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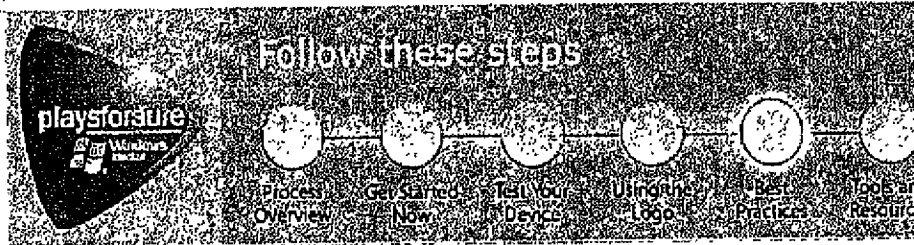
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Starter Kit: Best Practices

Don't just deliver a good experience--make it great!

Although passing PlaysForSure verification testing helps to ensure that your device will provide a great experience for customers, there are additional things that you can do to further enhance their end-to-end experience with your device. The following are recommendations to help you develop great devices, and generate satisfied customers:

- Distribute Windows Media® Player 10 on your install CD.
- For Digital Media Receivers and Connected Displays, distribute Windows Media Connect software on your install CD.
- For Portable Devices, make sure to update your own software to work with MTP if you choose to distribute your own media player with your device.

Other recommendations for a great out-of-box experience (OOBE)

- Check what version of Windows® XP and Windows Media Player your customers have installed on their computer to prevent installation of incompatible or pre-existing software. If possible only display those components which are compatible or have not yet been installed.
- Provide clear instructions in your packaging that explain to customers how to use their device for the first time, either using Windows Media Player, or other applications.

You can use the PlaysForSure logo for verified devices in other places to reinforce the seamless experience that you have provided. These include, but are not limited to:

- On the device itself
- On the boot-loader screen when the device powers up

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