



Matrox Infonet TV

Create, manage, and distribute media for TV and the web



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Product Guide

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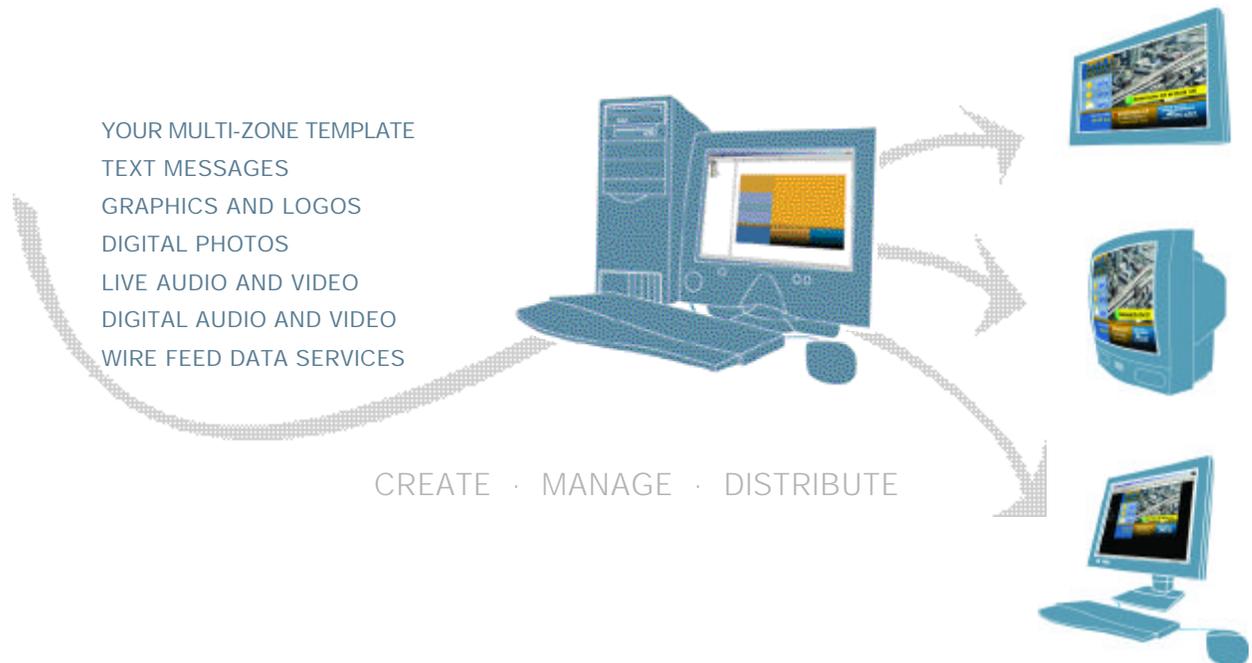


Table of Contents

Overview	3
Software	3
Video hardware	4
System	4
Key Features	5
Target Applications	6
Cable and community information channels	7
Classified advertising channels for cable TV	8
Corporate communications	9
Digital signage	10
Hospitality channels	11
Create	12
Your unique "look"	13
Simple page creation	13
Graphics, logos, and digital photos	13
Live audio and video	13
Digital audio and video	13
Eye-catching effects and transitions	14
Automatic wire feed data services	14
Remote internet submissions	14
Manage	15
Sequence	15
Schedule	15
Log	15
Distribute	16
Broadcast television	16
Closed-circuit television	16
Internet/intranet	16
Four Typical System Configurations	17
Matrox InfonetTV - Quick Reference	18

Overview

Matrox InfonetTV is an integrated information delivery system designed for cable and community television, corporate communications, digital signage, and hospitality channels. It gives you the power to communicate your messages, with maximum impact and minimal effort, to any target audience you choose, via cable channels, closed-circuit television, and the internet or an intranet. With Matrox InfonetTV, you get an intuitive, multi-zone, multimedia content creation environment and true broadcast-quality video playout concurrently, from a single, very affordable PC.



Matrox InfonetTV is the result of a close collaboration among three leading providers of digital video solutions to broadcasters, cable operators, post-production facilities, and corporations around the world.

Matrox Video Products Group is an Emmy award-winning technology and market leader with over 25 years of experience in the field of digital video hardware and software for realtime editing, DVD authoring, and web streaming applications. Capital Networks Limited, founded in 1991, integrates, markets, and supports software products from DiGiMATiON incorporated, a developer of advanced broadcast and placed-based multimedia authoring solutions.

Matrox InfonetTV combines software and hardware components from these three companies into approved systems sold through a network of Matrox authorized resellers. These resellers also provide installation and training services to customers worldwide.

