



User Guide

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For Technical Support: 1-800-876-5577



Welcome!

Congratulations on choosing Cinelink™! Cinelink™ provides access to the best Hollywood movies, including early-window and new-release content. Entertain your patrons with movies available in high-definition, 1080p resolution and 5.1 digital surround sound.

Movie purchases are automatically downloaded with Cinelink™ up to two weeks before your show date - No more shipping discs back and forth!

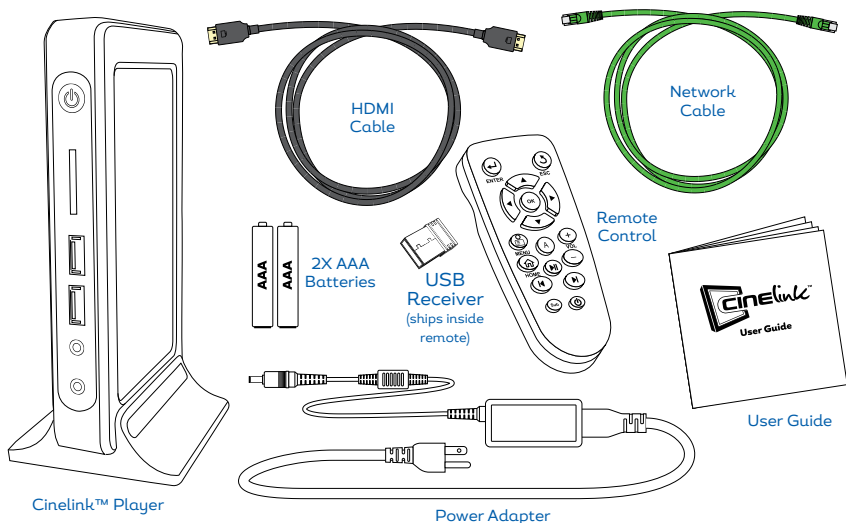
The Cinelink™ player is small and compact, requiring little space to operate and enables easy transport to and from your movie event/venue.

Please take a moment to read through this guide to ensure proper setup. Let's get started!

GETTING STARTED

What's Included?

Please be sure to check for the following items in the box:



Connect Your Cinelink™ Player

The basic method of connecting the Cinelink™ player is described below. Your particular installation environment may require extra equipment and/or adapters.*

IMPORTANT! Do not connect the Cinelink™ player's power cord until all other connections have been made and your display/projector is powered on.

Step 1 - Connect an HDMI cable from **HDMI 1** on the Cinelink™ player to your display. Power on your display.

Step 2 - Connect a network cable from the Cinelink™ player's **LAN port** to your internet router or switch.

Step 3 - Remove the **USB receiver** from within the remote control's battery compartment and insert it into one of the two front **USB ports on the Cinelink™ player**. Install the 2 AAA batteries into the remote and replace the battery cover.

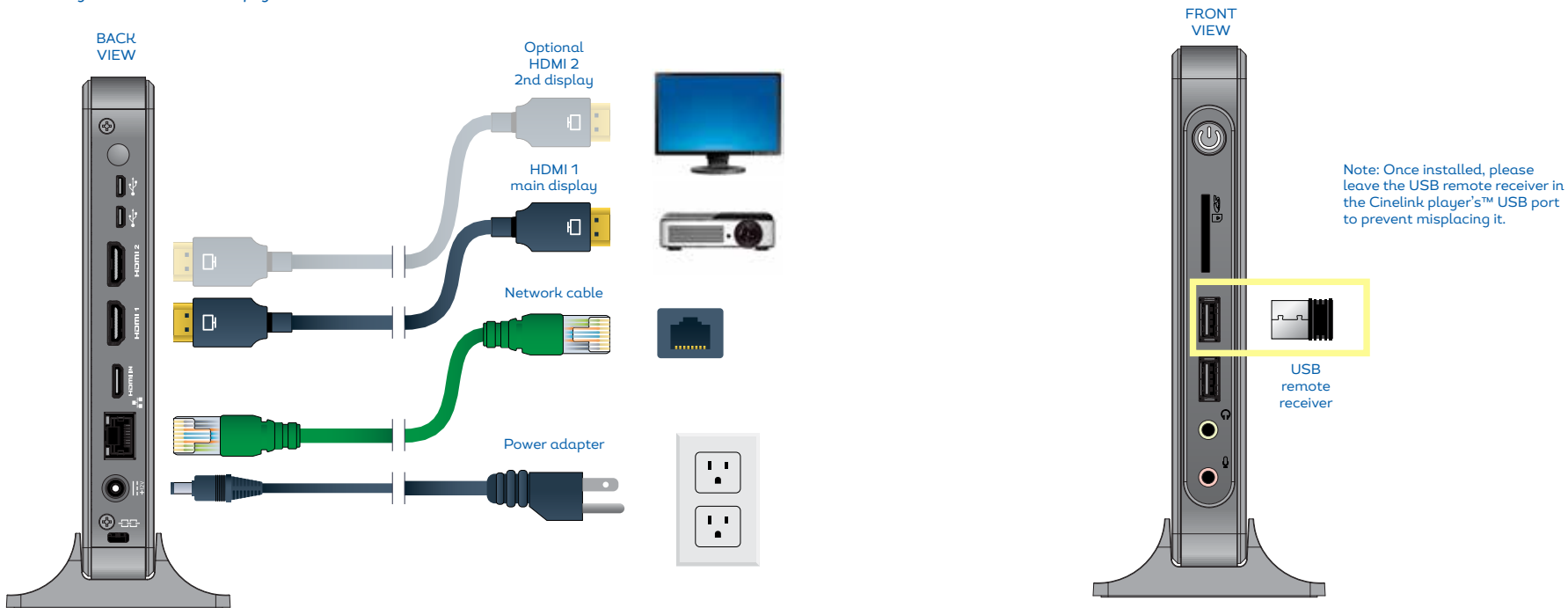
Step 4 - Connect the **power adapter** to the Cinelink™ player and plug the opposite end into an electrical socket (preferably one that is surge-protected).

