

TV, multimedia and digital signage over IP networks



MediaStar EvoNet

MPEG-2/4, Digital Multi-Format
IPTV Decoder and Multimedia Player

MediaStar Evolution

MediaStar Evolution

The MediaStar EvoNet unit is a streaming video decoder and multimedia player.

The EvoNet units provide a powerful and ultra reliable, solid state "out of the box" solution for your entire network TV, multimedia and digital signage delivery requirements.

Built around a reliable multi-core computing engine running under Linux, able to render live MPEG-2/4 encoded streams, deliver HTML and up to the minute webpages, retrieve and playout MPEG-1/2 or 4 and HTML files stored on a network. Additionally the units can also receive an AV input either from locally generated analog sources or via connection to an existing MediaStar Pro or Compact system.

Each EvoNet Unit has a unique IP address; allowing tailored TV, multimedia and web content to be directed to appropriate screens. Configuration and control is simple through the MediaStar Evolution Playlist and Scheduling Software.

The MediaStar EvoNet unit opens the world of IPTV, multimedia and content delivery, all in a single simple to use unit.



PowerPoint

Save PowerPoints as HTML/MPEG-2/4 files onto a server or store directly onto the 760/2M; give easy access to unlimited PowerPoints and no longer be restricted to distance limitation of Cat5. No need to connect the output of a PC to an analog switching device, simply store unlimited HTML files onto a network server and access to the files can be literally anywhere in the world.



HD

The EvoNet unit can support MPEG-1/ 2 & 4 formats (SD) and High Definition (HD).

Browser

Connect each EvoNet unit to your 10/100 Base-T network via the on-board IP interface.

EvoNet units can be remotely monitored and configured with a standard Internet browser.

Monitor: Confirm the Status of the unit, including serial number, temperature and software version and deliver SNMP traps.

Configure: Turn screens on/off at predetermined times via RS232 commands to the plasma, set the output resolution up to 1360x768.

Use IP control: IP commands from third party touchpanels facilitate dynamic timed events, remote channel and volume changes.

Multi-format Digital

Each EvoNet unit has a wide range of digital and analog outputs for interconnection to all display types. The EvoNet unit is able to stream a wide range of resolutions up to 1360x768.

The EvoNet unit is able to stream and locally generated analog content as well as serve content such as PowerPoints as an HTML and serve webpages from a webserver.

Distance of RGB switching and the cost of content are eliminated through the EvoNet Unit being able to access any content. Webpages accessed through the network.

Set up Playlist

Deploy co-located or geographically dispersed EvoNet units throughout an IP network and deliver tailored TV, multimedia and web content.

Tailor a playlist of content to specific groups or individual EvoNet units and distribute to any screen or plasma connected to the IP network.

Schedule Content

Setup a series of timed events, show streamed TV, HTML pages and webpages. Respond to hardware or software triggers and initiate

MPEG-2/4 video clips stored locally on the EvoNet unit, direct to a Webpage or start a

PowerPoint saved as an HTML file. Central control is now simple.

playout video files that have been created in formats, in both standard definition and high definition (HD) resolutions.



Stability

Built around an ultra reliable solid state dual-core computing engine running under Linux, Evolution is the answer to all multimedia display applications where robustness and reliability are a must.

Digital TV

Receive and decode both MPEG-2 and 4 digital encoded streams and MPEG-2 and 4 files from the network and "upscale" the incoming signal to the appropriate resolution of the display device.

Webpages

Serve webpages through the EvoNet unit. Webpages are set up as a "channel" so that the EvoNet unit communicates directly with the webserver without the need for a scan converter or the use of expensive RGB switching systems. A screen in the reception area can be set to automatically show the latest traffic reports or the company's latest news on their own website.

AV Outputs

Video is output in a wide variety of formats including Composite, S-Video, VGA - WXGA, RGB, YPbPr, DVI-D, HDMI, at up to 1080p resolutions. This makes the unit compatible with all kinds of displays, including those that support HD resolutions.