Software

Audience.TV by DiGiMATiON incorporated provides all the software tools you need to create, manage, and playout multi-zone television channels and dynamic digital signage 24/7. Thanks to a powerful template-based creation system, anyone can put together state-of-the-art channels. No special programming or graphics design skills are required. Creating and managing multiple independent zones of information containing text, graphics, or video is easy. Optional modules are available to enable web-based operations.

Audience.billboard is an optional web-based content creation and management tool that lets all authorized users create and update content remotely over the web.

Audience.web is an optional web-based broadcast module that automatically generates an interactive version of your TV channel for the web.



Video hardware

The Matrox CG2000 video card combines the latest graphics and broadcast video technologies to provide a complete video/graphics/effects compositing platform with unprecedented benefits. The built-in digital video mixing engine provides 3D effects and transition well beyond the capabilities of conventional TV switchers, so you get clean integration of rich multimedia elements with live or disk-based video.

Matrox CG2000 eliminates the need for an expensive scan converter and provides true broadcast-quality video output. It also replaces the DVE and time base corrector needed with conventional information display systems to integrate analog or digital video into the channel.

Other information display systems convert computer VGA progressive output into an interlaced video signal but this process seriously degrades image quality. The Matrox CG2000 card processes images in the native YUV 4:2:2 digital video domain at standard video resolution (720x480 in NTSC, 720x576 in PAL). The result is a crisp, clean video signal that is ready to be aired by even the most demanding broadcast network.

Optional cards support special functions that may be desirable in specific applications:

- Optibase VideoPlex PCI for MPEG-2 digital video playback and separate Ultra IDE drive for A/V content,
- Matrox CG2000 SDI module for serial digital video input/output,
- Osprey-210 video capture card to encode live video from VCRs and cameras into Windows Media web streaming format for use with Audience.web module. (Transcoding software built-into Audience.web automatically converts MPEG-2 video/audio playing back through the Optibase card into Windows Media streaming format.)

System

Matrox certified system configurations for InfonetTV are provided by a network of authorized VARs and system integrators

- Desktop, mini-tower, or rackmount chassis
- 32-bit PCI single-CPU motherboard
- Intel P4-1.7GHz or faster CPU
- 512MB RAM
- 40GB IDE hard disk
- CD-R + floppy
- 10/100 NIC
- Matrox G550 32MB AGP graphics card (or approved equivalent)
- Creative Labs SoundBlaster PCI-128 audio card
- Microsoft Windows 2000 (Service Pack 2 recommended)
- Mouse, keyboard, SVGA monitor
- Internet connection required for use with Audience.billboard, Audience.web, and wire feed data services

Matrox InfonetTV Key Features

- Matrox InfonetTV lets you communicate your messages with maximum impact and minimal effort via cable channels, closed-circuit television, and the internet or an intranet
- Hundreds of pre-created templates give your channels a professional look in no time
- Comprehensive creation tools let you design your own custom templates
- Multiple independent zones let you easily integrate graphics, text, audio, and live or MPEG-2 video with high-quality picture-in-picture
- Superior broadcast-quality output from the Matrox CG2000 card means no scan converter is required
- Audience.billboard software module lets all authorized users create and update zone content remotely over the internet or an intranet
- Audience.web software module automatically generates an interactive version of your channel for the internet
- Weather, lottery, sports, and other wire feed data services are available
- Single PC solution for simultaneous production, playout, and webcasting keeps costs low

Target Applications

The low cost, high quality, and ease-of-use of Matrox InfonetTV makes it the ideal information delivery system for a wide variety of applications.



Cable and community information channels

Public, educational, and government access (PEG) channels
Multiple dwelling unit (MDU) channels on cable, MMDS, and satellite services
Retirement villages
Hospital complexes
University campuses...



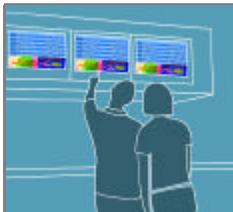
Classified advertising channels for cable TV

Real estate
Automobiles
Household goods...



Corporate communications

Lobbies
Offices
Factories
Call centers
Tradeshow exhibits...



Digital signage

Malls and retail outlets
Outdoor billboards
Scoreboards in stadiums, arenas, and gymnasiums
Airports, train stations, bus terminals...



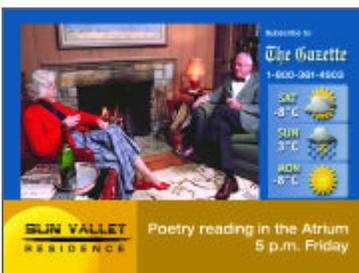
Hospitality channels

Resorts
Hotels
Theme parks
Cruise ships
Exposition centers...

Cable and community information channels

Public, educational, and government access (PEG) channels
 Multiple dwelling unit (MDU) channels on cable, MMDS, and satellite services
 Retirement villages
 Hospital complexes
 University campuses..

