed as a line of scrolling text at top of the screen. The progress bar in the middle and the digital readout at the very bottom of the screen show how much of the song has already been played. Total playing time is indicated just below the progress bar.

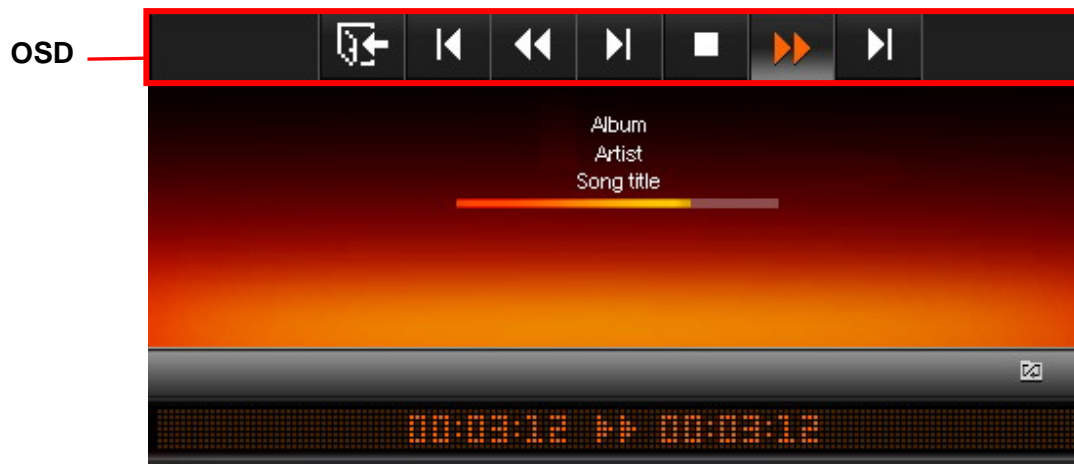












Figure 21: Music Player

To start playing music, press  or **OK**  on a highlighted song in the Music Explorer. The **Music Player** functions are familiar and easy - just like any other player:

1. Press  to play music and again to pause.
2. Press  to stop the music.
3. Adjust the music volume by using the **Volume Control Wheel** on the left side of **PF710** or by pressing  or  on the remote.
4. Press  to go back to the previous track and  to play the next song available.
5. Press the **LEFT** navigation button to increase playback speed and the **OK** button to decrease playback speed. Press and hold to continue searching for your favorite section of the current song.
6. Press **EXIT** or  to go back to **Music Explorer** mode and select folders or songs to play. Music will keep playing unless you press  to stop the music.
7. Press  on the remote to quickly switch between music play modes.

Clock and Calendar

In the Clock and Calendar mode, your **PF710** becomes an attractive desktop calendar and clock that lets you set important date reminders and display your favorite photos, too.



Figure 22: Clock and Calendar

Clock and Calendar

The Clock and Calendar mode displays a monthly calendar and digital clock on the right-hand side of the screen and a selected photo or slideshow on the left. Press **LEFT** or **RIGHT** to switch to the previous or next month.

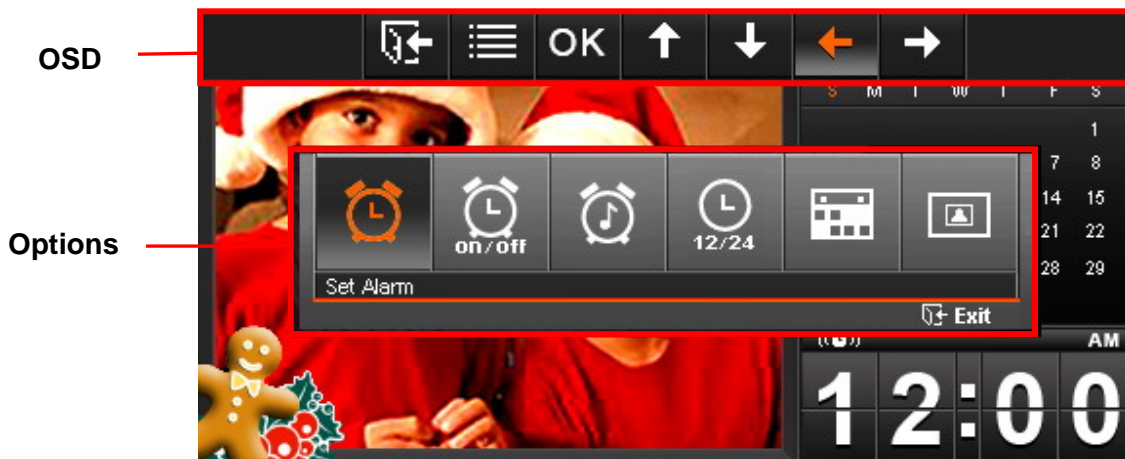




Figure 23: Clock and Calendar options

Exit :

