

## DataVideo goes mobile



The portable HS-550 from DataVideo

By Carolyn Giardina

Reflecting its interest in building mobile systems, DataVideo Technologies Europe BV introduced its HS-550, compact 'hand carried studio,' on its IBC stand.

The HS-550 is essentially built around the SE-500 switcher and DN-60 CF card solidstate recorder, and housed in an aluminium carrying case. The system is recommended for applications within education, places of worship, internet streaming, event and live staging and conferences.

The HS-550 mobile video studio includes the SE-500 4 input digital analogue switcher, TLM-702 2x 7-inch 16:9 widescreen monitor, DN-60 solidstate recorder, and ITC-50 intercom system as key units. The input connections include composite video and Y/C (S-Video), output also includes component (Y:U:V),

which could be connected to a DVD recorder or projector.

The DN-60 is a lightweight, low power consumption technology that could be mounted onto a camcorder. It uses DV memory cards.

Also on the IBC stand is the DataVideo PD-3, a universal power distributor, with eight separate power outlets. Each can be configured individually, DC25V, 18V, 14.4V & 12V, with a total power consumption of 360 watts. The PD-3 is the new power supply for DataVideo's MS-900 8-channel SD mobile video studio. It can be used in combination with CB-22 or CB-23, DataVideo's all in one cable.

Besides the mobile video studios, DataVideo also designed the HRS-10 and HRS-10HD which are integrated field recording and monitoring system built in a carry case, designed for video assist or on location use with mobile video studios. **7.D39**

## Codec lineup from Elecard

By Ken Kerschbaumer

Elecard's latest release of its multi-purpose media codec pack is on display at IBC. It comes with full support for MPEG-2, MPEG-4, and AVC/H.264 multimedia encoding and decoding and also offers three separate special purpose editions of Elecard codecs.

The 16k Edition supports resolution of up to 16kx16k, a Low Delay Edition provides the lowest possible delay of about 100ms in the compression chain, and the Lossless Edition allows transcoding of compressed content with PSNR up to 60db. **2.A28**

## Capturing audience share

Regionalising a TV channel is a challenge – but also a huge revenue opportunity, outlines **Peter Blatchford**, sales & marketing director, Starfish Technologies

I think we are all aware that major challenges exist for commercial TV channels in the form of falling advertising revenues and the plethora of alternative sources of media. As with any challenge however, the smart move is to look for a new opportunity.

Significant value can be added by regionalising TV channel content. Starting with the obvious commercial benefit that multiple regions offer multiple advertising slots, and while regional advertising is typically sold at a lower cost, it opens a huge opportunity

## Opinion

for smaller companies to add local TV advertising to its marketing activities. We can all appreciate that the number of multi-national corporations looking for national, or multi-national, coverage of products or services will always be limited.

From a channel branding perspective, the opportunity to include regional programming presents a major opportunity for capturing audience share with more relevant programming, such as local news. The

technical challenges and costs involved in regionalising a national or multinational TV channel in the past have been a huge barrier, but the challenge for technology providers is to develop a solution that offers a reliable and cost effective solution.

With the premise that it's advisable that any changes to the way a TV channel sells and schedules its advertising is kept to an absolute minimum. Then, equally importantly, the exact details of what is actually played-out from the insertion system (the as-run log) should be formatted specifically to the requirements of the channels' existing ad sales billing systems. Minimal operational changes and automated operation will avoid the need for additional staffing, existing staff re-



**Peter Blatchford: Significant value can be added by regionalising TV channel content**

training and minimise the opportunities for human error in data entry.

From the engineering perspective, Starfish focused on developing a system that is hardware agnostic and is totally scalable – from a single regional opt-out to as many as the distribution system can support. We build systems with either remote servers located at the regional distribution point i.e. regional transmitter; or where the whole system is located at the broadcasters' central transmission centre and multiple regional versions of the channel are distributed via multiplexed streams e.g. ASI.

The TV channel's return on investment should start with the very first regional advertisement playout, and continue with minimal staff involvement beyond the additional ad sales effort and scheduling. The viewer's perception of brand improvement is a difficult metric but should be expected to improve proportionally with the amount of regional programming they can access.

Ad insertion and regionalised content has not been used extensively in Europe in the past, but the changing economics of running a TV channel, and the huge leaps taken to master insertion technology means this is now a viable option for even the smallest TV station. Expect to be watching regional TV in your home very soon. **2.C30**

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