Matrox InfonetTV is ideal for cable and community information channels because it lets you:

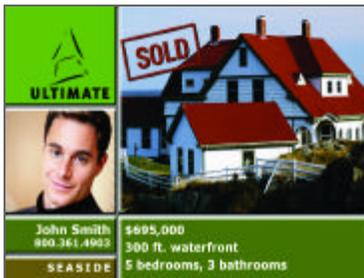


- **Attract and retain viewers with timely local information**
 - Keep your community up-to-date with all the information they need
 - Local time and date plus weather, lottery, sports and other wire feed data service information can be automatically updated on your channel.
 - Multiple display zones ensure that there is always something of interest to watch or read.
- **Stand out amongst the growing number of channels with a professional network-television look at an affordable price**
 - Broadcast-quality output without scan-conversion artifacts ensures pristine viewing.
 - High-quality templates, fonts, and 2D and 3D video transitions give your channels a professional look, even if you don't have a graphic artist on staff.
 - With a little artistic talent, you can create your own custom looks with the CorelDRAW10 Graphics Suite that is included with every system.
- **Extend your reach with a simultaneous interactive webcast that is graphically identical to your cable channel**
 - The Audience.web module lets you create content only once, then broadcast to TV and the internet, with no extra steps.
- **Involve your community with direct access to content generation through the internet or intranet**
 - The easy-to-use Audience.billboard module lets anyone with standard internet access submit content to the channel.
 - Trusted users can post regular updates and emergency messages. For example, coaches can post scores, school administrators can post closing messages, municipal departments can post notices, etc.
 - Access to your channel and website are controlled with simple and secure administration tools.
 - Create content partnerships with local media and organizations by inviting them to contribute directly to your channel and web site.
- **Reduce operating costs while improving production values**
 - Eliminate costly flyers and paper notices by communicating directly with your constituents.
 - Get the most from your MDU's entrance security camera channel by using Infonet TV to scale the video into a window and fill the rest of the space with important notices or advertising from local restaurants, florists, video rental shops, grocery stores, etc.
 - One affordable PC can be used to create and manage all your content, playout your cable channel, and host your web cast.
 - Make the most efficient use of your staff and volunteers by providing access to the channel from any workstation with a connection to the internet.

Classified advertising channels for cable TV

Real estate
Automobiles
Household goods...

Matrox InfonetTV is ideal for classified advertising channels because it lets you:



- **Attract buyers with broadcast-quality video and high production values**
 - High-quality templates, fonts, and 2D and 3D video transitions give your channels a professional look, even if you don't have a graphic artist on staff.
 - With a little artistic talent, you can create your own custom looks with the CorelDRAW10 Graphics Suite that is included with every system.
- **Dramatically lower your production cost and improve your profit margins while speeding up the delivery of ads to air**
 - Clients can log on to InfonetTV through their own PC's and easily create their own ads with digital photos, high quality text and logos. They can even add voice-overs.
 - Updates are fast and easy. For example, a real estate agent can post a "sold" or "open house" banner onto an existing ad, or add a hot new listing as quickly as you can approve the message.
 - You control access with simple and secure administration tools.
 - Time sensitive content can be managed quickly, easily, and profitably.
- **Create new profit centers with ads and sponsorships in multiple independent zones as well as a web cast version of your show**
 - Produce, schedule, and sell once for your cable channel and an interactive, graphically identical, InfonetTV web cast.
 - Produce, schedule and sell space in multiple independent zones.
 - One affordable PC can be used to create and manage all your content, playout your cable channel, and host your web casting.
 - Content logging and verification is supplied with automatically produced 'as-run' logs.
- **Retain viewers with useful information services as well as advertising**
 - Local time and date plus weather, lottery, sports and other wire feed data service information can be automatically updated on your channel.
 - Provide access to trusted users for emergency messages such as school closings and municipal notices.
 - Create content partnerships with local media and organizations by inviting them to contribute directly to your channel and web site.

Corporate communications

*Lobbies
Offices
Factories
Call centers
Tradeshow exhibits..*

Matrox InfonetTV is ideal for corporate communications because it lets you:



- **Communicate effectively with staff and visitors**
 - Motivate, inform, and educate your employees and visitors using TV monitors in the lobby, on the factory floor, in the call center, and at tradeshow exhibits.
 - Content created for your corporate video channel can be automatically directed to an interactive web cast on the Internet or corporate Intranet, with no extra steps. Staff can browse the interactive web version of your channel from their desktops in the work place, at home, or anywhere in the world.
 - Keep corporate information up-to-the-minute from any desktop connected to the internet or company intranet.
 - Involve management and staff directly by letting them provide content through the easy-to-use Audience.billboard interface. Standard internet or intranet access is all that is required to provide content submissions to the channel.
 - Control access to the channel and website with simple and secure administration tools.

