

Vbrick EtherneTV

Introduction:

Vbrick EtherneTV is a cost effective package that provides live television to an unlimited number of PC's in a corporate network. EtherneTV gives you the ultimate in versatility; reliability and scalability for distributing both live and stored video – from virtually anywhere to virtually anywhere, at any time. And it's all delivered over Ethernet and IP network.

The VBrick EtherneTV Media Distribution System is comprised of a set of unique, best-in-class products that are seamlessly integrated to provide a flexible, easy to use video management system:

- EtherneTV Media Control Server - The heart of the EtherneTV system, the Media Control Server is the command center for the EtherneTV system. The Media Control Server generates StreamOne, an intuitive user interface for use on any PC, Macintosh or TV that lets the user access and record multiple streams from different sources - such as a live stream from a VBrick VBXcast encoder or a recorded stream from a Video on Demand server. End users can easily switch video sources and perform different functions seamlessly from the same user interface, whether it's on a PC or Set-Top-Box connected to a TV.
- EtherneTV Video On Demand NXG - A cutting edge video on demand (VoD) server based on Kassena's industry-leading video distribution technology. EtherneTV NXG-VOD identifies live streams, records streams to disk and plays the files to both desktop players and set-top based decoders.
- EtherneTV Set Top Box - A user-friendly television set-top box that can access live streams, request stored content from the VOD NXG or access the World Wide Web. The EtherneTV STB supports MPEG-1, 2, and 4 on a single platform and can be used as a stand-alone product as well as integrated into the VBrick EtherneTV Media Distribution System.
- VBrick MPEG 1, 2, and 4 Networked Video Appliances - Portable, reliable networked appliances for MPEG-1, MPEG-2 and MPEG-4 provided dedicated one way and two way streaming. VBrick's award-winning line of affordable appliances, including the MPEG-4 VBXcast, can be moved from room to room and can stream video from anywhere there is a network connection.

Features:

- Rich media distribution to desktop PCs.
- Central repository for stored MPEG assets.
- System monitoring provides usage information.
- Supported formats include MPEG-1 (system), MPEG-2 (transport) and MPEG-4 (ISMA).
- Full VCR-like controls with stop, pause, play, fast-forward, rewind and seek (slide bar).
- Live MPEG-1 and MPEG-2 capture/ingest utility.
- Provides common user interface for live and stored videos.
- Automatic download of necessary components (eliminates manual installation)
- Single desktop player for both live and stored Windows Media Player and Apple QuickTime support.
- STB support provides digital TV receiver for IP based networks.

Bottleneck:

Increasingly corporate network users are prevented from viewing video streams that are available from the Internet. Companies are configuring the firewalls and filter these streams for two main reasons:

- Bandwidth Bottleneck:

Each viewer consumes some of the limited WAN bandwidth for each stream viewed and for that stream's duration. For example, if 10 users viewed video from the CNN web site at only 80 Kbps, it would consume more than half the company's T1 access line.

- Objectionable Content:

Companies want their employees to have access to relevant content, but are concerned that costly network bandwidth is consumed merely for entertainment.

EhterneTV Alternative:

Live video such "CNN", "CNBC", "The weather channel", regional cable news, or other channels can be easily and inexpensively brought to a building though conventional cable TV. Terminating that cable connection into an inexpensive VCR or cable box provides a live video feed which is connected directly to a Vbrick. The Vbrick delivers 30fps high quality MPEG TV to any number of desktops via IP multicast, and

consumes no WAN bandwidth at all. Furthermore, Vbrick is simple, compact and requires little setup.

Conclusion:

EtherneTV provides much higher quality than one would expect from internet-class video, eliminate the bandwidth bottleneck of the WAN, and supports any video source. EtherneTV is a more cost effective solution for the delivery of the television to desktops than increasing the capacity of corporate WAN access otherwise needed to support broadband Internet video streaming.

Reference:

1. Video On demand system NXG.
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2. VBrick Systems Introduces EtherneTV, the First Digital Video Distribution System.
http://64.80.241.131/NextGeneration/news/12092003_Ethernety.asp
3. VBrick launches EtherneTV.
<http://www.nwfusion.com/news/2003/1113brick.html>