Optional - Connect a 2nd monitor to **HDMI 2** on the Cinelink™ player for dual-display mode.

*Adapters not included. Please note, 1080p output is only possible if HDCP is maintained between the Cinelink™ player and the display device - otherwise, video quality will be reduced to SD.

Cinelinek™ Player Connection Diagram

Diagram continued on next page...



Cinelink™ Remote Control

Remote control functions are listed below. For best reliability, operate the remote within a 10 foot radius of the Cinelink™ player.

Enter: Functions the same as the OK button



ENTER

Escape: Returns to previous screen; Stops video playback



ESC

Directional Arrows:

Navigates the user interface; Skips forward/back during movie playback



OK: Makes selections within the user interface



Play/Pause: Pauses or resumes play during movie playback



Menu: Enters the "Settings" interface



MENU

Power: Turns Cinelink™ off



Home: Returns to the Movie Carousel



HOME

Rewind/Fast Forward:

Moves forward/backward during movie playback



Sub: Cycles through captions during movie playback



Note: Not all buttons are used.

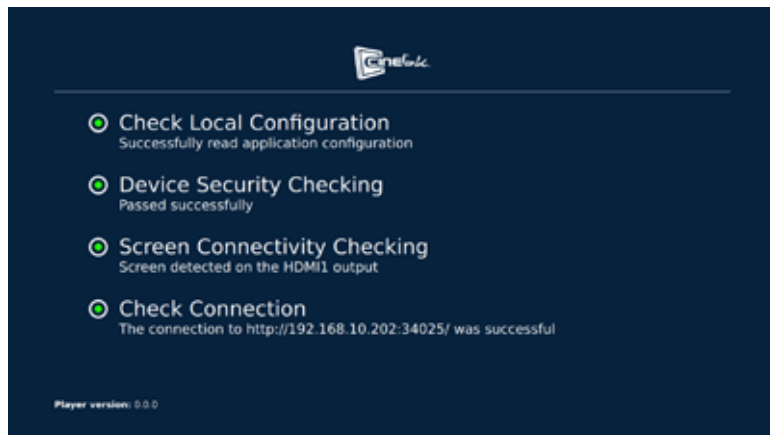
chapter 2

ACTIVATE CINELINK™

Cinelink™ Startup

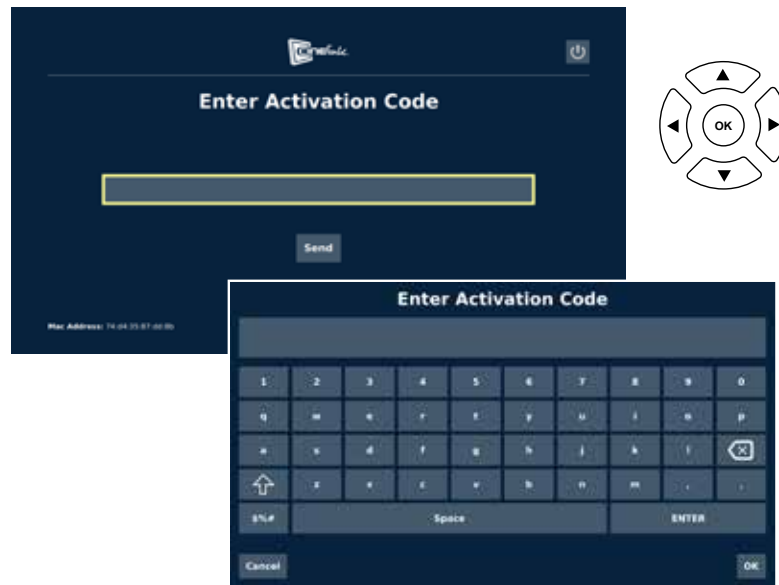
Power on the Cinelink™ player by pressing the power button on the front of the device. 

