Global Engineering

PPM 360 Meter

Equipment Manual

For Nielsen PPM 360 Meter Models DA118A and FCC ID is IGKDA118A

IC ID is 4213A-DA118A

1050-1672

Revision A

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Revisions

Revision	Sheets	ECO #	Date	Approved By
A	All	ECO-002861	06/08/15	CCB

Detailed Revision History

Revision	Date	Change Made	Responsible Engineer
A	06/08/15	Initial Release	Allen Zimmerman

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Contacts

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1. Introduction

The following equipment is discussed in this equipment manual;

- Model DA118A Nielsen Audio PPM 360 Meter

Also referred to as the PPM G2 (Personal People Meter Generation 2)

- Meter Accessory item: Class 2 Power Supply Unit

This power supply can be directly connected to the Meter, or connected to the Cradle.

When the power supply is connected to the Cradle, the meter is placed into the Cradle in order to recharge the Meter.

- Meter Accessory item: Adapter

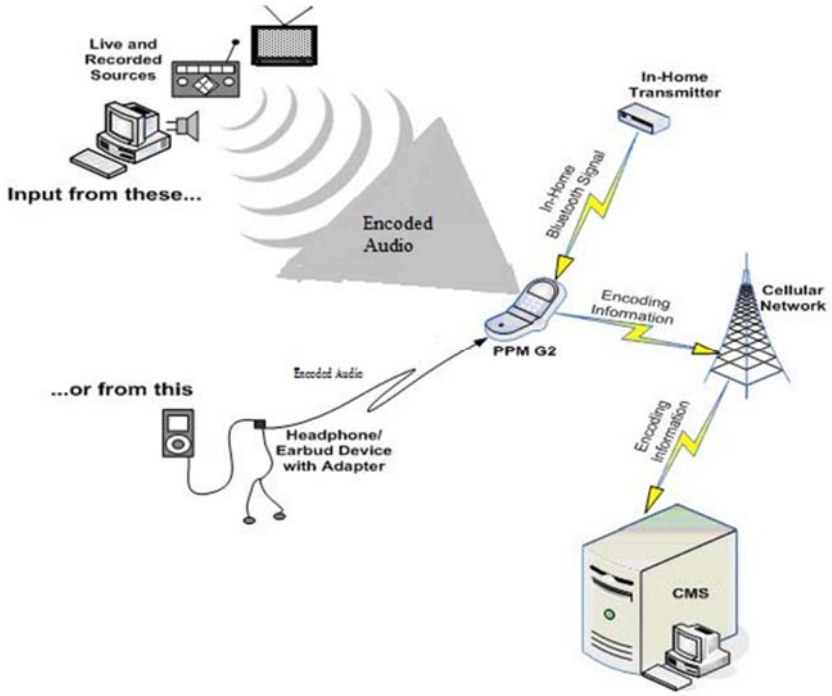
- Alternate equipment item: Model HP110 Nielsen Audio PPM 360 Collector

The Models DA118A PPM 360™ Meter is a device that is worn or carried on a person, usually by means of a belt clip. The PPM 360 Meter collects audio that is watermarked (also known as “encoding”) with data information using Nielsen Audio’s patented Critical Band Encoding Technology, and using cellular technology, forwards this information back to Nielsen Audio data collection servers. The DA118A also determines if the person wearing the PPM 360 Meter, known as a “panelist”, is in his/her home or out of the home using an In-Home Beacon. The Model DA118A use a headphone adapter accessory when the panelist is wearing headphones to collect this data from MP3 or other audio devices that use headphones.

Charging of the Nielsen Audio Models DA118A PPM 360 Meter is performed by a Class 2 power unit with USB type connector, or alternatively by use of a cradle system which interconnects between this same power unit and the meter. The cradle system uses the same Class 2 power unit with USB type connector; however, the cradle is a nest where the power from the class 2 power unit USB type connector is transferred to a set of spring pins which contact with two charge contacts on the side of the Models DA118A meter when the meter is placed in the cradle nest, thereby charging the meter. The cradle charging system is also an accessory of the Models DA118A.

Figure 1 below illustrates the interactions of the Models DA118A device with the outside world as well as with other components of the system overall. Note: The PPM 360 Collector is not shown.

Figure 1 – Interaction of PPM 360 Meter System



2. DA118A Main Functions

1. Data Embedded in Audio Data Acquisition: Audio collected and data decoded by the DSP (Digital Signal Processor).

2. Motion data collected to determine panelist compliance and duplicate (multiple PPM) carry.

3. Machine-to-Machine Data Transfer Function: Use only when a mobile phone SIM card is installed, Machine-to-Machine Data Transfer function will collect the data set to the specified server.

4. Bluetooth function with In-Home Beacon: The In-Home Beacon function has only a search feature. It can only search for the In-Home Beacon Device ID and Bluetooth address. The In-Home Beacon function does not support Bluetooth connectivity, data transmission or other functions. In addition, meter Bluetooth cannot be searched.