- **Enhance your image with attractive corporate video channels and web casts**
 - High-quality templates, fonts, and 2D and 3D video transitions give your channels a professional look, even if you don't have a graphic artist on staff.
 - With a little artistic talent, you can create your own custom looks with the CoreIDRAW10 Graphics Suite that is included with every system.
 - Local time and date plus weather, lottery, sports and other wire feed data service information can be automatically updated on your channel.

- **Save time and money**
 - Increase efficiency and save money by eliminating paper memos.
 - Produce once for both your video channel and an interactive, graphically-identical InfonetTV web cast.
 - One affordable PC can be used to create and manage all your content, playout your cable channel, and host your web casting.
 - Make the most efficient use of your staff's time, by providing access to the channel from any workstation with a connection to the Internet or corporate Intranet.

Digital signage

Malls and retail outlets

Outdoor billboards

Scoreboards in stadiums, arenas, and gymnasiums

Airports, train stations, bus terminals...

Matrox InfonetTV is ideal for all types of digital signage because it lets you:



- Easily create dynamic multi-zone video displays on plasma screens, closed circuit television systems, and large-scale LED pixel displays
- Grab attention with network-television quality ads in public venues
- Displays come alive with full-motion video, high-quality graphics and text, and stunning transitions.
- High-quality templates and fonts give your signs a professional look, even if you don't have a graphic artist on staff.
- With a little artistic talent, you can create your own custom looks with the CorelDRAW10 Graphics Suite that is included with every system.
- Local time and date plus weather, lottery, sports and other wire feed data service information can be automatically updated on your channel so viewers look forward to seeing your messages.
- Create new revenue opportunities with ads, cross promotions, and sponsorships in independent zones on your information displays
- Create, manage, and display content affordably and efficiently with remote access through the internet
- With the Audience.billboard module you can produce and update content from any workstation connected to the internet or an intranet without the need for expensive or proprietary software or hardware on remote workstations.
- The Audience.web module lets you monitor the exact look of your signage over the internet.
- One affordable PC can be used to create, manage, and display all your content, plus provide web monitoring.

Hospitality channels

Resorts

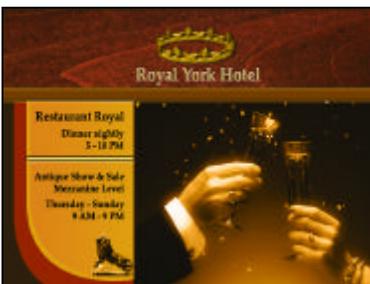
Hotels

Theme parks

Cruise ships

Exposition centers...

Matrox InfonetTV is ideal for hospitality channels because it lets you:



- Maximize revenue by promoting additional products and services while informing guests of the day's events.
- Create new profit centers with ads and sponsorships in multiple independent zones by selling space on your channel to local advertisers and event organizers.
- Content logging and verification is supplied with automatically produced 'as-run' logs to facilitate billing.
- Create and manage content easily and affordably
- Channel content can be quickly entered and updated by local staff, with minimal training
- Audience.billboard lets you create and update content, independently in each zone, from any number of workstations connected to the internet, without the need for expensive or proprietary software or hardware.
- Give your channels a professional network-television look
- High-quality templates, fonts, and 2D and 3D video transitions give your channels a professional look, even if you don't have a graphic artist on staff.
- With a little artistic talent, you can create your own custom looks with the CoreIDRAW10 Graphics Suite that is included with every system.

Create

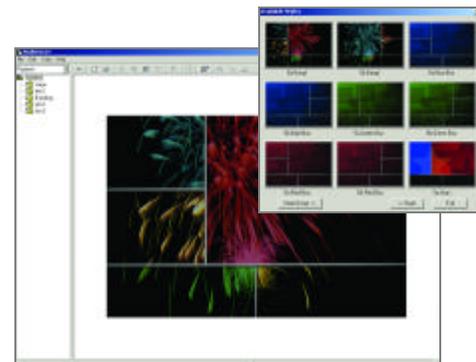
Matrox InfonetTV provides all the tools needed to create highly sophisticated information channels. It lets you easily create and manage multiple, independent display zones that can feature graphics, text, audio, and live or MPEG-2 video. For example, independent zones could be created to hold weather information, local ads, and community information. Each zone is created and managed independently, making the entire process very simple to operate and manage.

Your unique multi-zone template

You can create a professional-looking channel without special graphic design skills. A library containing hundreds of pre-created templates, designed by broadcast artists, get you on the air with a high-end look in no time. The Screen Wizard walks you through the entire process. InfonetTV also contributes to attracting and retaining viewers by allowing regular or seasonal updates of your channel's appearance. Simply select a new template to refresh the entire look. There is no need to re-edit content as it will automatically be reformatted to fit the new screen design.