After a moment, Cinelink™ will display a self-check screen. If any of the items listed do not appear with a green light, please contact Swank Technical Support.

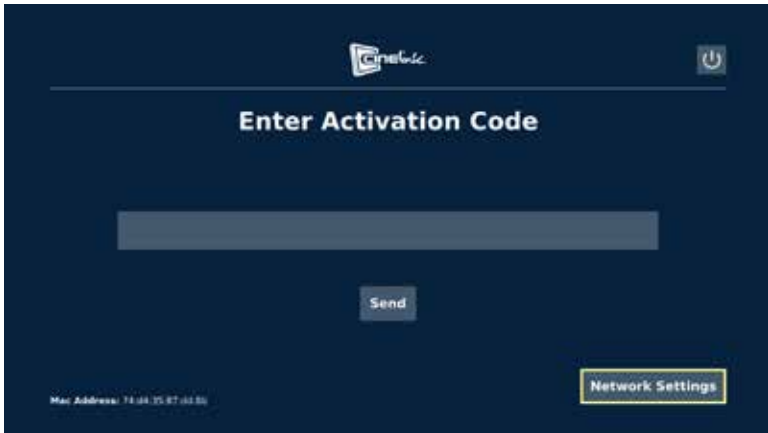


Cinelink™ One-Time Activation

The first time you power on your Cinelink™ player, you will need to activate the device. Press **OK** on your remote to bring up the on-screen keyboard. Use the **arrow** and **OK** keys to input each character of the activation code that was emailed to you. When finished, **arrow down** to select **Send**, then press **OK**.

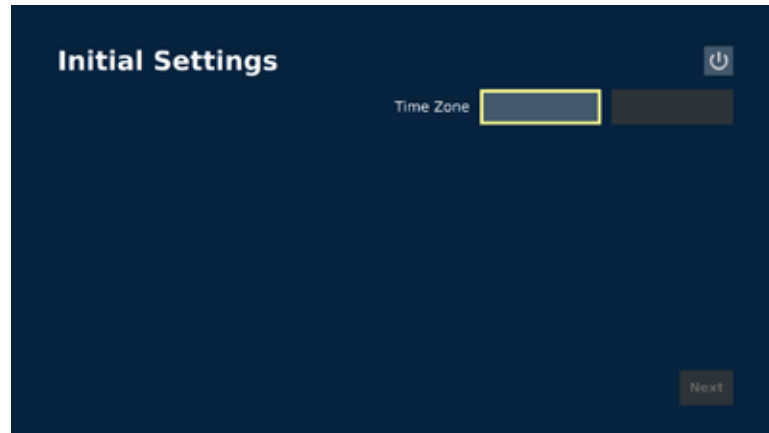


Please note: The Cinelink™ player will need to have access to the internet during the activation process. By default, Cinelink™ is configured to use DHCP to obtain the correct IP address, gateway and DNS servers. If you receive a connection error message when attempting to send your activation code, you will need to select the **Network Settings** button, located at the bottom-right corner of the screen and manually check your settings. This is covered in greater detail in **Chapter 5 - Configure Network Settings**.



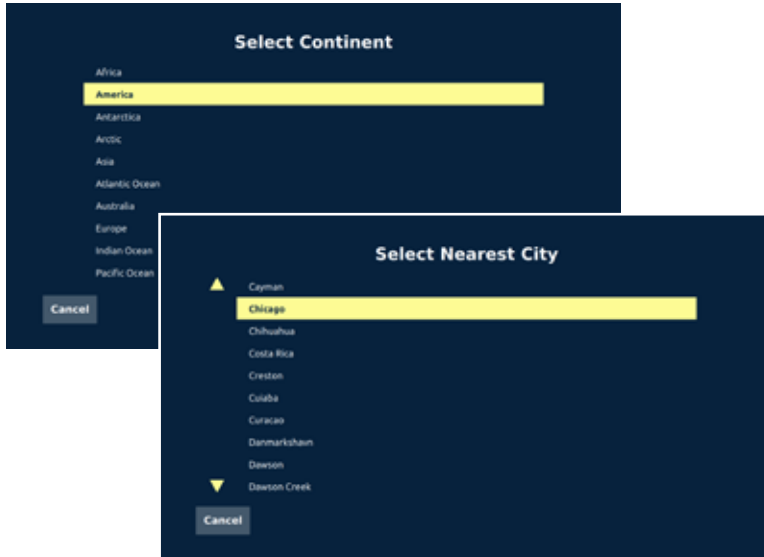
Time Zone

Once you have successfully activated your device, you will be brought to the **Initial Settings** screen. Here, you must configure your time zone. Using the **arrow** buttons on the remote, select the **Time Zone** field and press **OK**.



