

The Roku logo, consisting of the word "Roku" in white, bold, sans-serif font, centered within a solid black square.

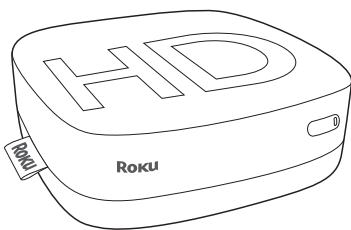
IP-STB

Roku Player

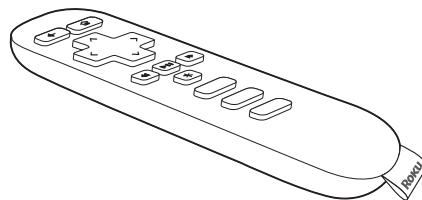
Important Product Information

model name:2720X

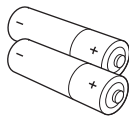
WHAT'S IN THE BOX



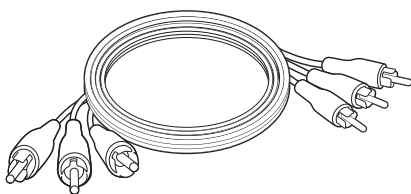
Roku player



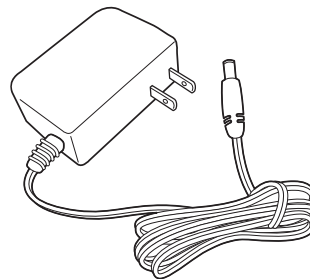
Remote control



2 x AAA
batteries for
remote

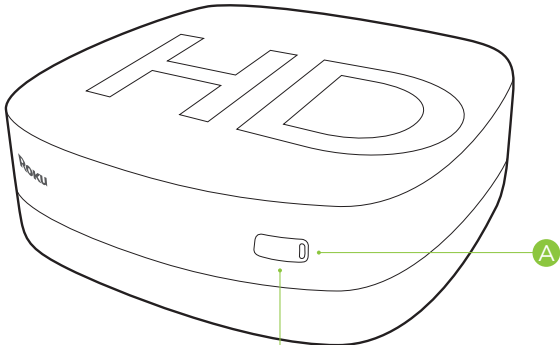


A/V cable
RCA



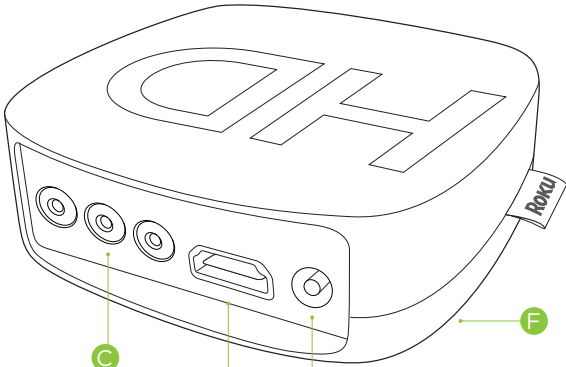
Power adapter

GET TO KNOW YOUR **ROKU**



Front view

B



Back view

C

D

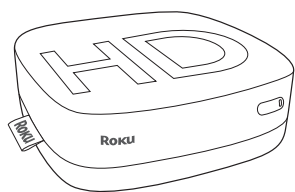
E

F

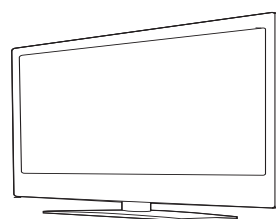
- A** Status light – Flashes slowly when the Roku player starts up. Glows when it's on. Flashes once with each press of the remote control.
- B** IR receiver – Receives signal from the included Roku remote.
- C** A/V port – Connects your Roku player to a TV with the included A/V cable. Provides standard definition quality only.
- D** HDMI port – Connects your Roku player to an HDTV with an HDMI cable (not included).
- E** Power port – Connects your Roku player to a 120V AC power source with the included power adapter.
- F** Reset button (located on bottom of Roku)- Resets your Roku player to its original factory settings when pressed and held for 10 seconds (a feature you'll rarely, if ever, use).