Click **EXIT** or  to return to the **Home menu**.

Options:


Pressing **OPTION** or  will bring up a list of options available in the **Clock and Calendar** mode.

Move **LEFT** or **RIGHT** to select the option you want to modify:

1. **Set Alarm:** Set the alarm time as follows:
 - a. Switch between the hour and minute value of the alarm by pressing **LEFT** or **RIGHT** to select

the one you want to modify.

- b. Use the **UP** or **DOWN** buttons to adjust the minute or hour value that you selected. The time format can be either “24H” or “AM/PM,” which can be set in “**Options**” -> “**12H/24H**”.

- c. After setting the desired alarm time, press **OK** or  to save.

2. **Alarm on/off:** Enable or disable the alarm.
3. **Alarm sounds:** Select the alarm sound you want to be played from a choice of five default alarm sounds or your custom “My Alarm” sound (can be any song you want). The “My Alarm” sound can be chosen in: **Home** -> **Music** -> **Options** -> “**Set as My Alarm.**”
4. **12H/24H:** Switch the time display style between 12-Hour (AM/PM) and 24-Hour. This setting affects all time displayed in **PF710** (alarm, system time, auto on/off).
5. **Important Dates:** You can earmark your important dates on the calendar screen. Follow the steps below to highlight important dates on the calendar:
 - a. Select **Important Dates** from the Options menu.
 - b. Move the cursor on the desired date and press **OK** to mark that day.
 - c. Four mark types are available and are represented by different colors: None, Birthday, Party, and Date. Choose one and press **OK** to confirm.
6. **Picture Display Mode:** Change the way pictures are shown next to the calendar: Still Picture (single photo) or Slideshow. Slideshow in clock and calendar mode will play all pictures in the selected media. The calendar still picture can be chosen in: **Home** -> **Photo View** -> **Options** -> “**Set as Clock and Calendar Picture.**”

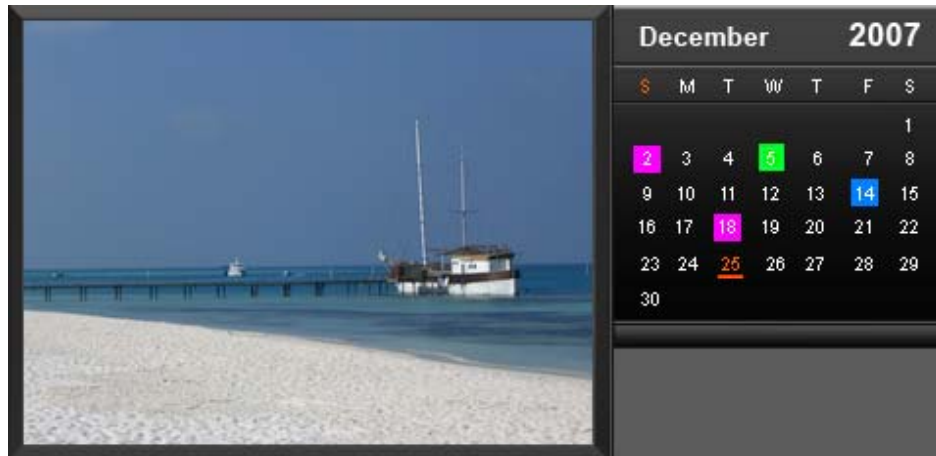


Figure 24: Mark important dates

Settings

In the **Settings** menu, you can inspect your **PF710**'s current device status – Product name, Firmware version, and free space of My Favorites (onboard memory). You can also adjust **PF710**'s interface settings like setting the clock and changing languages.