Digital Audio

Through the SPDIF connector, the Endpoints deliver digital stereo audio.

Digital Scaling

Each EvoNet unit contains a "rendering engine" that scales the incoming video and multimedia input to resolutions: 640x480;800x600;1024x768;1280x768;1280x960;1280x1024;1360x768. Supporting both 4:3 and 16:9 output formats.

Insert Local AV Content

As well as being able to receive streamed TV and multimedia, a CVBS or S-Video input allows insertion of video/audio from locally generated feeds such as cameras, DVDs or remote differential inputs from MediaStar Pro or Compact systems.

Touchpads and Kiosks

Through the 6 contact closures, connect to touchpads and kiosks and playout different stored content.

Expand

Increase storage on the 760/2M through the addition of internal flash memory from the standard 2GB up to 8GB, or use PCMCIA hard drive memory cards.

Wireless

Add a PCMCIA Wireless LAN Card to download MPEG-2/4 and HTML files enabling the EvoNet 760/2M to be installed into protected locations such as churches, listed buildings and museums.



Remote Control

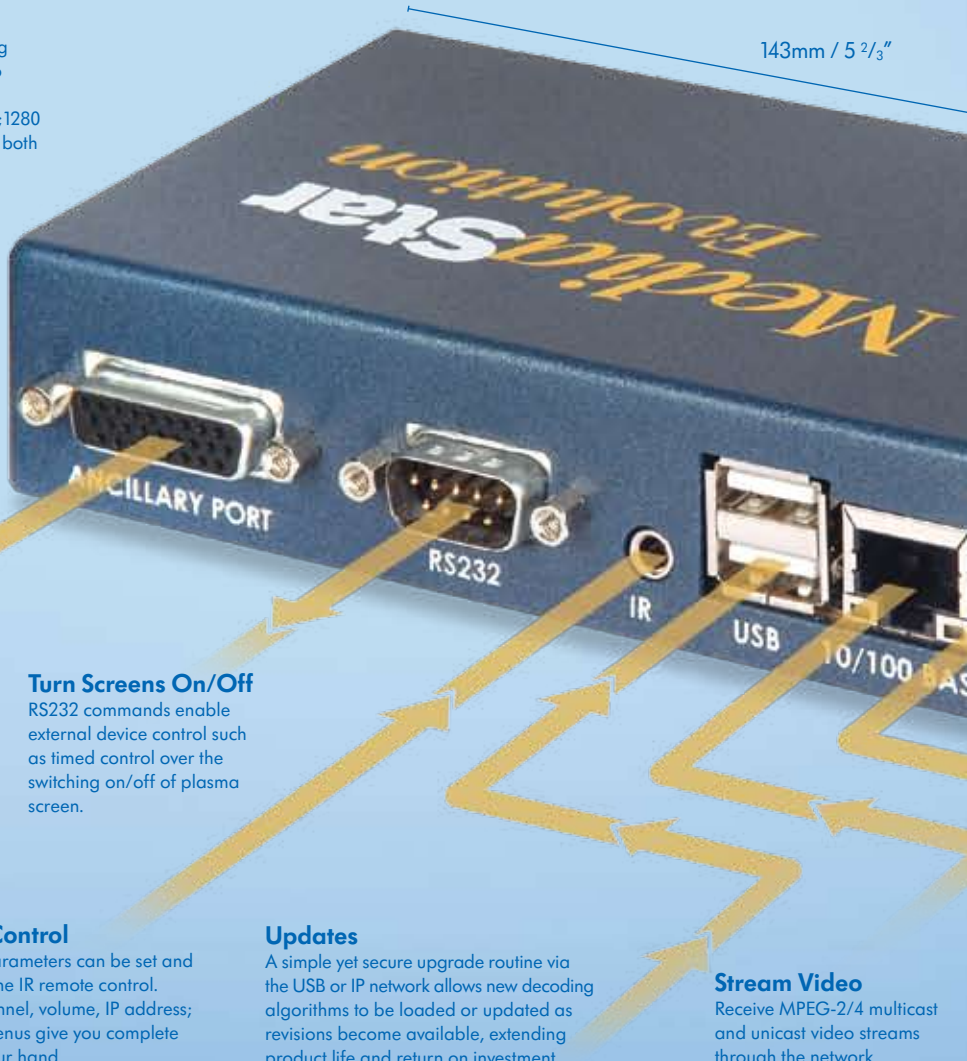
All system parameters can be set and stored with the IR remote control. Change channel, volume, IP address; on screen menus give you complete control in your hand.

