

# Marshall Electronics IPTV Division

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## FOR IMMEDIATE RELEASE

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### **Marshall Electronics' New IP Encoder/Decoder Supports All the Popular HD Video Formats with Embedded Audio**

*The VS-104-3GSDI encodes or decodes all the popular HD resolutions up to 1080p 60fps and 1080/23.98PsF with embedded audio, allowing HD content to be sent and received as a real time IP stream.*

El Segundo, CA (April 1, 2014) - Marshall Electronics announces the upcoming release of the highly anticipated VS-104-3GSDI 1080p/59.94 Full HD IP Video Encoder/Decoder with a maximum framerate of 60fps @ 1920 x 1080. The VS-104-3GSDI simplifies the delivery of high definition video and embedded audio via an IP network. This all-in-one solution is a simple and cost effective tool for organizations to distribute HD content to large or small audience alike.

NAB 2014 will mark the launch of 1080/23.98PsF with embedded stereo audio as a format which can be encoded with the VS-104-3GSDI, streamed using H.264, decoded using another VS-104-3GSDI, and then delivered back as 1080/23.98PsF with embedded stereo audio. Studios using 1080/23.98PsF for television production can now conveniently stream in that format.



Marshall Broadcast A/V Division Director of Sales Devan Cress says, "Broadcasters who want to incorporate a live stream into HD programming will like the simplicity of implementing one device that offers encoding and decoding of a 1080p/59.94 signal plus embedded audio. The VS-104-3GSDI provides all the capabilities you might need to transport high quality video and audio content simultaneously."

Marshall's VS-104-3GSDI Encoder/Decoder is a High Definition Video Server that allows real-time transmission of video and embedded audio over standard IP networks and the internet. The VS-104-3GSDI has a configurable inputs and outputs: CVBS, HDMI, SDI, HDSDI, and 3GSDI. Unicast, multicast, push and pull streaming are supported and controlled from a common, easy-to-use browser interface now featuring 4:2:2 Color Space.

Advanced features of the VS-104-3GSDI include POE+ and multiple programming interfaces, and it is compliant with the ONVIF Standard. The Marshall VS-104-3GSDI offers quad streaming of H.264 and /or MJPEG. Embedded audio is supported in 3GSDI, HDSDI, SDI and HDMI. Stereo analog is also provided.

The VS-104-3GSDI delivers audio and HD video in real time, enabling live events to be streamed to viewers in full HD. This encoder has unlimited applications for broadcast, A/V production, corporate videos, training, and much more.

The VS-104-3GSDI is part of an entire family of broadcast-ready 1080p/59.94 IP products developed by Marshall Electronics. The line also includes the VS-547-3GSDI 30x Zoom Box Camera and its partner the VS-577-3GSDI 30x Zoom PTZ Camera, both of which support low sub frame latency from 3GSDI output in various resolutions up to 1080p/59.94.

The VS-104-3GSDI and complementary IP products are being showcased at NAB booth C6019. The VS-104-3GSDI will be released in 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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