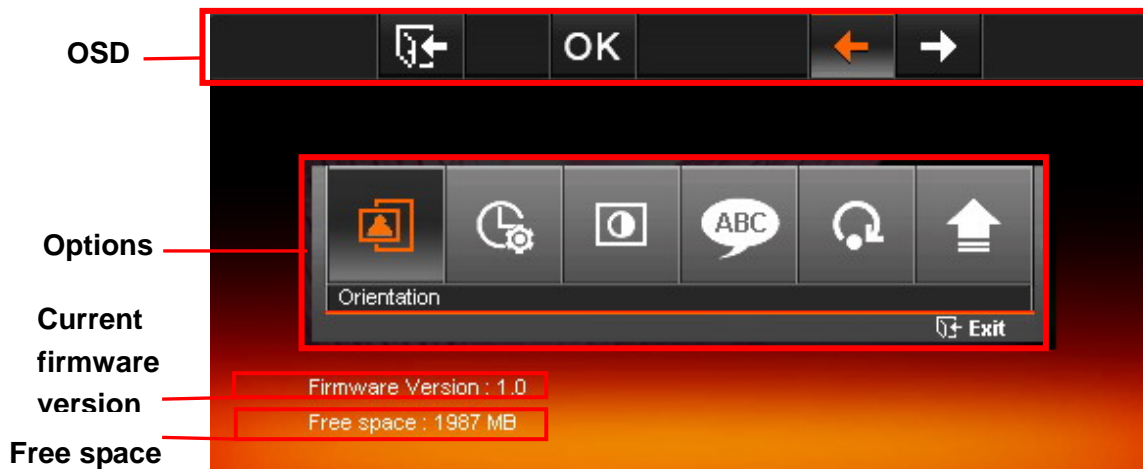




Figure 25: Settings menu



The settings menu will appear when you select it from the Home menu or by pressing  on the remote.

Use **LEFT** and **RIGHT** to select the setting function that you want to adjust and press **OK** or  to view the submenu for that setting. The following settings are available:

Language

Use this function to change the interface language of **PF710** (13 languages are currently available). The default language is “English.”

To change the Language:

1. Select the **Language** option from the Settings menu.
2. Use **LEFT** or **RIGHT** to highlight the desired language.
3. Press **OK** or  to confirm the new language setting. The new setting will be applied immediately.
4. Pressing **EXIT** or  while in the **Language** menu will return to the Settings menu.

Date/Time Setting

Use this function to adjust the date/time, set auto power on/off time, and enable or disable auto power on/off on the **PF710**

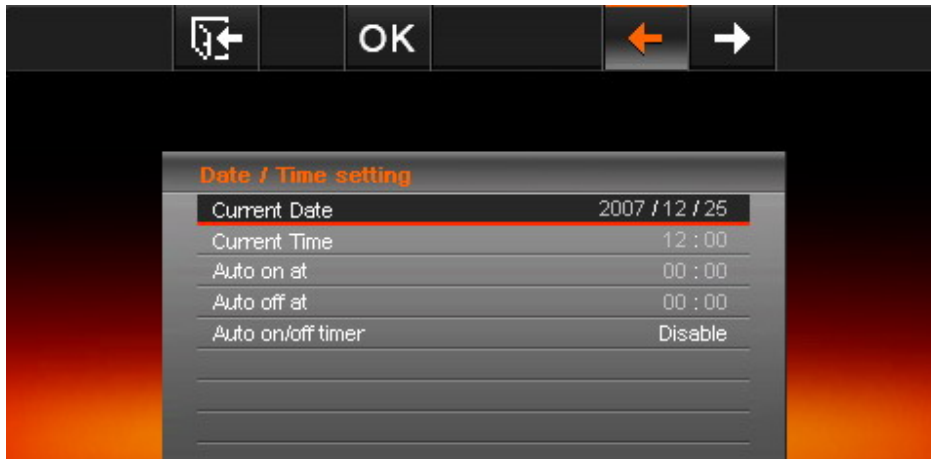




Figure 26: Date/Time Settings

Set Time:


1. Select **Date/Time** from the Settings menu, and use the **UP** or **DOWN** buttons to select between date, time, auto on, auto off or auto on/off timer.
2. Press **OK** or  to modify the selected item.
 - a. **Current Date**: Change the **PF710**'s date. Press **LEFT** or **RIGHT** to select year · month or day and **UP** or **DOWN** to adjust the value.
 - b. **Current Time**: Change the **PF710**'s internal time. Press **LEFT** or **RIGHT** to select hour or minute and **UP** or **DOWN** to adjust the value.
 - c. **Auto on at**: Set an auto power-on time for your **PF710**. Press **LEFT** or **RIGHT** to select hour or minute and **UP** or **DOWN** to adjust the value.
 - d. **Auto off at**: Set an auto power-off time for your **PF710**. Press **LEFT** or **RIGHT** to select hour or minute and **UP** or **DOWN** to adjust the value.
 - e. **Auto on/off timer**: Enable or disable auto power on/off. Press **UP** or **DOWN** to adjust the value.
3. After making adjustments, press **OK** or  to save.

Orientation

You can choose whether you want **PF710** to display photos vertically or horizontally with this convenient function (note: the orientation setting only applies to Photo View, Thumbnail, and Slideshow modes.) There are two orientation modes that you can put your **PF710** in: Landscape mode and Portrait mode. If you want to view your **PF710** photos horizontally, you can set to Landscape mode to change the orientation of **PF710**. If you want to stand or hang your **PF710** up vertically, you should choose Portrait mode. In the Photo View mode or Slideshow mode, the picture is displayed according to the picture file's orientation information and **PF710**'s orientation setting. If the **PF710** orientation is horizontal, a landscape picture fills most of the screen and a portrait picture is shown as a pillarboxed image with black bars on either side of the picture. If the **PF710** orientation is vertical, a landscape picture is shown as a letterboxed image with black bars on top and bottom, and a portrait picture fills most of the screen (If a picture file does not have any orientation information, the **PF710**'s orientation setting will not have any effect.) Note: **PF710** preserves the original aspect ratio of all images and does not stretch them to fill the entire screen.

To set the Orientation function:

1. Select **Orientation** from the Settings menu.
2. Use **LEFT** or **RIGHT** to highlight either "Landscape" or "Portrait."

3. Press **OK** or  to confirm the new orientation.

Display

Use this function to adjust brightness and contrast of the screen.

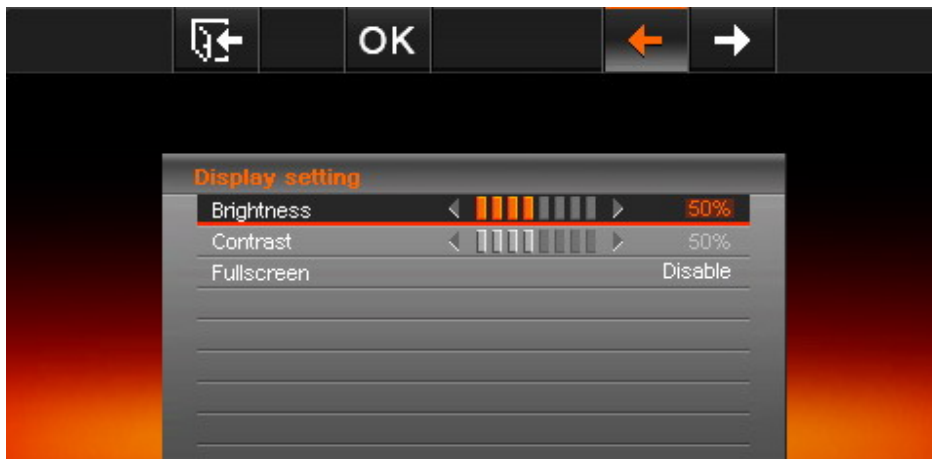




Figure 27. Display settings

To adjust display settings:

1. Select **Display** from the Settings menu to open the Display settings, and use the **UP** and **DOWN** buttons to highlight "brightness", "contrast" and "fullscreen."
2. Press **OK** or  to modify the selected item.
 - a. **Brightness**: Press **LEFT** or **RIGHT** to fine-tune the brightness of the screen.
 - b. **Contrast**: Press **LEFT** or **RIGHT** to make adjustments to the screen's contrast.
 - c. **Fullscreen**: Press **UP** or **DOWN** to enable/disable. If disabled, **PF710** will preserve the


original photo aspect ratio showed in the screen. If enabled, **PF710** will enlarge the photo to fit the screen, while preserving the original aspect ratio. Depending on its dimensions, some parts of the photo may not be displayed in fullscreen mode. Note: fullscreen is only applied on horizontal photos displayed in landscape orientation or vertical photos displayed in portrait orientation.