chapter 3

PLAY MOVIES



Use the **up/down arrow** buttons on the remote to choose the most appropriate option from the list. When finished, press **OK** on the remote. Repeat this process for the **Select Nearest City** field. When you have made your selections, click **Next** at the bottom of the **Initial Settings** screen, then press **OK**. You are now ready to use Cinelink™!

Downloading Movies and TV Shows

Once Cinelink™ has connected to the internet and has been successfully activated, it will **automatically** begin downloading any movies you have ordered from Swank.

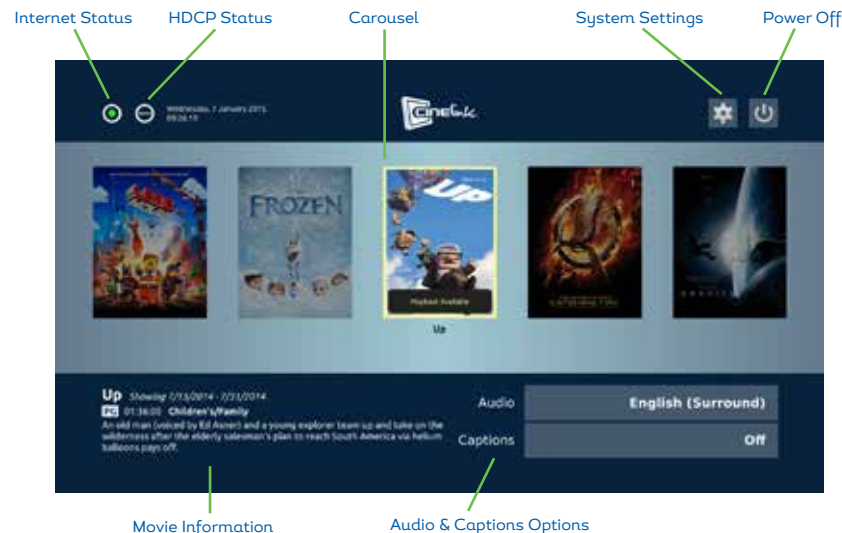
Please note: Cinelink™ is not a video-on-demand service; it does not stream movie content over the internet. Instead, movies are **downloaded** and saved on Cinelink player's™ internal storage. This allows for reliable playback without pauses and higher-quality video and audio. **Movies must be completely downloaded before they can be played.**

Download times will vary based on movie file size, the bandwidth of your internet connection and the traffic on your network. To ensure ample time for downloading and testing your movie, Cinelink™ will typically begin downloading 3-4 weeks prior to your licensed show date.

If a movie download is interrupted due to a power or network outage, Cinelink™ will resume where it left off once connectivity has been restored. Once the download is complete, the movie appear in the **carousel**.

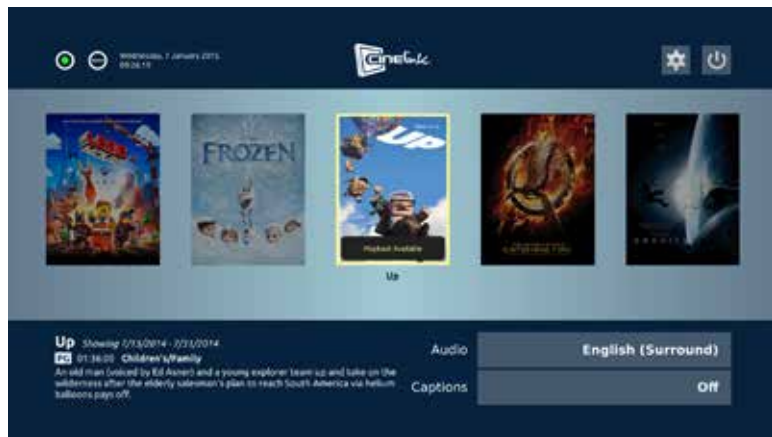
The Cinelink™ User Interface Overview

Cinelink's™ user interface is very simple to use. In the middle of the screen is the **carousel**. This is where your purchased movies are displayed. Along the top, you'll find the **internet status** and **HDCP status** icons, as well as the **system settings** and **power off** buttons. Along the bottom, is the **movie information section** and **audio** and **captions** options.



