Marshall Electronics

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Marshall Electronics Streams Live from 2014 NAMM Show

Performances on the NAMM Show's GoPro Stage on the Grand Plaza will be streamed live to NAMM.org with the help of Marshall Electronics.

Anaheim, CA (January 7, 2014) – Marshall Electronics partners with the National Association of Music Merchants (NAMM) to stream live performances from the NAMM GoPro Stage on the Grand Plaza over the Internet on NAMM.org. Marshall is providing its live streaming equipment and expertise to stream performances in real time to the website, where the content can be viewed from anywhere.

GoPro, which is sponsoring the stage, will provide GoPro cameras to record the performances. The cameras' video signals will be encoded and streamed via Marshall's PS-102 Producer Station encoder and distributed by StreamVu CDN. Marshall is supplying the hardware, setting up and manning the live streaming process at the 2014 NAMM Show.

The demonstration will show a practical application of live streaming in the music industry. Concerts can be streamed over IP networks to an unlimited number of devices and viewed for free or on a pay-per-view basis. The NAMM live feed will be free.

"Live streaming is a cost effective way for performers and promoters to get their music to a wider audience," says Perry Goldstein, Marshall's Pro Audio Director of Sales and Marketing. "What once required a costly satellite uplink is now done at a reasonable cost through broadband Internet. A concert becomes a multimedia event enjoyed by countless viewers all over the world. In terms of growing a fan base and connecting to people, live streaming has tremendous potential in the music industry."

The HD video signal from each camera will be transmitted to Marshall displays and then to a Panasonic switcher. From the switcher, the video signal will go into the Marshall PS-102 Producer Station where the audio and video are converted into H.264 and H.264/MPEG that is streamed to the cloud, and finally to a laptop for stream monitoring and control. Marshall Electronics will utilize StreamVu to distribute the content through the cloud. This technology allows streamed content to be viewed on a website by an unlimited number of viewers without impacting the site's bandwidth.

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Marshall Electronics is no stranger to the music business. Marshall's microphone division, MXL, is celebrating its 20th anniversary in 2014. The use of live streaming in concert applications encompasses the wide range of audio/video technologies offered by Marshall Electronics.

About StreamVu
Simple and cost-effective, StreamVu is an affordable and professional service for the origination and distribution of video content. Whether broadcasting concerts, races, political events or a local Little League game, school play, wedding, or spiritual event, StreamVu's load-balanced system architecture ensures broadcasts scale to nearly limitless size.

About MXL

MXL is a leading manufacturer of consumer and professional audio products for the music recording, broadcast, post, production, and live sound markets. Additional information on the Tempo USB and all MXL microphones can be found at www.mxlmics.com.

About Marshall Electronics
Marshall Electronics Broadcast Division supplies high quality LCD monitors, IP security cameras and servers, distribution, and conversion solutions for broadcasters around the world. Marshall specializes in the development, manufacturing and distribution of high tech electronic products used in a wide range of professional applications. Visit www.lcdracks.com for Marshall's full line of Broadcast products.

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