



**Your HDcctv Experts**

HD Over Coax  
Fast and Easy Upgrade to HD  
Zero Learning Curve



## Finally...HD for Everyone

HD quality without replacing the coax. There is no network to set up, no bandwidth issues to deal with...just replace the existing analog cameras and DVR with HDcctv DVRs and cameras.

HDcctv is a new CCTV video surveillance system using high definition serial digital interface (HD-SDI) transmission, which is used by the broadcast industry for transmission of HDTV signals digitally over coaxial cable. HD-SDI is widely used and accepted throughout the broadcast industry.

HDcctv cameras transmit 720P and 1080 video over coaxial cable, uncompressed and non-packetized. Just like analog, HD-SDI starts streaming out of the source line by line to a receiver with no latency. HD-SDI is based on the work of SMPTE for the broadcast industry.



## What is HDcctv?

HDcctv uses High Definition Serial Digital Interface (HD-SDI) to transmit HD resolution over coax. HD-SDI is a digital signal that is sent uncompressed from the HDcctv camera, over the coax to the DVR, which does the compression. The Society of Motion Pictures, Television Engineers (SMPTE) created HD-SDI and is an established standard for the Broadcasting Industry. Television newscasts and sporting events are broadcast using HD-SDI.

Think of HDcctv as a third option for the CCTV Industry. HDcctv allows you to go to a client and basically retrofit their facility with HD cameras where needed and keep the existing analog cameras where needed. No hassle with IP. No bandwidth issues. No compression issues. Zero learning curve. Your installers already know how to install HDcctv.

At the outset, all HDcctv manufacturers will be using the same HD-SDI standard, 292M, creating inter-operability between brands

## HDcctv Facts

- \*No training is required for installers. Installation is just like analog.
- \*HD-SDI is a continuous uncompressed digital signal, maintaining 30 FPS.
- \*1.5gb/s data stream per camera.
- \*An HD-SDI signal is not broken up into packets, like IP.
- \*Keep the coax cable in place. Add HD cameras where needed, even keep some of the existing analog cameras in place.

## HDcctv Recording

Our DVRs offer 1280 X 720 (720P) and 1920 X 1080 (1080) recording @ 30 FPS per camera. 720P is 1 megapixel and 1080 is 2.2 megapixels. The record rate can be lowered if 30 FPS is not required. The DVR operates just like an analog DVR, with a very robust Central Monitoring System (CMS) for remote access to the DVR.

## Cabling

You can keep your existing coax in place. You can use RG-59, RG-6 or RG-11. RG-59 transmits the HD digital signal about 300 feet per run. There are repeaters available.

## Easy to Install/No Training Required

All CCTV installers are already certified to install HDcctv, because it's the same installation process as analog. You just connect the coax and power to the HDcctv camera and connect the other end to the DVR. You do not have to speak with the IT department to find out about the clients current bandwidth needs/limitations or set up a separate network to accommodate the cameras.

## Advantages

- Zero training required for the installation of HDcctv cameras and DVRs. Installation is similar to analog. CCTV installers do not need additional training to work with HDcctv.
- Seamless transition to HD
- Eliminates the issues of IP: Setting up networks, bandwidth and latency issues.
- Easier upgrade for CCTV installers. 100 % of all CCTV installers are already certified for HDcctv.
- No compression image artifacts or frame interruptions on video because the HD signals are not compressed or packetized before transmission. No signal delays between DVR and joystick.
- HDcctv transmits sharp, clear uncompressed video for analytics.
- Familiar and Reliable User Interface: For the installer/operator, the only difference between HDcctv and CCTV is that the DVR recording configuration screens show higher values (1280 x 720 and/or 1920 x 1080) in the pull-downs for record resolution in addition to the conventional CCTV values.
- Real-Time Speed Dome Control: HDcctv is compression-free, with none of the signal delays associated with compression. Therefore an HDcctv system operator experiences no delay between a joystick command and the corresponding speed dome (pan/tilt/zoom dome) response.

## Features

- Serial digital interface (SDI) transmission
- Four/Eight channel HD DVR
- Optional hybrid DVRs. Up to 16 analog channels.
- Serial Digital Interface (SDI) transmission
- H.264/MPEG-4 compression
- 1280 X 720/1920 X 1080 resolution
- Record and playback all HD channels @ 30 FPS
- Record modes: Schedule/Continuous/Motion Detection
- HD-SDI camera (720P/1080)
- Video out: HD-SDI (BNC type)
- Data Backup: HDD, DVD, USB
- DDNS
- 12V DC/500ma
- User Friendly GUI
- Multi-site software, up to 32 channel