The Carousel

The **carousel** is where you select and play your movies. Downloaded movies, as well as those in the process of being downloaded, are displayed here. You may only play back movies that have completely downloaded. A movie that is being downloaded will display a % indicator on top the movie image.



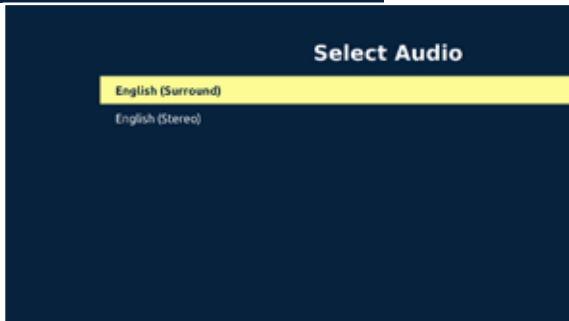
Movie Playback and Show Dates

Movies and TV shows are available for playback only during the licensed show date(s). These dates are listed in the movie information section along the bottom of the screen. You will see **Playback Available** overlaid on top of the movie image if you are within the licensed show date window. If you are not within this show date window, you will see **Preview Available**. Preview mode will allow you to preview playback prior to your showing, to ensure everything is working properly. In this mode, the video will be partially obstructed by a moving text box. To begin movie playback, use the **left/right arrow buttons** on the remote to select the desired movie for playback, then press **OK**.



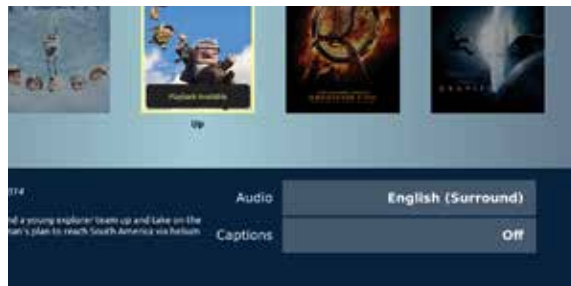
Audio Language

A movie may have multiple audio language tracks from which to select. Select the movie in the **carousel, arrow down** to select **Audio**, then press **OK**. Make your selection then press **OK**.



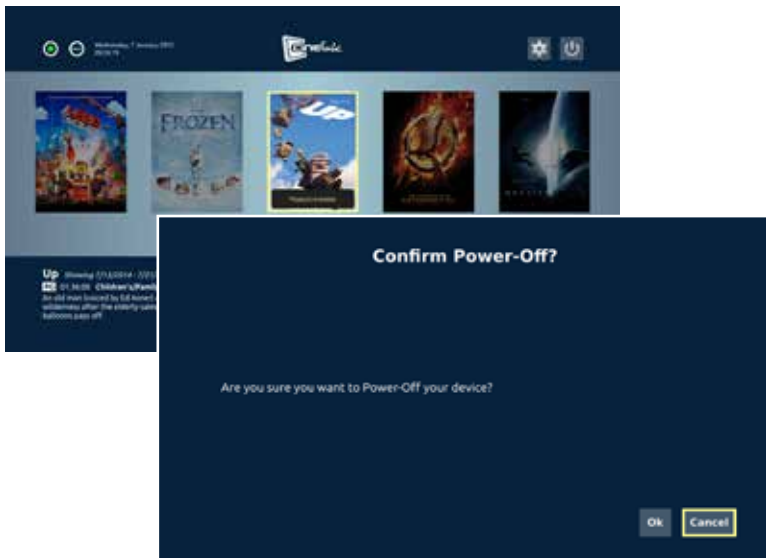
Closed Captions

A movie may include closed captions. To turn closed captions on, select the movie in the **carousel, arrow down** to select **Captions** and press **OK**. Select from the available closed caption languages and select **OK**.



Power Off

You may power off the Cinelink™ player by selecting the **power** icon near the top right corner of the screen and pressing **OK**. You will be prompted to confirm this action on the following screen. Choose **OK** to shut the Cinelink™ player off, or choose **Cancel** to return to the previous screen.



chapter 4

CONFIGURE PLAYBACK SETTINGS

System Settings

You may access the Cinelink™ player's **Settings** by selecting the **gear** icon near the top right corner of the Cinelink™ interface and pressing **OK** - or - by pressing the **Menu** button on the remote control. From the Settings screen, you can access all of the Cinelink™ options: **Audio Output**, **Control Output**, **Video Output**, **Time Zone**, **About**, **Network Settings** and **Diagnostics**.



