

Teracue MC-SCREEN helps bring TV to TV stores



Network video and video-over-IP specialist Teracue will highlight its IPTV encoder products at ISE.

Recently, the company announced that Göttingen, Germany-headquartered xplace, who specialise in interactive customer information systems in retail, had deployed Teracue MC-SCREEN encoders to distribute digital signage advertising signals at HD

quality across hundreds of LCD and plasma screens in the TV departments of the Dutch Media-Saturn stores. Using a video distribution system based on an IP network allows a single live video stream to be provided on any number of devices.

The professional production and display of the content, which is later sent via the IP network, is performed using a SCALA digital signage system.

The production of the live video streams and live distribution of the digital signage content makes use of Teracue's MC-SCREEN. The MC-SCREEN software encoder grabs digital signage screen-displays, converts the complete desktop view of the PC into a full HD stream and multicasts it into the network. The displays in the stores receive the HD stream via Amino Aminet 130 and 140 IPTV set top boxes.

In this case MC-SCREEN is installed directly on the SCALA HD digital signage players. As the MC-SCREEN encoder can be operated directly on the SCALA player, and due to the fact that it is a pure software encoder, a full HD video stream can be produced cost-efficiently and without requiring extra hardware. This is a new step for Digital Signage signal distribution.

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