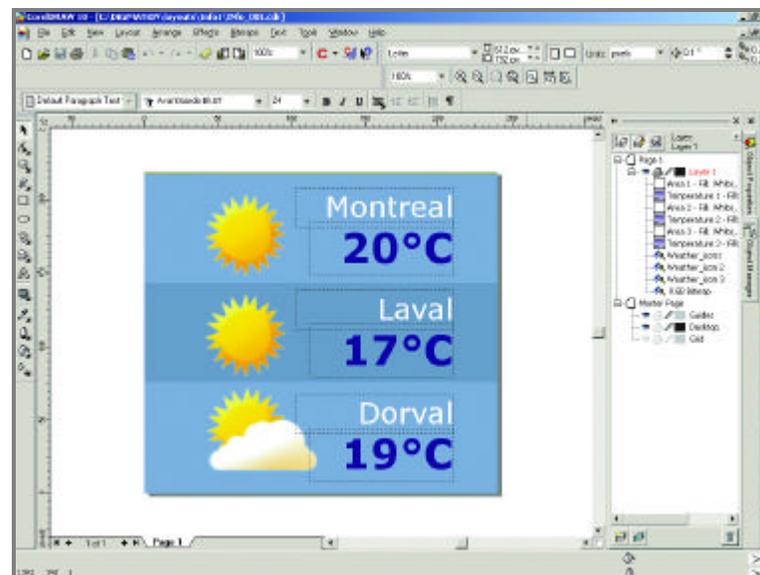


Screen Wizard helps you get started



Pre-created templates get you up and running fast

Graphic artists can create highly customized and sophisticated templates using the full CorelDRAW10 Graphics Suite that is included with InfonetTV. All TrueType fonts are supported and CorelDRAW10 comes complete with an extensive variety of fonts with dozens of attributes and filters that will let your imagination run wild.

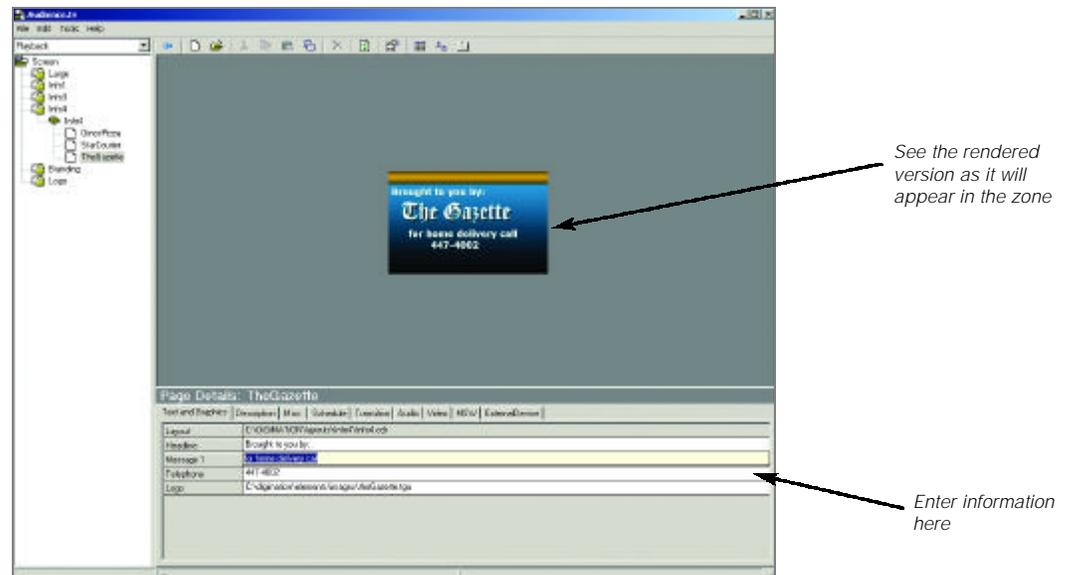


Design your own look with CorelDRAW 10

Create

Simple page creation

To create a new content page (that will appear in a specific zone), you simply fill in the various information fields associated with the chosen template. The fields containing references to text, images or sound were created when the template was designed. The specific information is then automatically "rendered" into a graphic frame using the template's recipe. This automation process is key to creating and updating your sophisticated look easily and without the need for graphic design skills. As content is entered and pages are created, they are automatically formatted and sent to the appropriate zone's playlist.



Easily create new pages

Graphics, logos, and digital photos

Your zones can include graphics, logos, and digital photos in a variety of industry standard file formats including BMP, GIF, JPEG, PCX, PNG, PhotoCD, and TIFF.

Live or MPEG-2 video zones can feature graphics and titles over video.

Live audio and video

Matrox InfonetTV lets you seamlessly integrate live audio and video feeds within your information channel. It supports composite, Y/C, and analog component video. An optional Matrox CG2000 SDI module is also available for use in facilities with serial digital video distribution systems.