Updates

A simple yet secure upgrade routine via the USB or IP network allows new decoding algorithms to be loaded or updated as revisions become available, extending product life and return on investment.

Scheduling of Multimedia

A Playlist is set by the Administrator or group of EvoNet units. This Playlist content changes, as shown in this sequence:
■ A Powerpoint (HTML) is set to start at 10am and downloaded to the EvoNet unit.
■ An Advertising and Promotional Message is updated and downloaded to the Office server to the on-board flash memory. The unit is set to start at 10am and play the message.
■ At 1.15pm, the EvoNet 760/2M unit receives a Webpage and is refreshed every 15 minutes to inform visitors of world events.
■ At 3pm, the 760/2M EvoNet unit receives a new Webpage.
■ At 6pm, the EvoNet unit sends an advertisement and turns the screen off.



Turn Screens On/Off

RS232 commands enable external device control such as timed control over the switching on/off of plasma screen.

Stream Video

Receive MPEG-2/4 multicast and unicast video streams through the network.

and Webpages

and downloaded to an individual
st sets out the series of timed
sequence:

it is set at 9am
MPEG-2/4 file that has
overnight from the Head
h memory of the 760/2M EvoNet
y uninterrupted until 1.15pm.
it is directed to the BBCNews
minute to keep the staff and

switches to an MPEG-2/4 file.
RS232 signal to the plasma

Unique IP Address

Each EvoNet unit has a unique
IP address; allowing tailored TV
and multimedia content to be
directed to appropriate screens
through the MediaStar Playlist
and Scheduling software.



Size

Each EvoNet unit is
designed to be discreetly
positioned behind a
screen or plasma.

Power

Each EvoNet unit is designed in a compact freestanding
case with an external 5V DC power supply.



Synchronize the message

EvoNet units can be set so that the payout of MPEG-2/4 files or HTML content can be synchronized across screens. The units can automatically detect new content entered via a USB key or can be set to retrieve MPEG-2/4 and HTML files at convenient times. A retail chain may choose to update its entire store network by placing new content to a location on a server and the EvoNet units would be set to check for new content in the middle of the night when network traffic would be low and automatically download the new files ready to be played out the next day. The EvoNet units are set so that if they are a member of a group in a store, they would automatically redistribute the new content to others in the group.

Intuitive Use and Control

Viewer control of the EvoNet unit is either with an infrared handset, assisted by an On Screen Menu system; through the IP browser based control software served by each EvoNet unit; or through third party touchpanels using the TCP/IP interface.

