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Learn the Whats, Hows, and Whys of HDBaseT

Enabling Dynamic Displays with HDBaseT for Digital Signage

1. What?

Digital signage has replaced traditional print with dynamic digital displays that support the most advanced video formats. Digital Signage manufacturers and integrators must cater to a wide range of installations with distinct technical requirements and sometimes challenging environmental conditions. From transportation to retail installations, digital signage has become a staple in many industries, as it transmits new content in real time, which can be continuously controlled through a remote management system.

This content can be text, images, videos, live streaming, interactive interfaces and even aware-interfaces, where content is customized per audience and current environmental conditions.

To support these requirements, an advanced connectivity infrastructure that supports remote broadcasting and multi-monitor setups is necessary to achieve the best possible video quality and end-user experience.

2. How?

HDBaseT technology allows for the convergent delivery of the 5Play feature set – audio & video, Ethernet, controls, USB 2.0 and up to 100W of power – over a single LAN cable (Cat6 or above), for up to 100m/328ft for a single hop and a total of 800 meters with up to 8 hops.

HDBaseT technology is deployed in many large-scale digital signage installations and delivers ultra-high definition video, on an affordable and easy-to-handle CatX cable. Both daisy-chain and star topology deployments break through the distance barriers imposed by native interfaces (like HDMI or DVI), while simplifying installations and reducing commercial networking costs.

3. Why?

As digital signage continues to innovate with 3D screens (without glasses) and holographics, HDBaseT offers an unmatched solution by delivering high performance under demanding conditions, especially tailored to the needs in question. With near-zero latency, quality is not compromised even in daisy-chain or multistream setups.

Forget cable length limitations and compromises on quality – HDBaseT delivers a smooth, crisp, ultra-high definition video solution that reduces installation costs and extends transmission distance daisy-chain topology. HDBaseT enables content duplication, multistreaming, large video wall displays, long distance connectivity, and external displays subject to outdoor conditions.

HDBaseT facilitates the deployment of UHD systems that are cheaper, more installation friendly, reliable and more capable of dealing with optimal resolution. And with point-to-point digital interfacing standardization, HDBaseT allows for digital signage to connect to a myriad of devices and technologies for ultimate interoperability.