There is no need for a separate time base corrector to synchronize the computer's output with other video source. The Matrox CG2000 synchronizes incoming video and performs high-quality scaling for picture-in-picture. The CG2000 card can process one external live video source. An external switcher can be added for multiple sources.

Digital audio and video

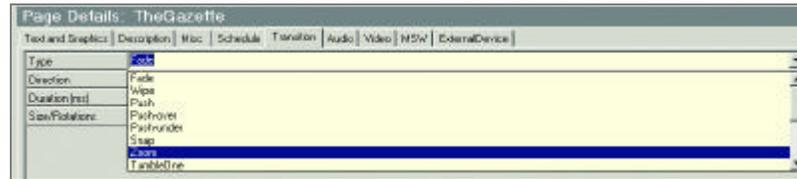
Matrox InfonetTV lets you seamlessly integrate digital MP3 or WAV audio files into your channel.

The optional Optibase VideoPlex PCI card lets you playback MPEG-2 video clips. Matrox DigiSuite MAX and Matrox RT2500 realtime video editing platforms are ideal for video production and MPEG-2 encoding.

Create

Eye-catching effects and transitions

It's easy to give a dynamic look to your channel with stunning transitions between the various information pages. Matrox CG2000 provides a wide selection of broadcast-quality 2D and 3D digital video effects.



Broadcast-quality transitions

Automatic wire feed data services

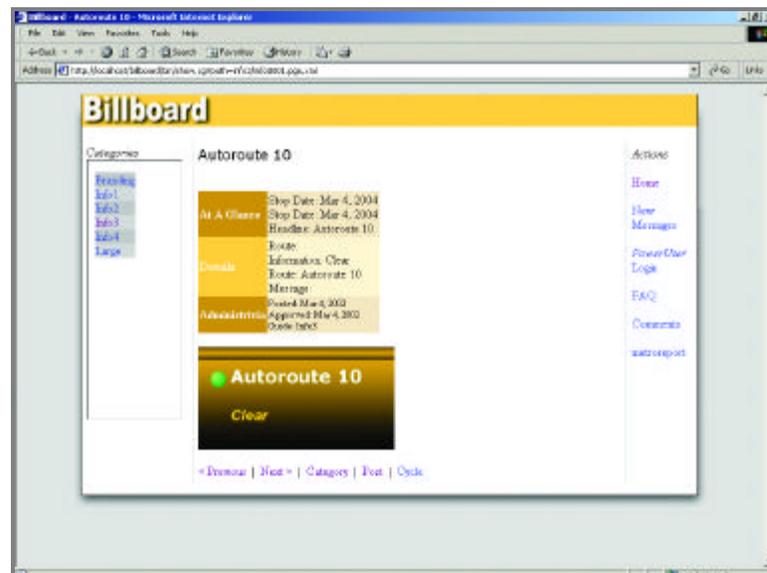
Providing up-to-the-minute information is one of the most appealing ways to attract and retain viewers. In addition to automatic time and date display, weather, lottery, sports and other wire feed data services are available by subscription from Capital Networks Limited through you Matrox InfonetTV reseller.

Remote internet submissions

The optional Audience.billboard module lets all authorized users create and update zone content remotely over the internet (or an intranet). For example, the local Little League Baseball coach can log in from home to submit the evening's game results to your community information channel. In a matter of minutes, the message will appear properly formatted for all to see. An approval mechanism can also be put in place so you can first approve content before it goes live.



Create new pages via the internet



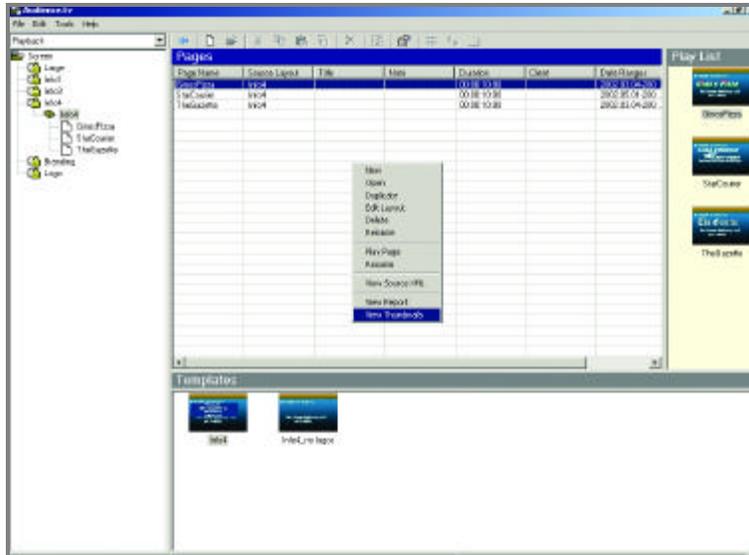
View and approve content as it will appear in the selected zone

Manage

Matrox InfonetTV provides comprehensive sequencing, scheduling, and logging tools that let you easily manage your channel so that your information remains current at all times.