Audio Output

You may select between HDMI (digital multi-channel) and Analog (stereo) audio output. If using an HDMI cable to carry audio, use the **HDMI** setting (default). If you wish to use the 3.5mm line-out port* on the front of the Cinelink™ player, select **Analog**. Press **OK** to make your selection.



*Note: The 3.5mm line-out port (green and labeled with a headphone icon) is located on the front of the Cinelink™ player (audio cable not included).



3.5mm line-out port

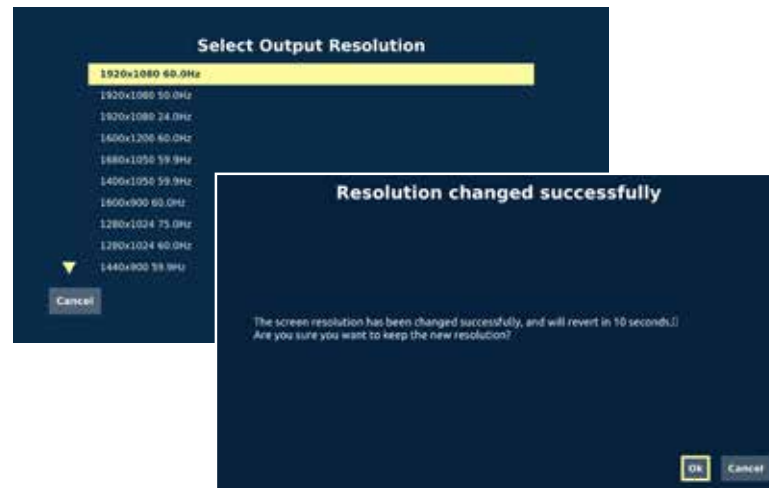
Control Output (HDMI 2)

The **Control Output** setting is used for setting the video resolution of a 2nd display (dual-display mode) that is connected to Cinelink's™ HDMI 2 port. When using dual-display mode, the Cinelink™ user interface is displayed on HDMI 2, while the movie is displayed on HDMI 1. This is useful when you wish to conceal the Cinelink™ user interface from your audience. If you do not have a 2nd display connected to the Cinelink™ player, this option will be grayed out, as shown below.



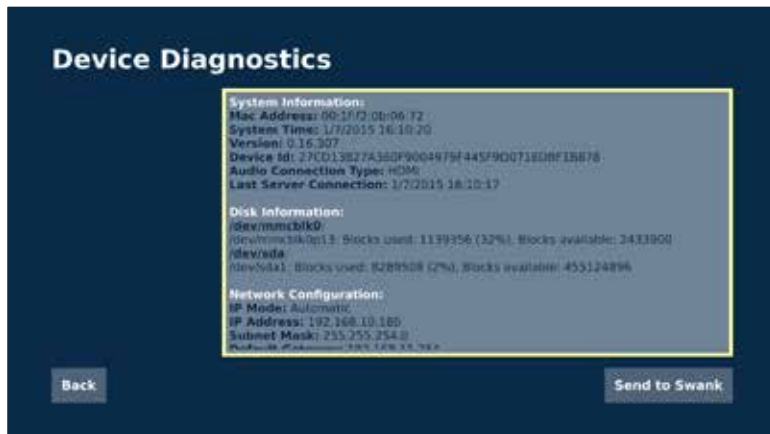
Video Output (HDMI 1)

Cinelink™ will automatically select the best resolution supported by your display when connected using HDMI. You may also choose from a list of supported resolutions. To do so, select the desired resolution from the list and press **OK**. On the **Settings** screen, select **Set**, then press **OK**. If successful, you will receive a message that reads: **Resolution changed successfully**. To keep the new setting, choose **OK**. To revert to the previous resolution, choose **Cancel**.



Diagnostics

The Diagnostics screen will provide you with important troubleshooting information in the event you encounter technical issues with your Cinelink™ player. The **Send to Swank** button can be used to transmit this information directly to Swank for faster technical support.