DID YOU NOTICE? Your Roku player has no on/off switch. It's simpler that way and draws very little power—less than a nightlight! Keep it plugged in so that it can download the latest software updates automatically.

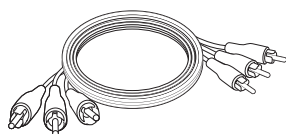
WHAT YOU NEED



Roku player

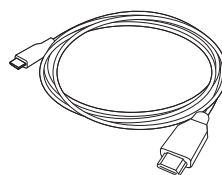


TV
(HD or standard definition)

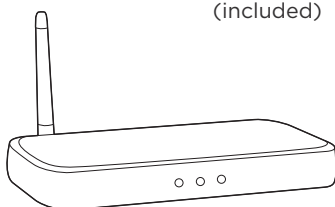


A/V cable
(included)

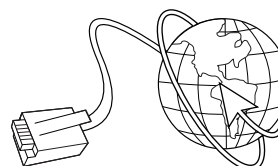
OR



HDMI cable
(sold separately)



Wireless router
(any Wi-Fi)



High-speed Internet connection
(DSL or cable modem)

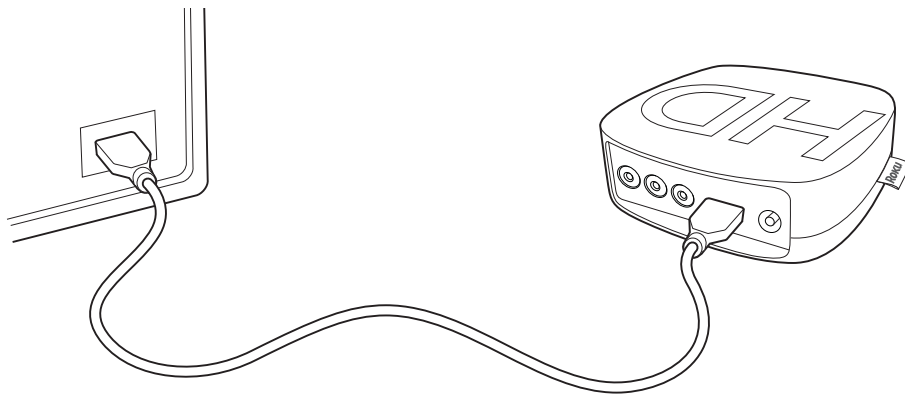
WHAT TO DO **STEP 1**

Ready for the step-by-step? We've only got four...

CONNECT YOUR PLAYER

Connect your Roku player to your TV in one of two ways:

HIGH DEFINITION: If you have an HDTV and want the best picture quality, use an HDMI cable (not included) to make the connection depicted in the diagram below:

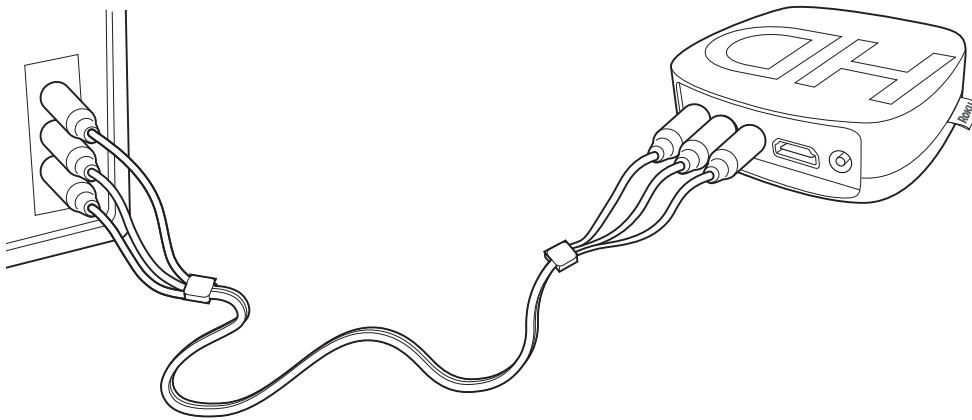


- Connect one end to the HDMI port on the back of your Roku player.
- Connect the other end to an open HDMI port on your TV.