Sequence

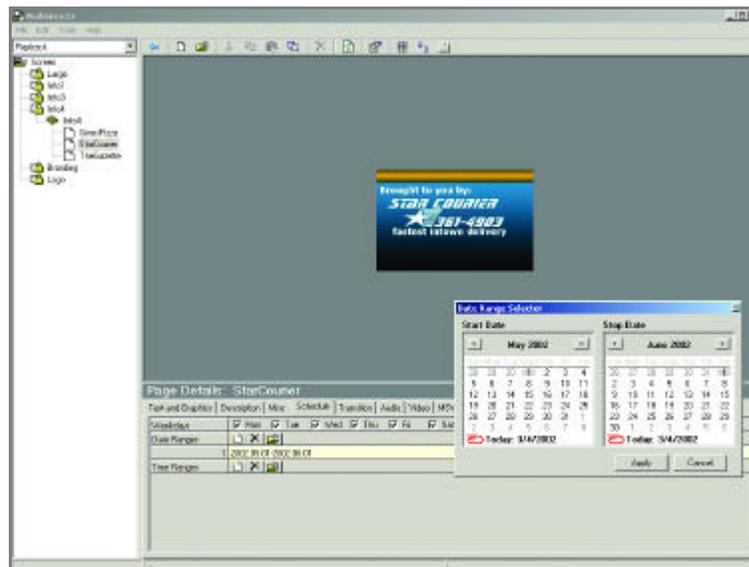
A flexible play list is associated with each of the display zones. By dragging and dropping the pages into the play list, you can create or modify the sequence of event for a particular zone. For instance, it is possible to drag a page more than once so it appears more often than others. It is also possible to move pages up or down the list to change the sequence of events.



Easy-to-use page play list interface

Schedule

Within each zone, the individual page of content can be accurately scheduled by giving it a "start" and "stop" date, as well as time ranges. The duration for the complete play list cycle of a given zone is based on the number of pages scheduled and the duration associated with each of them. The timing cycle of each zone will automatically grow or contract to accommodate new content and expired content.



Intuitive scheduling tools

Log

Billing data can be easily gathered from the complete 'as run' log produced for content displayed using InfonetTV. This log is in a CSV format, which can be imported into spreadsheets and databases.

Distribute

Matrox InfonetTV makes it easy to deliver your channels on broadcast and closed-circuit television systems (CCTV). You can use video monitors, plasma screens, and large-scale electronic signage including LED pixel displays. You can also broadcast simultaneously to the web with the Audience.web module.

Broadcast television

Matrox InfonetTV is designed to integrate smoothly into the most demanding broadcast facilities. With its built-in infinite-window TBC and accurate genlock capabilities, the unit generates a signal that is stable and perfectly in sync with the rest of the broadcast operation.

Closed-circuit television

Matrox InfonetTV is compact and easy to get up and running in CCTV environments. Cabling is kept to a minimum. All you need to do is plug-in power, a mouse and keyboard, and your VGA monitor. Then you're ready to connect your plasma screens or TVs. Matrox InfonetTV doesn't require any special maintenance.

Internet/intranet

The optional Audience.web module automatically generates an interactive, graphically-identical, web-browser version of your broadcast channel. You create content only once, then broadcast to TV and the web simultaneously. All audio and video pages created in InfonetTV are automatically converted to Microsoft Windows Media streaming format for display on the web. There are no additional user steps required. Fully interactive navigation, browsing, searching, and linking are supported.

The optional Osprey-210 video capture card encodes live video from VCRs and cameras into Windows Media web streaming format for use with Audience.web module. Transcoding software built-into Audience.web automatically converts MPEG-2 video/audio playing back through the optional Optibase card into Windows Media streaming format.



