

# Live Television In Digital Signage

## USING LIVE TV IN YOUR DIGITAL SIGNAGE SOLUTIONS

### Why Live TV and How to Use it

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 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

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.

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### USB Capture Cards

A “USB TV” and “Video Capture Device” are devices that are capable of:

- Transferring an analog audio and video signal from DVD cable TV
- 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.



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### HDMI / Component Input

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 card allows 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.



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### Streaming HD and SD Feeds

Streaming 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.

### Streaming HD and SD Feeds

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