3. After making your adjustments, press the **OK** button  to save.

Restore defaults

This function is available if you want to reset your **PF710**'s settings. Note: All settings that have been changed will return to the factory defaults.


To restore default settings:

1. Select **Restore defaults** from the Settings menu.
2. Use **LEFT** or **RIGHT** to highlight "Yes."
3. Press the **OK** button or  to confirm.
4. After the process is finished, the Settings menu will be displayed again.

Firmware upgrade

Use this function to keep your **PF710** up to date.

To upgrade the firmware:

1. Insert a storage device such as a USB flash drive or SD/SDHC/MMC/MS/CF memory card that contains a newer version of firmware.
2. Select **Firmware upgrade** from the Settings menu and press **OK** to start the firmware detection process. **PF710** will automatically find the new firmware file.
3. If **PF710** finds that a newer version of firmware is available, a "Yes / No" selection message will be shown. Use **LEFT** or **RIGHT** to select "Yes" and press **OK** or  to perform the system upgrade. If you do not want to upgrade, press "No" to return to the Settings menu.
4. The latest firmware version is available on the Transcend website.



Note: Do not remove the power cord or any storage devices while the firmware is being upgraded. If firmware upgrade fails and the **PF710** will not turn on, please contact Transcend customer support.

Troubleshooting FAQ

If a problem occurs with your **PF710** please first check the information listed below before sending your **PF710** in for repair. If you are unable to remedy a problem from the following hints, please consult your dealer, service center, or local Transcend branch office. We also have FAQ and Support services on our websites. For any Hardware issues please consult the **PF710** User's Manual.

Q: I cannot turn my Transcend PF710 on.

You may not be holding down the Power button long enough. Please press and hold the Power button for at least 3 seconds. If that doesn't solve the problem, please check to make sure your PF710 is connected securely to the DC adapter, and that the adapter is plugged into a wall socket.

Q: My computer's operating system cannot detect my PF710.

Check the following:

1. Is your **PF710** properly connected to the USB port? If not, unplug it and plug it in again. Make sure the USB port is connected on both ends, as shown in the User's Manual.
2. Is your **PF710** connected to the Mac keyboard? If yes, unplug it and plug it into an available USB port on your Mac Desktop.
3. Is the USB port enabled? If not, refer to the user's manual of your computer (or motherboard) to enable it.

Q: I was using my PF710, now no buttons are responding (hangs/lags/stalls).

Try unplugging the DC power adapter from your **PF710**, then reconnecting it to your **PF710** again.

Q: I have connected my PF710 to the computer, but the PF710 does not appear as a new drive in my operating system?

Verify the DC power adapter is connected to your **PF710** and that the **PF710** power is turned on. If not, turn it on and then connect the **PF710** to the computer again. Please make sure your operating system meets the **Transcend PF710** system requirements described in the "Introduction" section.

Q: My PF710 cannot read photos on my memory card or the built-in memory.

1. Make sure the memory card that is supported by the **PF710**.
 2. Ensure that the memory card is correctly inserted all the way into its appropriate slot.
 3. Edited and deformed photos may not display properly on **PF710**. Some digital cameras save images into non-standard formats - please check your camera's user manual for specifics.
-

Specifications

● Panel:	7" TFT LCD, 480x234 pixels
● Speaker:	L / R speaker, 0.5w
● Headphone:	3.5mm, 32 ohm
● USB Interface:	A-Type x1, mini-B x1
● Storage:	1GB NAND
● Data Retention:	Up to 10 years
● Navigation:	7 buttons, volume control wheel
● Remote control:	Infrared, NEC protocol
● Dimension:	219.0 mm x 156.0 mm x 28.0 mm
● Weight:	430g
● Power Supply Input:	100 ~ 240 V 1.0A, Output: 5V DC 2.0A
● Picture Formats:	DSC JPEG, motion JPEG, BMP(W:800 x H:600)
● Music Formats:	MP3, WMA (No DRM support), WAV
● Compression Rates:	32Kbps–320Kbps
● Certificates:	CE, FCC, BSMI
● Warranty:	Panel: 1-year, no more than 4 defect pixels Device: 2-years