Internet/intranet



Broadcast television

Four Typical System Configurations

Requirements	Local video and audio distribution Local manual content input	Local video and audio distribution Local manual content input as well as remote content submission by internet/intranet	Local video and audio distribution as well as interactive web cast / browser output Local manual content input	Local video and audio distribution as well as interactive web cast / browser output Local manual content input as well as remote content submission by internet/intranet
System software				
Windows 2000	Yes	Yes	Yes	Yes
Audience.tv (with CorelDraw 10)	Yes	Yes	Yes	Yes
Audience.billboard	-	Yes	-	Yes
Audience.web (with Apache Web Server)	-	-	Yes	Yes
Windows Media (7.0 or higher)	-	-	Yes	Yes
System hardware				
Approved computer - P4, 512 MB RAM, etc.	Yes	Yes	Yes	Yes
20 GB system drive (holds software, graphics, and audio)	Yes	Yes	Yes	Yes
Matrox CG2000	Yes	Yes	Yes	Yes
SVGA monitor (1280 x 1024 recommended), keyboard, mouse	Yes	Yes	Yes	Yes
Video monitor for Matrox CG2000 video output	Recommended	Recommended	Recommended	Recommended
Sound card with speakers for audio output	Yes	Yes	Yes	Yes
UPS (uninterruptible power supply)	Recommended	Recommended	Recommended	Recommended
Secondary computer	-	-	Recommended to run Audience.tv and Audience.web software for more simultaneous streaming users	Recommended to run Audience.tv and Audience.web software for more simultaneous streaming users
Optional hardware				
Optibase VideoPlex card	For broadcast-quality MPEG-2 digital video clip playback	For broadcast-quality MPEG-2 digital video clip playback	For broadcast-quality MPEG2 digital video clip playback	For broadcast-quality MPEG2 digital video clip playback
20 GB of additional A/V storage (or more) for MPEG-2 video clips	Holds 5 hrs of DVD-quality video (8 Mbps MPEG-2)	Holds 5 hrs of DVD-quality video (8 Mbps MPEG-2)	Holds 5 hrs of DVD-quality video (8 Mbps MPEG-2)	Holds 5 hrs of DVD-quality video (8 Mbps MPEG-2)
Viewcast Osprey 200 Series video/audio capture card	-	-	Only needed for encoding live video input into streamable Windows Media format	Only needed for encoding live video input into streamable Windows Media format
Signal distribution				
Video and audio from Matrox CG2000 / sound card	Ready for baseband distribution	Ready for baseband distribution	Ready for baseband distribution	Ready for baseband distribution
RF channel modulator and channel deletion filter (may require channel combiner/ directional coupler in some cases)	Required for broadband distribution such as cable TV or closed-circuit TV, multi-channel RF	Required for broadband distribution such as cable TV or closed-circuit TV, multi-channel RF	Required for broadband distribution such as cable TV or closed-circuit TV, multi-channel RF	Required for broadband distribution such as cable TV or closed-circuit TV, multi-channel RF
Local Internet access				
Subscription wire-feed data services	Available through Capital Networks Ltd	Available through Capital Networks Ltd	Available through Capital Networks Ltd	Available through Capital Networks Ltd
Persistent internet connection through third-party ISP (bandwidth requirements depend on nature of content)	Wire feed data services require consumer-grade ADSL, or cable modem (56K modem if high-speed service not available)	Consumer-grade ADSL, cable modem (or better)	High-speed corporate internet service or third-party hosting service for high-bandwidth streaming	High-speed Corporate Internet service or third-party hosting service for high-bandwidth streaming
Host and domain registration	-	A fixed IP is recommended. A registered domain will be required if a fixed public website address is required	A fixed IP is recommended. A registered domain will be required if a fixed public website address is required	A fixed IP is recommended. A registered domain will be required if a fixed public website address is required
DSL Router (such as Linksys 4- port DSL router) with firewall	-	Required to interface to public web hosting	Required to interface to public web hosting	Required to interface to public web hosting

Matrox InfonetTV - Quick Reference

Features	benefits
standard	
Fully independent screen zones	Easily create and manage multiple zones of information.
Unique "ScreenWizard" function for instant channel set-up	Your channel is up and running in no time, with a professional look.
Hundreds of pre-created templates included	Regularly change your look to attract viewers and reflect seasonal changes.
Easy-to-learn Audience.TV creation interface	No special skills are required. Anyone can contribute to entering data.
Full CorelDRAW®10 graphics suite included with every system	Corel offers endless creative possibilities for designing or customizing templates for your unique look.
Support for most popular graphics and audio file formats	Easily integrate multimedia elements from various sources.
Time and date display	Information always looks fresh and current.
Broadcast quality video input/output	Quality is second to none. Matrox CG2000 offers superior video performance over external scan converters.
Broadcast quality transitions and effects	Enhance your image with dynamic, eye-catching effects and transitions like you see on national television.
Realtime video scaling and positioning	Easily integrate video into any zone, at any size, anywhere on your screen.
Matrox-approved system configurations	No-hassle integration and installation.
optional	
Weather, lottery, sports and other wire feed data services	Attract more viewers by providing information services on your channel.
Audience.billboard web-based content creation and management tool	Create and update content over the internet from any location by any number of authorized users while maintaining full control with secure administrative tools.
Audience.web interactive web broadcast module with streaming video support	Re-purpose your information. Broadcast your channel to TV and automatically create an identical-looking web cast simultaneously, with no extra steps.
MPEG-2 digital video playback	Integrate disk-based video playback, in addition to a live video feed, within your channel. It's the perfect way to insert local ads.
Matrox CG2000 SDI module	No video quality compromise for broadcast facilities using serial digital distribution systems.