DID YOU KNOW? Because HDMI outputs digital video and audio, you don't need a separate audio cable. HDMI also supports 5.1 surround sound (where available). **GOT A RECEIVER?** You can also use HDMI to route video and audio directly through your receiver if it supports HDMI video pass-through.

WHAT TO DO **STEP 1** (CONTINUED)

STANDARD DEFINITION: If you have a standard-definition TV, do not have an HDMI cable or do not have a free HDMI port on your TV, use the included A/V cable to make the connection depicted in the diagram below:



- Connect one end to the composite video and analog audio ports on the back of your TV (look for Video IN, then match the Yellow/Red/White ports).
- Connect the other end to the back of your Roku player. Just match the colors and you're good to go!

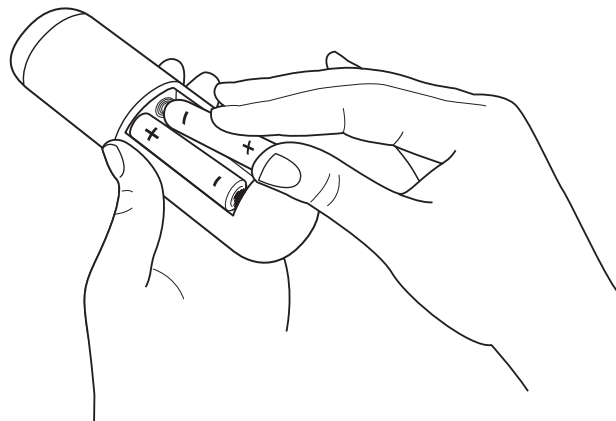
WHAT TO DO **STEP 2**

POWER UP KEY COMPONENTS

In this step, we'll make sure all systems are GO!

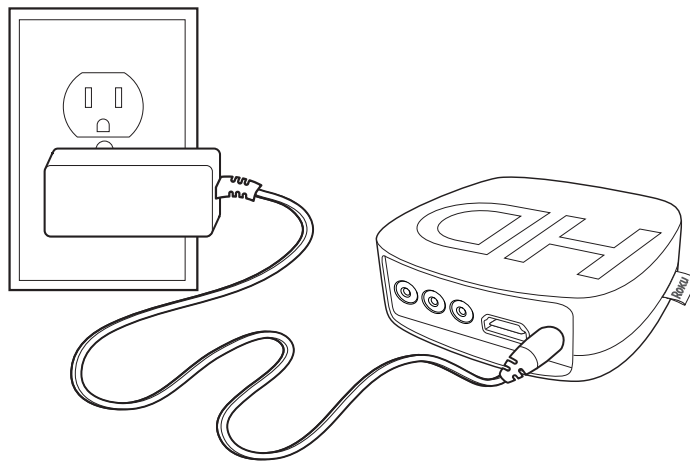
First, power your Roku remote by inserting the included batteries:

- Turn the remote control over and locate the rectangular battery door on the rear of the unit.
- To remove the battery door, press the top of the door while simultaneously sliding it down.
- Insert the batteries into their slots, making sure to match the positive (+) and negative (-) signs.
- Slide the battery door back over the compartment until it snaps securely into place.



WHAT TO DO **STEP 2** (CONTINUED)

Next, power on your Roku player by connecting it to a wall outlet using the included power adapter, like this:



Finally, power on your TV and look for a Roku message to fill the screen.

BLANK SCREEN? If your TV does not display a Roku screen, make sure your TV input matches the physical connection used to connect your Roku player. Press the Input button (also called Source) on your TV or TV remote to cycle through the various video inputs available until you see a Roku screen.

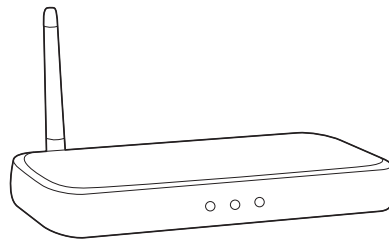
WHAT TO DO **STEP 3**

CONFIGURE YOUR NETWORK

Step 3 establishes your network connection and brings out your inner geek. You can do it!