chapter 5

CONFIGURE NETWORK SETTINGS

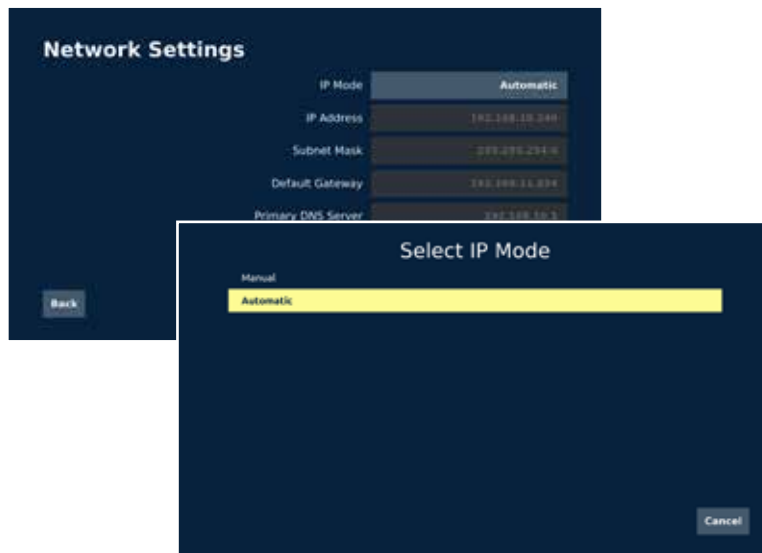
Access Network Settings

At the bottom of the **Settings** screen, select **Network Settings**, then press **OK**.



IP Mode (Automatic/Manual)

By default, Cinelink is set to **Automatic IP Mode** (DHCP). You may find that you need to adjust Cinelink™'s network settings manually if your network does not use DHCP, or if your network administrator requires specific settings. Press **OK** to switch from **Automatic** to **Manual** mode. Press **OK** again to apply the setting.



Manual IP Mode Settings

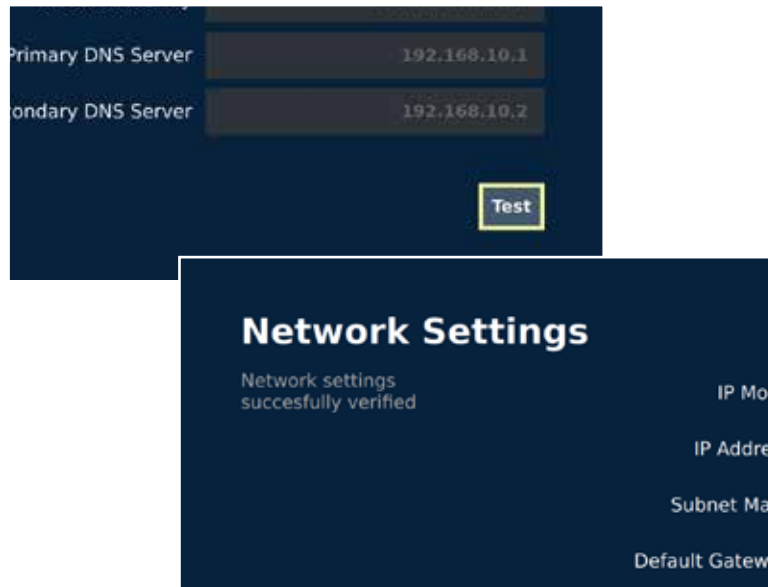
If manual IP setup is needed, work with your network administrator to set the proper values for **IP address**, **Subnet Mask**, **Default Gateway**, **Primary DNS Server** and **Secondary DNS Server**.



Note: Your server addresses will likely be different than those illustrated here.

Test Network Settings

Once you have entered all required values, test your settings by selecting **Test** at the bottom right corner of the screen. If successful, you will receive the message, **Network settings successfully verified**. Press **OK** to continue.



TCP/UDP Port Settings

Your network administrator will need to ensure that the following ports are open on your network in order for proper communication between Cinelink™ and Swank's servers.

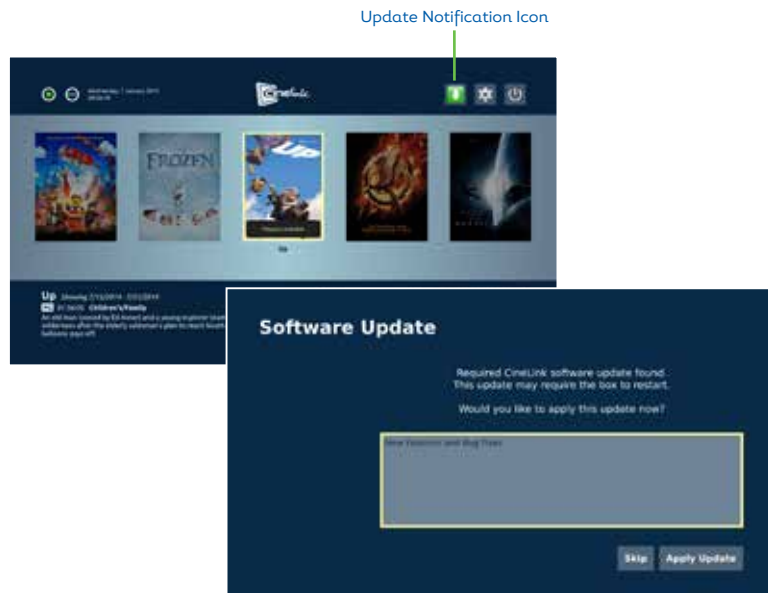
PORTS	IP ADDRESS / URL
TCP: 443	cinelink-apt.swankmp.net
TCP: 443	cinelinkrestapi.swankmp.com
TCP: 22, 33001 UDP: 33001-33100	cdntransfer.swankmp.com