5. The purpose of the alternate equipment PPM 360 Collector is to replace the meter Machine-to-Machine Data Transfer cellular technology with an alternate data transfer method, in areas where cellular technology is not available. The PPM 360 Collector is not normally provided to a panelist. As of the time when this User Manual is written, the only country where the PPM 360 Collector is provided is Canada. However, if the PPM 360 Collector is provided to a panelist, the specific PPM 360 Meter provided to the panelist is specially configured by software to enable communication with the specific PPM 360 Collector provided to the panelist. In this case, Bluetooth connectivity, Bluetooth data transmission and other Bluetooth functions are enabled between the PPM 360 Meter and the specific PPM 360 Collector, and only between these two devices.

3. Proper Care and Handling

- Please pay attention to all warning and caution labels.
- For cleaning, use only a dry cloth—do not use liquid or aerosol cleaners.
- Do not push objects of any kind into an opening.
- Do not use attachments unless recommended by Nielsen Audio, Inc.
- Once the beacons are plugged in, please do not move them unless recommended by Nielsen
- To prevent pinching of the power cord, do not walk on, bend sharply or push items against the power cord.
- Contact Nielsen to service your meter, charger, power cord, beacons, headphone adapter or lanyard (“equipment”) under the following conditions:
    - The power cord or plug is damaged.
    - Objects have fallen into the meter or meter equipment.
    - The meter or meter equipment has been exposed to water or other liquids.

- The meter or meter equipment does not operate normally or exhibits a distinct change in performance.
- The meter or meter equipment has been dropped, or the enclosure has been damaged.

4. FCC Compliance Statement

This device complies with part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) This device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation.

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation.

If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

• Reorient or relocate the receiving antenna.

• Increase the separation between the equipment and receiver.

• Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.

• Contact Nielsen Audio, Inc. for help.

Changes or modifications not expressly approved by Nielsen Audio, Inc. could void the user's authority to operate the equipment.

5. Radio Frequency Exposure Information (SAR)

This equipment meets the U.S. government's requirements for exposure to radio waves. The exposure standard for wireless devices employs a unit of measurement known as the specific absorption rate, or SAR. The SAR limit set by the FCC is 1.6 watts per kilogram (W/kg). Tests for SAR are conducted using standard operating positions accepted by the FCC with the device transmitting at its highest certified power level in all tested frequency bands. Although the SAR is determined at the highest certified power level, the actual SAR level of the device while operating can be well below the maximum value. This is because the device is designed to operate at multiple power levels so as to use only the power required to reach the network. In general, the closer you are to a wireless base-station antenna, the lower the power output.

The highest measured SAR value for this device when worn on the body as described in this user guide is 0.964 W/kg. For SAR test,Body worn mode test distance is 5mm.Additional SAR information for this device can be retrieved by accessing the FCC Equipment Authorization search page at http://www.fcc.gov/oet/ea/fccid/ and entering the following; FCC ID: IGKDA118A depending on the specific device model.
The FCC ID for each device model is shown on the device equipment label.

For body worn operation, this device has been tested and meets the FCC RF exposure guidelines when used with the belt-clip accessory provided by Nielsen Audio, Inc. Use of other accessories may not ensure compliance with FCC RF exposure guidelines.

6. IC (Canadian Industry) Notice

This device complies with Industry Canada license-exempt RSS standard(s). Operation is subject to the following two conditions:

1.this device may not cause interference,

2.and this device must accept any interference, including interference that may cause undesired operation of the device.

Le présent appareil est conforme aux CNR d'Industrie Canada applicables aux appareils radio exempts de licence. L'exploitation est autorisée aux deux conditions suivantes:

1.l'appareil ne doit pas produire de brouillage, et

2.l'utilisateur de l'appareil doit accepter tout brouillage radioélectrique subi, même si le brouillage est susceptible d'en

This Class B digital apparatus complies with Canadian ICES-003.

Cet appareil numérique de la classe B est conforme à la norme NMB-003 du Canada.

For SAR test,Body worn mode test distance is 5mm.

Pour les essais en mode portés à distance, est de 5 mm.

7. Consolidated Technical Specifications

Equipment Name: PPM 360 Meter

Models: DA118A

Dimensions: Approximately 8.0 cm L x 5.2 cm W x 2.5 cm H

Weight: Approximately 70 g

Maximum operating ambient temperature: 40 degree C

Normal Operation: Body Worn Device

Limited Charge Voltage: 4.2V

Rechargeable Battery: Li-Ion 4.2V, 960mAh

Class III device supplied by Certified Power Supply

GSM 850, GSM 1900, GPRS/EDGE/WCDMA 850, GPRS/EDGE/WCDMA 900, GPRS/EDGE/WCDMA 1800, GPRS/EDGE/WCDMA 1900, DCS1800, PCS1900, WCDMA 850, WCDMA 1900, WCDMA 2100

Bluetooth 2402-2480MHz