WIRELESS: The Roku player will automatically detect wireless networks in your area, so you can grab that Roku remote and jump right into Guided Setup. At wireless set up, have your network name & password ready and do the following:

- Select your network from the list of available networks.
- Enter your network password, if you use one. Remember, network passwords are case sensitive.



DOS AND DON'TS ON WHERE TO PLACE YOUR ROKU PLAYER:

- DO place your player within range of your wireless network.
- DON'T place your player in an enclosed cabinet; it may interfere with the wireless signal.
- DON'T place your player beneath anything; it may cause the player to overheat. Eeeeks.

WHAT TO DO **STEP 4**

COMPLETE GUIDED SETUP

It's the final stretch and hooray—it's a breeze! Continue following the on-screen instructions and you'll:

- Get the latest software.
- Select the video output resolution.
- Link the Roku player to your Roku account on your computer.

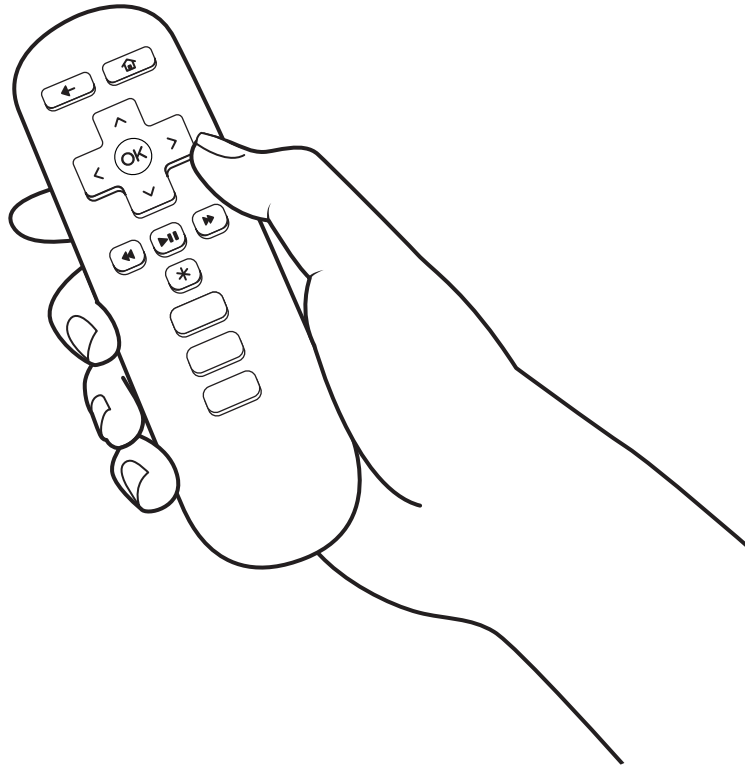
And setup is done...congratulations! Continue using that Roku remote, which you can learn more about on the following pages, to personalize your channel line-up, stream movies or play games. The fun part has just begun, we promise.



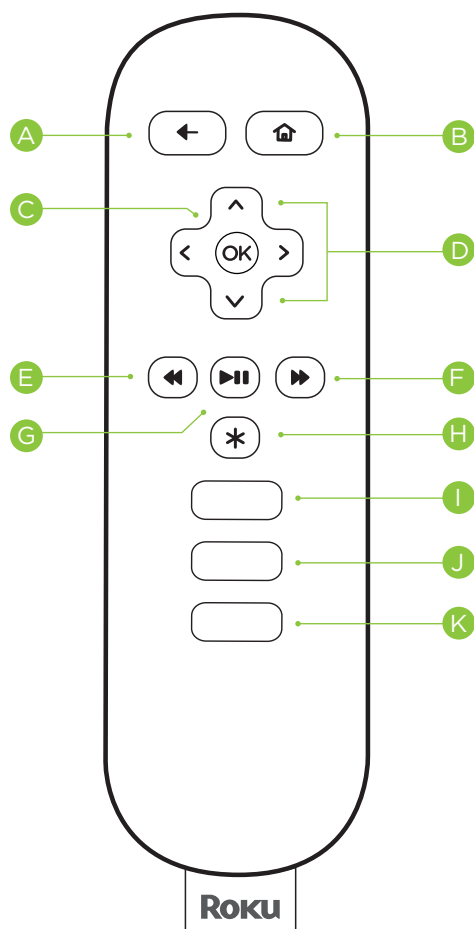
YOUR ROKU ACCOUNT: During Guided Setup, you'll be prompted to create your Roku account online at roku.com/link. Your Roku player will generate a unique code that links your player to your new account. Roku accounts are free and secure. And while a valid credit card number is required to create your account, rest assured you will only be charged if you authorize purchases of apps and games from the Roku Channel Store.

