Why Live TV and How **1**

● In this article we are going to cover the deployment of Live TV content in digital signage. One of the main reasons for creating zones in digital signage is to enable multiple messages from different sources on the same screen. Basically any video input source can to be displayed on the screen with surrounding advertisements or any type of content. The main advantage of using live feed is to entertain your audience with live video content and at the same time engaging this very audience with advertising or other information.

● There is several ways to integrate Live TV to your digital signage display. We will cover some of the options while pointing the pros and cons of each technology.

Inputs and Outputs 2

● When choosing a video capture device for your player it's important to consider the inputs you have to integrate with. Most of the video camera, DVD and live feed devices come with Analog Composite connector or HDMI out. If you want to capture video from these devices, you'll want to make sure your capture device support your live feed out connector. If you want to use a CCTV camera or analog signal with your video capture device, you will most than likely need RCA A/V inputs.

● There are some factors to consider when choosing USB capture card for your digital signage. With prices ranging from only $30 to up to over $150, making the decision doesn't have to be difficult or costly. We'll attempt to help you choose the device that's right for you.

USB Capture Cards 3

A USB TV and Video Capture Device is a device that is capable of transferring an analog audio and video signal from DVD cable TV or transferring an analog audio and video signal from DVD, cable TV or Satellite to your digital signage screen. The USB TV Capture Device inputs the video signal by either Composite, S-Video or RF inputs. The signal from the USB Capture Device is output to the player by a USB 2.0 connection. The USB TV capture card can support Analog signal in NTSC format with MAX Resolution of 720x480 @30FPS and PAL Video Capture: 720x576 @25FPS. UCView Digital signage Software bundled with the USB TV Capture Device captures the Signal and plays it in the appropriate zone or full screen.

The Following diagram shows the use of USB Capture card with Digital signage player:

Cable/Satilite

TV Tuner

DVD Player

Composite/RCA

HDMI / Component Input   3

● HDMI Capture card equipped with HDMI input and analog through the included Dongle Cable. Users will have Component, S-Video and Composite Video input interfaces as well. This type of capture cardallows you to connect to their Cable / Satellite Set-Top-Box and HD Video recorders to capture High Definition video content and display it on the digital signage display. With strong visual enhancement, the HDMI capture device will boost the graphics and content displayed on your screen. Capture 1080i/720p HD Video via HDMI Connection with the Aver media CaptureHD, you can play high definition video content directly to your digital signage player via the HDMI or component inputs.

● High Quality Analog Capturing

● With the accompanying analog dongle cable, capturing standard and high definition analog video is also effortless. Moreover, you can capture 1080i HD video via component input and display it on your digital signage screen easily.

● Multiple-card Support

● When there is more than one AVerMedia HD in your digital signage player, UCView can present the images from different devices in the same zone at the same time.

The Following diagram shows the use of HDMI Capture card with Digital signage player:

Cable/Satilite

HDMI in

Analog in

DVD Player

● Steaming technology has become a main stream content distribution in the last couple of years. The technology allows you to broadcast HD content through WAN / LAN networks. The technology allows you to utilize it in digital signage by broadcasting the live feed signal to your digital signage players. Streaming media is multimedia that is constantly received by and presented to the digital signage player while being delivered by a streaming server or streaming device. The distinction is usually applied to media that is distributed over telecommunications networks.

● This Type of content distribution is a great solution to broadcast live feed in intranet environment like universities, corporate communication or campuses. Your digital signage screen can be fed on demand content from one or multiple streaming feed devices.

The Following diagram shows the use of streaming live feed to multiple Digital signage players

Streaming Live Feed

WiFi

LAN / WAN

Streaming Feed over
TCP/IP Connection

Cable/Satilite

Video Camera