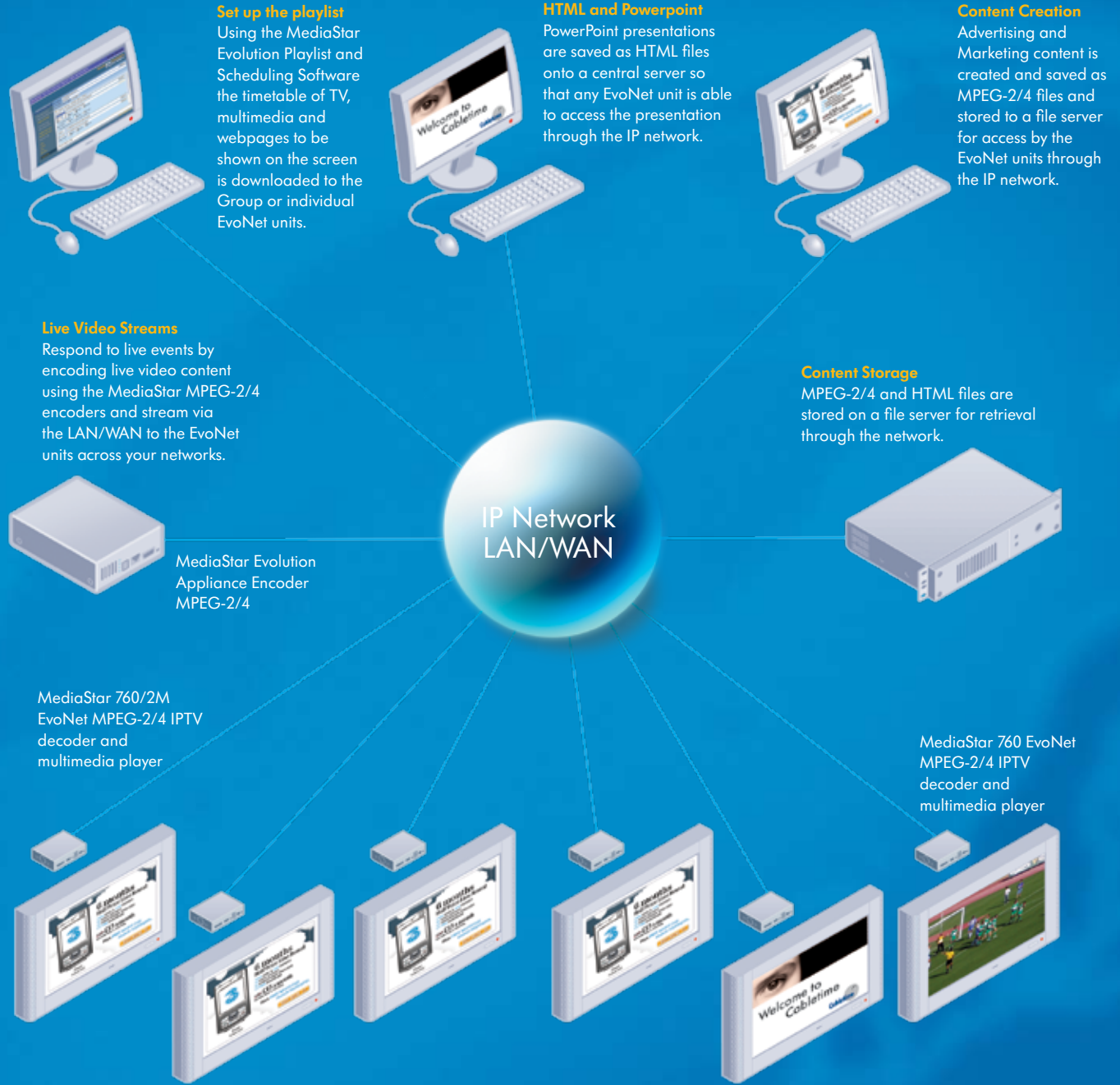
Deliver Over IP

The EvoNet unit is an IP addressable device that can be positioned wherever your IP network extends or can be set up as a stand-alone multimedia and MPEG2/4 media player. Evolution truly extends the reach of visual and multimedia communications.

MediaStar Evolution...The EvoNet unit is the complete solution to your IPTV, multimedia and content delivery requirements.

For more technical information please visit www.cabletime.com

Typical TV, multimedia and digital signage over IP networks



Set up the playlist

Using the MediaStar Evolution Playlist and Scheduling Software the timetable of TV, multimedia and webpages to be shown on the screen is downloaded to the Group or individual EvoNet units.

HTML and Powerpoint

PowerPoint presentations are saved as HTML files onto a central server so that any EvoNet unit is able to access the presentation through the IP network.

Content Creation

Advertising and Marketing content is created and saved as MPEG-2/4 files and stored to a file server for access by the EvoNet units through the IP network.