KNOW YOUR ROKU REMOTE

The Roku remote should feel right at home in your hand. We designed it to be incredibly intuitive for watching TV and navigating on-screen menus.



KNOW YOUR ROKU REMOTE (CONTINUED)



- A **[BACK]** Return to previous screen
- B **[HOME]** Return to Roku home screen
- C **[OK]** Select an option from a menu
- D **[UP]** or **[DOWN]** Move up or down; **[LEFT]** or **[RIGHT]** Move left or right
- E **[REV SCAN]** Rewind, scroll left one page at a time
- F **[PLAY/PAUSE]** Start or pause playback
- G **[FWD SCAN]** Fast forward, scroll right one page at a time
- H **[OPTIONS]** View more options
- I Quick launch button
- J Quick launch button
- K Quick launch button

TIP: Make sure there are no obstructions between the remote and the IR sensor on the front of the Roku player.

TROUBLESHOOTING

If you are having trouble completing Guided Setup, don't worry: It's usually an easy fix.

IF YOU CANNOT SEE A PICTURE ON YOUR TV:

- Make sure your TV is turned on. (This tip could save you some embarrassment.)
- Make sure the connectors on the cables between your Roku player and your TV or home theater receiver are pushed in all the way.
- Make sure the video input on your TV or home theater receiver is set to match the output (usually composite video) used with the Roku player. Most TVs have an Input button on the remote control to change video inputs.
- Make sure the power cable for the Roku player is connected snugly to the Roku player on one end and to a working power source on the other end. If the Roku player is powered, the status light on the front of the unit will be on.
- If you are using HDMI with a home theater receiver, make sure the HDMI cable from your Roku player is connected to an HDMI-in port on your receiver and the HDMI cable from an HDMI-out port on your receiver is connected to your TV.

IF YOU CANNOT CONNECT TO YOUR WIRELESS HOME NETWORK DURING GUIDED SETUP:

- If you are not getting 3 or more signal-strength bars above your wireless network, adjust the location of your Roku player and/or wireless router. (See tips on DOs and DON'Ts regarding Roku placement in Step 3.)
- Make sure there are no obstructions, like cement walls, between your Roku player and your wireless router.
- Make sure you select the correct wireless router on the "Choose wireless network" screen.
- Make sure you input the correct password, if your network is security-enabled (password is case sensitive).
- If you have turned off SSID broadcasting on your wireless router, you can add your network by selecting "Add network" from the "Select wireless network" screen.
- If security is enabled on your network, temporarily disable it on your router and try connecting again.

TROUBLESHOOTING (CONTINUED)

IF YOU CAN'T HEAR SOUND:

- Make sure the connectors on the cables between your Roku player and your TV or home theater receiver are pushed in all the way.
- Make sure the volume on your TV or home theater receiver is turned up and isn't on mute.
- If you connected your Roku player to a home theater receiver, make sure you receiver is turned on.
- Make sure the input on your TV or home theater receiver matches the output used with your Roku player.

IF THE ROKU REMOTE CONTROL ISN'T FUNCTIONING:

- Point the remote directly at your Roku player.
- Try moving closer to your Roku player.
- Make sure the batteries are working and inserted properly into the remote (see Step 2).
- Make sure the front of your Roku player is not obstructed.
- If the status light on the front of your Roku player flashes once each time you press a remote button, the problem is not with the remote.

IF YOU COULDN'T FIND WHAT YOU NEED:

Visit roku.com/support for more help.

The License Agreement

The Roku and third-party software license terms can be found at: www.roku.com/license. Use of the Roku player constitutes acceptance of as well as agreement to those license terms.

