



UPLAY Universal Player

INTRODUCING THE UPLAY STAND-ALONE HD MEDIA PLAYER



FIRE-FX proudly introduces its new UPLAY universal media player. The UPLAY is a class-leading, state of the art HD media player, built from the ground up with superior engineering qualities, pioneering design, aesthetic appeal, end user

value, and an exceptional set of features. With the UPLAY, a new industry benchmark has been set.

“ *The intuitive menu interface of the UPLAY and liquid smooth control features will give new life to existing control systems and media libraries alike, making both seem to work faster and smoother as media literally jumps at the user's commands on the* ”

Wow your audience with a lightning fast media home theater experience and seamless navigation using a fluid, high-performance user interface. The UPLAY will accelerate your digital life using the latest hardware and software to provide an in-home Cineplex experience.

- Open control system architecture
- Universal container & codec support
- Multi-language support
- CINEMA-FX (Theater Experience)
- Dynamic subtitle support
- Supports 3rd party NAS storage
- Native I/R and TCP/IP control support
- Smartphone remote apps
- Synchronized, dual-audio output for HDMI Matrix deployments



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Please call for a free demonstration



We Are FIRE-FX!

The FIRE-FX Core Team and Channel Partners are a dedicated group of developers, designers, administrators, managers, and support team members who have worked together to create the UPLAY. FIRE-FX has some wonderfully talented people taking proven computing concepts to the forefront of industry standards. Let our team help make your projects successful!

Benefits to System Integrator:

At a very affordable point of entry, the system integrator will deliver an outstanding experience while leveraging existing media storage hardware and control systems installed in their client's home.

The UPLAY's open architecture allows for unprecedented flexibility and performance when interacting with the clients current control systems. Adding existing media libraries is a simple process complete with automated metadata scraping via the Internet.

Benefits to Customer:

The end user will feel like they have a whole new media system as they interact with their current media library with a new look and feel at unprecedented speeds. With the FIRE-FX UPLAY, gone are the "clunky" user interface and frequent buggy system reboots and service calls to repair unreliable media players based on outdated technology.

The unassuming UPLAY offers big performance in a small package. It will accelerate homeowner's digital life delivering a lightning fast media experience and seamless navigation with the media library and control system they already own and love.

UPLAY Core Features:

- Capable of 7.1 digital TRUE-HD audio output.
- Universal container and codec support: With support for nearly every media codec and file container, you never have to worry about having to have the right format for your media.
- Simple setup. UPLAY supports most 3rd party NAS devices with open media shares and non-DRM protected media.
- Language support: UPLAY fully supports many languages out of the box. Currently the existing supported languages are Afrikaans, Basque, Brazilian Portuguese, Bulgarian, Catalan, Croatian, Czech, Danish, Dutch, English, American English, Esperanto, Finnish, French, German, Greek, Hungarian, Icelandic, Indonesian, Italian, Maltese, Norwegian, Polish, Portuguese, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Mexican Spanish, Swedish, Turkish and Ukrainian.
- Subtitles on the fly: UPLAY allows you to search the Internet for subtitles in the language of your choice and apply them "on the fly" while enjoying your movie or TV show.
- Weather Feature: UPLAY ties you into your local weather conditions and forecasts, updating live over the Internet.
- Cinema FX: Optional "Cinema" mode, playing movie trailers of movies coming to theaters soon and pre-show movie theater videos to deliver the Cineplex experience in your media room.
- Gigabit Ethernet support.
- Database driven media manager with automated metadata scraper.
- Near silent operation.
- Tiny footprint.
- Can be deployed in either vertical or horizontal configuration.
- Native support for IR and TCP/IP based control systems including but not limited to Crestron, RTI, Control 4, Savant, Elan, Vantage, and URC Total Control.
- Smartphone & Tablet (iOS and Android) remote control aps available.