Ordering Information

<i>Device Description</i>	<i>Memory Size</i>	<i>Transcend P/N</i>
PF710	1GB	TS1GPF710
PF710C	1GB	TS1GPF710C

Transcend Limited Warranty

“Above and Beyond” is the standard we set ourselves for customer service at Transcend. We consistently position ourselves to be significantly above the industry norm, which is all part of our commitment to Customer Satisfaction.

All Transcend information, Inc. (Transcend) products are warranted and tested to be free from defects in material and workmanship and to conform to the published specifications. During the warranty period should your Transcend **PF710** fail under normal use in the recommended environment due to improper workmanship or materials, Transcend will repair the product or replace it with a comparable one. This warranty is subject to the conditions and limitations set forth herein.

Warranty Period: The Transcend PF710 warranty period is two years from the date of purchase (One-year screen warranty: Within one year of the purchase date, Transcend will replace or repair PF710 screens with four or more defective pixels). Transcend reserves the right to determine whether repair or replacement is suitable upon inspection of the product. The decision made by Transcend whether to repair or replace the product will be final. Additionally, Transcend reserves the right to provide a functionally equivalent refurbished replacement product.

Limitations: This warranty does not apply to product failure caused by accidents, abuse, mishandling, improper installation, alteration, acts of nature, improper usage, or problems with electrical power. In addition, opening or tampering with the product casing, or any physical damage, abuse or alteration to the product’s surface, including all warranty or quality stickers, product serial or electronic numbers will also void the product warranty. Transcend is not responsible for recovering any data lost due to the failure of a hard drive device. Transcend’s **PF710** must be used with devices that conform to the recommended industry standards. Transcend will not be liable for damages resulting from a third party device that causes the Transcend **PF710** to fail. Transcend shall in no event be liable for any consequential, indirect, or incidental damages, lost profits, lost business investments, lost goodwill, or interference with business relationships as a result of lost data. Transcend is also not responsible for damage or failure of any third party equipment, even if Transcend has been advised of the possibility. This limitation does not apply to the extent that it is illegal or unenforceable under applicable law.

Disclaimer: The foregoing limited warranty is exclusive. There are no other warranties, including any implied warranty of merchantability or fitness for a particular purpose. This warranty is not affected in any part by Transcend providing technical support or advice. Please read Transcend’s Warranty Policy in full to understand your rights.

Transcend Warranty Policy: <http://www.transcendusa.com/Support/Warranty.asp>

Online Registration: To expedite the warranty service, please register your Transcend Product within 30 days of purchase.

Register online at <http://www.transcendusa.com/registration>

❖ The specifications mentioned above are subject to change without notice.

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Exceeding Your Expectations

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www.transcendusa.com

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*All logos and marks are trademarks of their respective companies.

Terminology

desktop	7
Desktop	2
This is a single user stationary computer running the Windows [®] , Mac [™] , or Linux [™] Operating System.	
driver	3
drivers	3
A software program that allows a hardware device to communicate with a computer operating system.	
FAQ	24
Frequently Asked Questions.	
Flash	2
A form of rewritable computer memory that holds its content independent of its power supply.	
LCD	2, 3
A liquid crystal display (LCD) is a thin, flat display device made up of any number of color or monochrome pixels arrayed in front of a light source or reflector.	
Linux	2, 9
Linux is one of the most prominent examples of free software and open source operating system.	
Mac OS	2, 8
Macintosh is a personal computer made by Apple. Mac OS is the operating system.	
Mini USB	7
notebook	2, 7
A portable lightweight computer capable of running off of battery power.	
OSD	10, 11
On Screen Display icon.	
USB	2, 3, 5, 7, 11,13
USB A-Type	7
USB port	7
Universal Serial Bus is a hardware interface found on all modern computers for connecting peripherals. USB 2.0 is Hi-Speed version of USB interface, capable of data transfer speeds up to 480Mbits per second.	
Windows	2, 7
Computer Operating System developed by Microsoft.	