Ninety (90) Day Limited Hardware Warranty

Subject to the additional terms and conditions set forth below, Roku provides this Limited Warranty:

- Only to the person or entity that originally purchased the Player from Roku or from one of its authorized resellers or distributors;
- and
- Only for Players purchased and delivered to the end user within the United States.

Limited Warranty

Roku warrants the Roku Player ("**Player**") hardware against defects in materials and workmanship under normal use for a period of ninety (90) days from the date of purchase ("**Warranty Period**"). If Roku determines that the Player's hardware is defective, Roku will either repair the unit or replace the unit with either a new or rebuilt Player, at its option. If the Warranty Period has expired or is otherwise not applicable (see **Scope and Limitation on Warranty** below), we will return the Player to you. More information about this warranty can be found at www.roku.com/support. THE FOREGOING SETS FORTH ROKU'S SOLE OBLIGATION AND YOUR EXCLUSIVE REMEDY IN THE EVENT OF ANY BREACH OF THIS LIMITED WARRANTY.

Return and Warranty Service Process

Please access and review the online help resources at www.roku.com/support before seeking warranty service. To return or obtain warranty service for a Player, you must first obtain a Return Merchandise Authorization (RMA) number from a Customer Support Representative (CSR) at Roku. Customer Support contact information can be found by visiting www.roku.com/support. RMA numbers expire thirty days from issuance. Roku may attempt to troubleshoot a warranty-related problem prior to issuing a RMA number. Please be prepared to provide additional information upon request. Once a RMA number is obtained, you must ship your Player, freight prepaid, together with proof of purchase and all accessories, in either the original packaging or packaging affording an equal degree of protection, to the Roku authorized distribution facility identified by the CSR. Failure to return any of the accessories could result in a delay and/or result in an invoice to you or credit to Roku for the missing accessories.

Important: When emailing for a RMA number, please provide the following information with your request: (a) model number, (b) serial number, (c) problem description, (d) software version (located in the System Configuration menu), (e) date of purchase, (f) place of purchase (reseller or online place of purchase), and (g) return shipping address (P.O. boxes are not accepted).

Scope of and Limitation on Warranty

The warranty on the Player is limited to the repair or replacement of defective units as described in the **Limited Warranty** section above. This warranty does not cover customer training or education, installation, set up adjustments, or signal reception problems. This warranty also does not cover any issue related to the service provided by your Service Provider, including but not limited to service disruption, changes in service terms, changes in offerings, changes in format, or technical problems. This warranty does not cover damage due to acts of God, accident, misuse, abuse, negligence, commercial use or modification of, or to any part of, your Player. This warranty does not cover damage due to improper operation or maintenance, connection to improper voltage supply or attempted repair by anyone other than a facility authorized by Roku to service your Player. This warranty does not cover consumables (such as fuses and batteries).

Legal Notices

Federal Communication Commission Interference Statement

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 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.
- Consult the dealer or an experienced radio/TV technician for help.

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.

FCC Caution: Any changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate this equipment.

IEEE 802.11b or 802.11g operation of this product in the U.S.A. is firmware-limited to channels 1 through 11.

Wireless Radio Use:

This device is restricted to indoor use when operating in the 5.15 to 5.25 GHz frequency band.

IMPORTANT NOTE:

FCC Radiation Exposure Statement:

This equipment complies with FCC radiation exposure limits set forth for an uncontrolled environment. This equipment should be installed and operated with minimum distance 20cm between the radiator and your body.

This transmitter must not be co-located or operating in conjunction with any other antenna or transmitter.

Note to US model owner:

To comply with US FCC regulation, the country selection function has been completely removed from all US models.

The availability of some specific channels and/or operational frequency bands are country dependent and are firmware programmed at the factory to match the intended destination. The firmware setting is not accessible by the end user.

Safety Precautions

This product has been designed with the highest concern for safety. However, any electrical device, if used improperly, has the potential for causing fire, electrical shock or personal injury. To help ensure accident-free operation, follow these guidelines:

- Observe all warnings, precautions and instructions.
- Regularly inspect the AC power adapter for damage.
- Stop use, unplug the AC power adapter from the electrical outlet and disconnect any other cables immediately if the Player functions in an abnormal manner, produces unusual sounds or smells or becomes too hot to touch.
- For more information on product safety and troubleshooting, please go to www.roku.com/support.

