

Less Is More With Microvideo Series 300

From a single hardware platform, broadcasters can insert, switch, delay, decode, brand or process any incoming video or audio stream.

The card allows each function to be managed through proprietary Microvideo software, which can be stored, along with the users' settings, onto an industry standard memory card.

The series 300 card includes a network interface, which allows control, management and monitoring through a simple web interface. It even allows email alerts to be sent in the event of an alarm being triggered. The design philosophy is quite straight forward; Microvideo, like the vast majority of the broadcast industry was producing 'similar' designs to cater for a wide range of products.

The problem with 'similar' designs is, no matter how similar, they each require a specific build, so not only is there no economy of scale, but quality and reliability are difficult to maintain. You end up building 10, 20 or even 40+ variants to make 100 or so different products!

Even the industry's largest players cannot achieve any economy scale with this approach, often being forced to build in batches of 10's and 20's. Another factor to consider with the multiple

board approach is that in many cases, boards are 'adapted', adding or taking off components to change one design to another or to add a specific feature. This not only adds tremendous cost, but it also jeopardises quality. As always, it's the end customer who foots the bill by paying, for what are, in reality, custom builds for each application. With Microvideo's single hardware platform, the company is able to offer more features for less money, reduce lead times and lower the overall cost of ownership. Microvideo has already launched six products on the Series 300 platform with more in development for release over the next few months. Those currently shipping include: HDS 201s - seamless SDI switch; ASI 201 - near seamless ASI switch; HDL 300 - delay; FRS 300 - synchroniser; HDK 300 - downstream keyer; HDL 300 - 3 layer Logo generator.

The next product scheduled for release is an all-in-one inserter/bridge/decoder replacing over 20 Microvideo products in one HD package.

Further information is available at:
www.microvideo.co.uk