

EtherCast™ IP Studio

Digital video solutions based on standard PCs and Ethernet

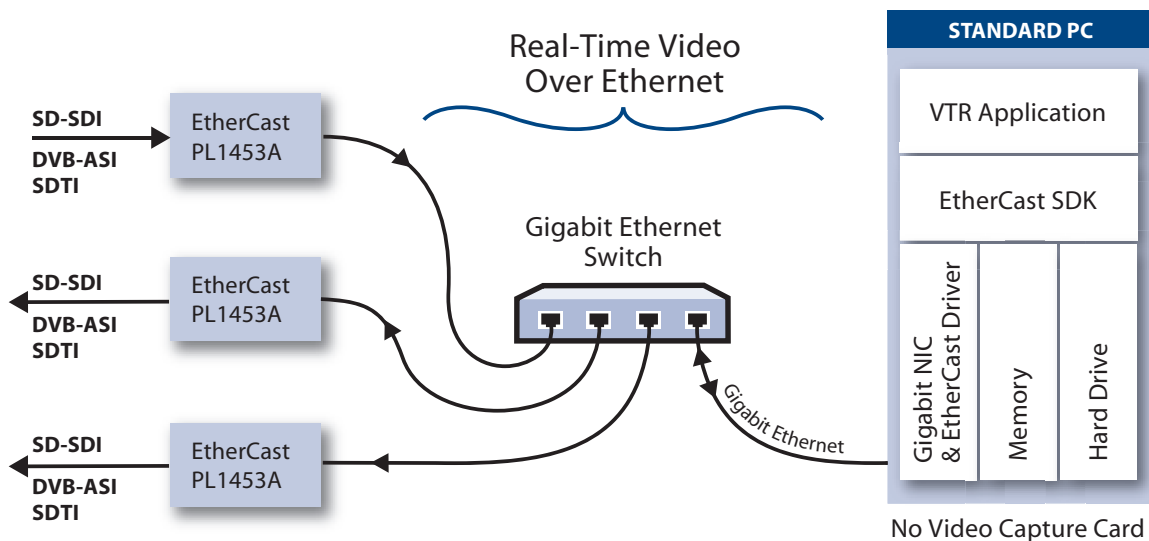
Distribute – Capture – Record – Archive – Playback

Pleora’s EtherCast IP Studio is a suite of hardware and software products that allows integrators and manufacturers of post-production systems to build high-performance digital video solutions based on standard, low-cost PCs and Ethernet gear.

With EtherCast IP Studio, integrators and OEMs can leverage the economical PC/Ethernet platform for almost any application that distributes, captures, records, archives, and/or plays back digital video. The need for specialized equipment is vastly reduced, driving down the cost of the post-production workflow.

Applications

- **Point-to-point/multipoint video distribution**
Use Ethernet switches as routing switchers
- **Video recording and playback**
Transform standard PCs into VTRs or DVRs
- **Network-attached storage**
Use PCs to store and serve video
- **Real-time workgroup collaboration**
Use PC/Ethernet platforms for real-time video sharing



Video Recording and Playback Architecture

An affordable suite of four elements

The PL1453A EtherCast Video IP Engine™

A compact board set that converts digital video to IP and streams it in real time over managed Ethernet LANs/WANs. The video can be driven directly into a PC via the EtherCast Driver, or returned to its original format by another engine. In all scenarios, video quality is superb. Jitter is low, transfers are lossless, and internal engine latency is small and predictable. On-board buffers can handle the latency of most networks, even multi-hop connections spanning long distances. The PL1453A engine supports SD-SDI, SDTI, and DVB-ASI formats.

The EtherCast Driver

A powerful software application that runs under Windows on standard Ethernet NICs, eliminating the need for PC video capture cards. It creates a full-duplex, real-time video path between PC memory and an Ethernet LAN/WAN. It uses only a small fraction of the CPU capacity, which means most of the PC's power is still available to higher-level applications, such as a non-linear editing (NLE) package or VTR playback application. Moreover, the driver does not monopolize the Ethernet

NIC. It's business as usual for regular LAN functions, such as email and web browsing.

The EtherCast SDK

This C++ software development kit gives integrators and OEMs the tools needed to capture real-time video streams, store them to disk, access them from higher-level applications such as NLE packages, and stream them back over the network.

The EtherCast Configuration Utility

A PC-based Windows application for detecting PL1453A engines on a network, checking their status, assigning them names and IP addresses, setting packet timeouts, and other functions.