Use and Handling

Note: The Roku 3 features motion-sensing control in its gaming remote. The following precautions pertain to use of this remote.

- When playing video games, use in a well-lit area and stand or sit as far away from the television screen as possible.
 - Take a 10-15 minute break every hour if playing video games and avoid prolonged use of the remote.
 - Stop using the Player immediately if you begin to feel tired or if you experience discomfort or pain in your hands or arms while operating the wireless remote; if the condition persists, consult a doctor.
 - If you experience any of the following health problems, discontinue use of the Player immediately:
 - Dizziness, nausea, fatigue or symptoms similar to motion sickness.
 - Discomfort or pain in a part of the body, such as eyes, ears, hands, or arms.
- If symptoms persist, consult your physician.

- Keep the Player and accessories, including cable ties and fasteners, out of the reach of small children.
- Do not touch the Player or connected cables during an electrical storm.
- Do not allow liquid, small particles or other foreign objects to get into the Player or accessories.
- Do not expose the Player to smoke or steam.
- Do not expose the Player or accessories to high, temperatures, high humidity or direct sunlight.
- Do not place the Player or the remote on the floor or in a place where they may cause someone to trip or stumble.
- To prevent possible hearing damage, do not listen at high volume levels for long periods.



IMPORTANT tips about battery handling!

Inserting batteries: When inserting batteries, be sure to insert each battery negative (-) side first, pushing it into the coil and then into the compartment. Never insert batteries positive (+) side first.

Replacing batteries: Always replace dead batteries with two brand-new batteries from the same manufacturer. Never use damaged batteries.

Disposal of batteries: Always dispose of batteries following federal guidelines or local ordinances. Do not dispose of used batteries in an open fire.

Warning: If your remote gets warm/hot during use, discontinue use and contact Roku Customer Support immediately at roku.com/support. There is a risk of explosion if battery is replaced by an incorrect type.

www.roku.com

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410000036-005

IC Statement

This device complies with Industry Canada licence-exempt RSS standard(s). Operation is subject to the following two conditions: (1) this device may not cause interference, and (2) 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 compromettre le fonctionnement.

Industry Canada - Class B This digital apparatus does not exceed the Class B limits for radio noise emissions from digital apparatus as set out in the interference-causing equipment standard entitled "Digital Apparatus," ICES-003 of Industry Canada.

Cet appareil numérique respecte les limites de bruits radioélectriques applicables aux appareils numériques de Classe B prescrites dans la norme sur le matériel brouilleur: "Appareils Numériques," NMB-003 édictée par l'Industrie.

Operation is subject to the following two conditions: (1) this device may not cause interference, and (2) this device must accept any interference, including interference that may cause undesired operation of the device.

L'opération est soumise aux deux conditions suivantes: (1) cet appareil ne peut causer d'interférences, et (2) cet appareil doit accepter toute interférence, y compris celles susceptibles de provoquer fonctionnement du dispositif.

To reduce potential radio interference to other users, the antenna type and its gain should be so chosen that the equivalent isotropically radiated power (e.i.r.p.) is not more than that permitted for successful communication.

Afin de réduire les interférences radio potentielles pour les autres utilisateurs, le type d'antenne et son gain doivent être choisis de telle sorte que la puissance isotrope rayonnée équivalente (PIRE) est pas plus que celle permise pour une communication réussie.

RF exposure warning: The equipment complies with RF exposure limits set forth for an uncontrolled environment. The antenna(s) used for this transmitter must not be co-located or operating in conjunction with any other antenna or transmitter.

Avertissement d'exposition RF: L'équipement est conforme aux limites d'exposition aux RF établies pour un incontrôlé environnement. L'antenne (s) utilisée pour ce transmetteur ne doit pas être co-localisée ou fonctionner en conjonction avec toute autre antenne ou transmetteur.

CAN ICES-3 (B)/NMB-3(B)

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. -Consult the dealer or an experienced radio/TV technician for help.

You are cautioned that changes or modifications not expressly approved by the party responsible for compliance could void your authority to operate the equipment.