

HDTV Broadcasting Over Coax Cabling

December 1, 2010

By employing the same HDTV broadcasting technology used by television and cable companies, Pacific Satellite is able to distribute HD video signals to sports facilities, hotels, airports, restaurants, bars, schools, hospitals and a multitude of areas where high-quality video is imperative.



An HD encoder/RF modulator turns the output of a VGA or HD source into an HDTV cable channel and broadcasts it over coax cabling to all connected HDTVs. To view the HD source, simply tune in the channel at any HDTV. Equipment for digital HD channels start at around \$1,000 for a technology that formerly cost \$10,000-\$25,000 per channel!

Key Benefits of QAM Distribution Over Coax

- Proven method: cable companies light up entire cities with it
- Handles up to 135 simultaneous channels
- Cable infrastructures already in place in vast majority of buildings
- Easy to deploy and expand coax systems using simple hand tools
- System parts (splitters, amps, etc.) are inexpensive and widely available
- Connects to off-the-shelf HDTVs without additional decoder boxes at each TV



Gearing up for the 21st Century Stadium & Arena

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Today's modern stadiums are designed for ultimate flexibility to shift between different configurations and events quickly and consistently. Pacific Satellite's solutions support the modern stadium and arena through central management and control regardless of whether the infrastructure is a coax cable system or IP network.

HDTV mixed with Digital Signage

PSI's digital media players provide an exceptional HDTV experience whether delivered using QAM / 8VSB or IPTV solutions. This platform includes the ability to easily embed HDTV broadcasts with digital signage and advertising to create flexible infrastructure support.

Through support of various distribution systems, our players are well suited for new construction or retrofit HDTV installations.

- Satellite broadcast (including Pro:Idiom) delivered over coax or IP
- Cable support (Clear QAM)
- IPTV Multicast with IGMP support
- IP over Coax

