

# Marshall Electronics IPTV Division

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## FOR IMMEDIATE RELEASE

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## **Marshall Electronics Debuts its New Hybrid Broadcast Cameras at NAB, featuring Ultra Low Latency 3GSDI Together with Quad H.264 Streaming**

*Marshall's VS-577-3GSDI dome camera and VS-547-3GSDI box camera are true broadcast cameras with the hybrid function of live streaming.*

El Segundo, CA (April 1, 2014) - Marshall Electronics introduces two new hybrid broadcast IP cameras with an ultra low latency 3GSDI output together with four H.264 HD streams up to 1080p/59.94. The VS-577-3GSDI and VS-547-3GSDI are ideal production cameras utilizing the optional VS-TKC-100 Joystick/Keyboard Controller that can follow PTZ (Pan, Tilt & Zoom) action across the set. The cameras offer all the benefits of broadcast cameras with the added bonus of IP control and streaming.

IP Technical Support and Presales Manager Nigel Hamley says, "The VS-547-3GSDI and VS-577-3GSDI might look like security cameras but in fact they are full broadcast cameras with a hybrid design that allows for quad HD H.264 streams with the convenience of IP control of the cameras. When those features are combined with the ultra low latency 3GSDI output and flickerless wide dynamic range, now you have two cameras that are ideally suited for all types of television production, and clearly will be a great asset to reality television shows."



The VS-547-3GSDI and VS-577-3GSDI cameras support low sub frame latency from the 3GSDI output in various resolutions up to 1080p/59.94. The cameras feature Marshall's latest generation of codec, with one primary and three secondary streams, all in full HD together with stereo audio. Unicast, multicast, push and pull streaming are supported and controlled from a common, easy-to-use browser interface.

The VS-547-3GSDI and VS-577-3GSDI cameras internally run at 120 frames which allows them to offer Flickerless WDR (Wide Dynamic Range), a technique that allow for a greater range of scene illumination from white to black. Details in the shadows are better represented and bright parts of the scene do not burn out.

Marshall's VS-TKC-100 PTZ Controller is recommended for use with these cameras to take full advantage of the low latency feature. The VS-TKC-100 lets the operator easily follow talent or action and stream the feed live to the Marshall Video Management Software (VMS), where it can be managed, viewed and recorded utilizing a computer running Windows®. The Marshall VMS is included with every Marshall IP product and supports 16

sources. Multiple VS-547-3GSDI and VS-577-3GSDI cameras can be used as ISO-Cams with their video managed and recorded to a hard drive array in the VMS, rather than being streamed to separate video recorders.

The VS-547-3GSDI 30x Zoom Box Camera and the VS-577-3GSDI 30x Zoom PTZ Camera will be on display at NAB booth C6019 with Marshall's family of broadcast-ready 1080p/59.94 IP products. The cameras will be available during the second quarter of this year.

**About Marshall Electronics**

Marshall Electronics Inc. is a privately owned American company with five distinct operating units: Professional Audio, Cable/Connector, Optical Systems, IPTV, and Broadcast A/V Division. Marshall specializes in the development, manufacturing and distribution of high tech electronic products used in a wide range of professional applications. The IPTV Division of Marshall Electronics supplies high quality IP security cameras and servers, distribution, and conversion solutions for broadcasters around the world. Visit [www.lcdracks.com](http://www.lcdracks.com) for Marshall's full line of IPTV products.

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