Live Video Streams

Respond to live events by encoding live video content using the MediaStar MPEG-2/4 encoders and stream via the LAN/WAN to the EvoNet units across your networks.

Content Storage

MPEG-2/4 and HTML files are stored on a file server for retrieval through the network.

MediaStar Evolution Appliance Encoder MPEG-2/4

MediaStar 760/2M EvoNet MPEG-2/4 IPTV decoder and multimedia player

MediaStar 760 EvoNet MPEG-2/4 IPTV decoder and multimedia player

Tailor the message

Each 760/2M EvoNet unit is individually addressable thereby allowing a particular playlist to be set up for a single unit or a group of units. In a retail outlet an organization could market a particular product only in a single branch, setting up a particular marketing message only for the 10 screens in that store. If successful this playlist is easily rolled out across the region or country through a simple change in the central playlist software.

Synchronize the message

Each EvoNet unit is set up to communicate with the others in its group so that they are able to start the payout of their content with frame accuracy. This ensures that the marketing and branding message is consistent.



Live TV

The 760 EvoNet unit is able to receive live MPEG2/4 streams through the network from the MediaStar Evolution Encoders, delivering the highest quality live video content to LCDs and plasmas.


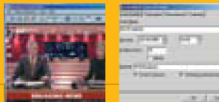
Automated updates

The 760/2M EvoNet unit box is set to automatically check the HQ central server for new content and playlist updates. Retrieving content at convenient "out of hours" times, thus minimizing user intervention and ensuring a consistent marketing message can be delivered quickly, efficiently and to a wide audience.

MediaStar EvoNet Equipment

Pt. No. 760	MediaStar EvoNet - Digital Multi-Format IPTV Decoder and Multimedia Player With IP Browser/RS232/USB and IR remote control interfaces and a wide variety of digital and analog outputs for interconnection to all display types at a wide range of resolutions up to 1360x768. The EvoNet unit, 760, is capable of rendering MPEG-2 and 4 encoded live streams, locally generated S-Video or Composite input and audio insertion, as well as show PowerPoints saved as HTML files and show WebPages directly from a webserver. Included in the scope of delivery: 5V DC external power supply, user guide, IR remote.	
Pt. No. 760/2M	MediaStar EvoNet - Digital Multi-Format IPTV Decoder and Multimedia Player, static memory of 2GB and PCMCIA Cardbus With IP Browser/RS232/USB and IR remote control interfaces and a wide variety of digital and analog AV outputs for interconnection to all display types at a range of resolutions up to 1360x768. The EvoNet, 760/2M, is capable of rendering MPEG-1/2 and 4 encoded files, local S-Video or Composite input and audio insertion, as well as show PowerPoints saved as HTML/MPEG-1/2 and 4 files and serve Webpages. Multimedia content can be either stored on-board the 760/2M or served directly from a central network server. In addition to network download of content, MPEG-1/2 and 4 and HTML files can be also be automatically retrieved and downloaded to the 760/2M, EvoNet, via a USB key or PCMCIA compact flash memory cards. The 760/2M includes an onboard static flash memory of 2GB that can be expanded to 8GB and a "plug in" hardware interface to support standard Smart Cards and PCMCIA Type II devices such as solid-state memory, hard drives (local storage and play out) and wireless interconnectivity modules. Included in the scope of delivery: 5V DC external power supply, user guide, IR remote.	
Pt. No. 760/XM	The 760/XM is identical to the 760/2M, where X indicates the static memory that can be increased in increments of 1GB up to a maximum of 8GB.	




MediaStar Evolution Software

Pt. No. 460	MediaStar Evolution Playlist and Scheduling Software. The software allows for the creation and editing of a Playlist and Schedule for use with a group or individual, 760/2M, EvoNet unit(s). The EvoNet unit is able to download the playlist and media files that make up a content update from either a central network server or a USB memory key inserted directly into the EvoNet unit. The Playlist can be either edited or created directly in the download location, or in a separate location on a PC and then the playlist files are copied into the download location(s).	
Pt. No. 461-UG	MediaStar Evolution Administrator Upgrade of Existing MediaStar Pro Administration Software to allow support of the MediaStar EvoNet Digital Multi-Format IPTV Decoder and Multimedia Player, 760, and the MediaStar Evolution IPTV Desktop Viewer Software decoder, 761.	
Pt. No. 761	MediaStar Evolution IPTV Desktop Viewing Software. Application that provides MPEG-2 and 4 viewing at the PC.	