chapter 6

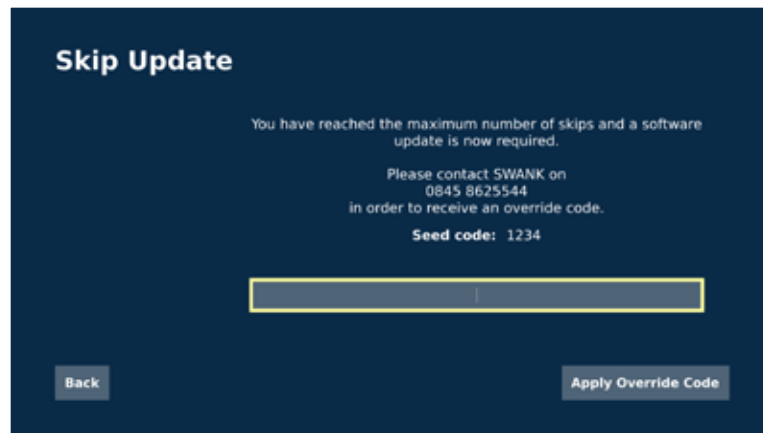
ADDITIONAL INFORMATION

Cinelink™ Software Updates

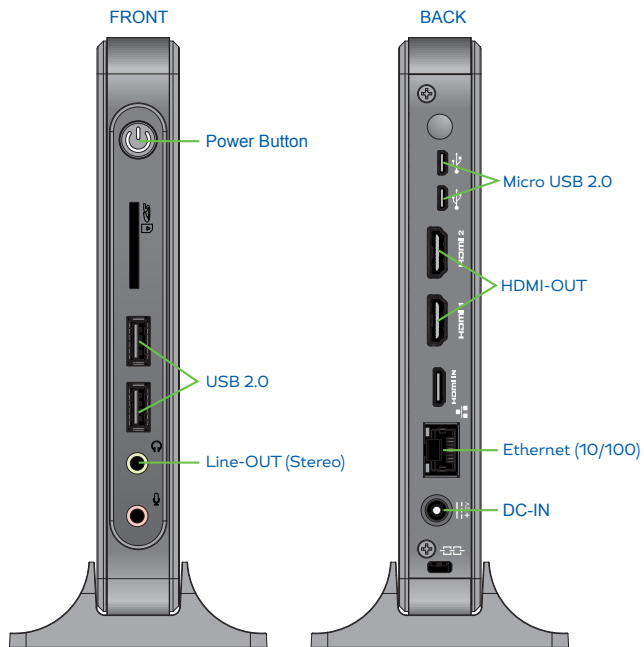
Periodically, Swank will release software updates for Cinelink™. The Cinelink™ player must be connected to an active internet connection to check for and receive these updates. When an update is available, you will see a green notification icon above the **carousel**.



To install the update, select the **update notification icon** and press **OK**. You will be given the choice of immediately applying the update or skipping the update. Skipping the update may be desirable if you don't have time to apply and/or test the update prior to a planned event. You may skip the update up to 10 times before it is required. If necessary, you may request an override code from Swank.



Cinelink™ Diagram



Note: Connections/ports that are not called out are not active or used.

Cinelink™ Specifications

Model Name	Cinelink™
Front Panel I/O	2 USB 2.0 ports 1 SD card slot (not active) 2 Audio jacks: Line-out and Mic-in 1 Power on/off switch
Back Panel I/O	2 Micro USB 2.0 ports HDMI IN port (not active) 2 HDMI OUT ports 1 10/100Mbps Ethernet port 1 DC-in jack
Power Supply	12V DC-in (typical: 3.35W)
Operating Temperature	32°F - 104°F (0°C - 40°C)
Operating Humidity	0 - 80% @ 104°F (40°C) (non-condensing)
Storage Temperature	-4°F - 158°F (-20°C - 70°C)
Dimensions	6.88in(L) x 4.64in(W) x 0.98in(D) (175mm x 118mm x 25mm)
Weight	1.01lbs (0.46kg)
Compliance	CE/FCC

For Technical Support: 1-800-876-5577

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