MediaStar Evolution Encoders

MediaStar Evolution MPEG2/4 Encoders.

With IP Browser/RS232/USBv1.1 control interfaces, built around an ultra reliable dual-core computing engine running under Linux, the MediaStar Evolution Encoder can generate either single MPEG-2 or MPEG-4 "Dual Output" encoded streams. This innovative feature ensures best performance and minimizes network impact. A high bit rate stream directs video to large displays where vision quality is paramount; a second lower bit rate stream is simultaneously encoded and can be directed to desktop PCs and small displays where lower resolution is acceptable. Configuration and control of the Evolution Encoder is accessed via a password protected web page server. A simple, yet secure upgrade routine allows new encoding algorithms to be loaded or updated as revisions become available, extending product life and return on investment. To accommodate differing content requirements and network parameters, MediaStar Evolution MPEG-2/4 streams can be configured to run between 500Kbps to 8Mbps, at either pre-defined constant bit rates, irrespective of picture content, or variable bit rates where an acceptable picture quantization value can be selected to operate within a specified maximum bit rate and, in the case of MPEG-4, to a defined average bit rate limited to a pre determined peak bit rate. This last innovation improves picture quality by allowing instantaneous peak bit rates to be utilized to accommodate complex scenes but allocating lower bit rates to simple scenes, thus maintaining the average bit rate defined by the network administrator. Video inputs: RGB + sync on Green/YPbPr/S-Video/Composite, PAL and NTSC. Audio inputs: Stereo line level. The MediaStar Evolution MPEG-2/4 Encoder is available in two forms, either as a freestanding single unit or as part of a 3U, 19" AC powered rack frame that is able to house 9 Evolution Encoder Modules.

Pt. No. 775/MP24	MediaStar Evolution MPEG-2/4 Appliance Encoder. With IP Browser/RS232/USBv1.1 control interfaces, capable of encoding a single MPEG-2 or "Dual Stream" MPEG-4 channel using constant and variable and average bit rate encoding, 500Kbps to 8Mbps. Video inputs: RGB + sync on Green/YPbPr/S-Video/Composite, PAL and NTSC. Audio inputs: Stereo line level.	
Pt. No. 770	MediaStar Evolution Chassis. Up to 9 Evolution Encoder Modules may be housed in a standard 3U 19" AC powered rack frame. This robust, scalable, modular design is ideal for system configurations requiring a medium to large number of live digital feeds.	
Pt. No. 772/MP24	MediaStar Evolution MPEG-2/4 Module Encoder. With IP Browser/RS232/USBv1.1 control interfaces, capable of encoding a single MPEG-2 or "Dual Stream" MPEG-4 channel using constant and variable and average bit rate encoding, 500Kbps to 8Mbps. Video inputs: RGB + sync on Green/YPbPr/S-Video/Composite, PAL and NTSC. Audio inputs: Stereo line level.	

MediaStar EvoNet Interface for Mediastar Pro and Compact

Pt. No. 911-6100	MediaStar Pro to Evolution Interface cable. AV cable for insertion of video and audio from a MediaStar Micro Settop (Part No. 507P/N) into the Evolution Endpoint Ancillary Connector. 26 way HDD to 2 x Phono Plug, IR cable fitted with 3.5mm jack, 400mm length (16 inches).
Pt. No. 764	MediaStar Compact to Evolution interface unit. A 26 way HDD to RJ45 unit for for insertion of video and audio directly from a MediaStar compact hub (Part No. 740P/N or 743P/N) into the Evolution Endpoint Ancillary Connector.



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MediaStar Evolution