

News Release

Communiqué de Presse

Presseinformation

Comunicato Stampa

For Immediate Release

NAB Booth SU5026



2070 Homestead Road
Santa Clara, California 95050

Telephone: (408) 246-3749

Fax: (408)246-9107

www.sterlingci.com

April 9, 2007

Contact: Megan Pura
SterlingCi 408 246-3749
megan@sterlingci.com

PerioCast Launches StoreCaster/HD™ and StoreCaster/HD-Multi Channel™ at NAB 2007

High Definition Digital Signage Servers for Delivering Live and Stored HD Television Feeds in Stores and other Public Venues over RF

San Diego, CA – PerioCast, specialists in the creation of servers for distribution of HD content over RF, today announced the introduction of StoreCaster/HD™ and StoreCaster/HD-Multi Channel™. PerioCast will demonstrate the servers at the NAB (National Association of Broadcasters) Show in Las Vegas, April 16-19, in Booth SU5026.

PerioCast's StoreCaster/HD and StoreCaster/HD-Multi Channel are MPEG-2 based servers with frequency agile VHF 8VSB or QAM RF modulators. (RF modulators combine a video signal with an RF – radio frequency – source, so the video can be transmitted to a television or VCR). The StoreCaster HD servers output live or stored video input and send it to multiple HD monitors simultaneously.

By FCC mandate, every large HD-capable display comes with a built-in digital tuner. This provides digital signage users a less expensive way of sending their messages by using low-cost RF cabling. With many stores, schools, and other public facilities already using conventional displays, RF delivery is possibly the clear choice for low-cost content distribution.

“The StoreCaster/HD-Multi Channel can transmit up to four different programmed channels at the same time. For example, a hotel can play one video at the entrance, another inside the lobby, another on multiple monitors in the bar, and a fourth program in the restaurants. Additional servers can be used to deliver even more channels,” said Douglas Schwartz, Product Marketing Manger for PerioCast. Schwartz went on to say that “PerioCast offers a much lower cost solution for content distribution because our servers work with low cost RF coaxial instead of more expensive CAT 5 cable or very expensive HDMI cable.”



StoreCaster/HD™

PerioCast's digital signage servers present either stored content or live content from satellite receivers. 8VSB is the RF modulation format used for SMPTE 310M, the standard video format designated by the ATSC organization.



“Our digital signage servers are flexible and easy to update,” stated Al Delir, Technical Support Manager for PerioCast. “They feature a built-in LCD viewer for monitoring the signal, plus an easy to use interface for reconfiguring set-up. And because they transmit HD video, with more realistic colors than analog servers, they are especially useful for advertising merchandise at the point of purchase”, Delir went on to say.

System Features

- 19 inch rack mount case
- Supports all ATSC Formats including 720P and 1080i
- Easy -to-use Windows® XP-based interface to reconfigure channel setup
- Inputs: DVB-ASI or 8VSB (ATSC)
- Accurate 128 tap digital filter for accurate band shaping
- RF Output Frequency: 54-860 MHz
- Will up convert and Remux any rate DVB ASI Transport Stream to ATSC compatible rate
- Ideal for live feeds to HD televisions

Suggested Retail Price:

StoreCaster HD – \$5,495 U.S. StoreCaster HD/Multi-Channel – \$14,995 U.S.

About PerioCast

PerioCast is a privately held company headquartered in San Diego, California. PerioCast specializes in the sales, service and application support of servers for distributing HD video over RF to digital signage systems to retail stores, restaurants, and other public facilities.

For more information on PerioCast's StoreCaster/HD and StoreCaster/HD-Multi Channel products, please contact Megan Pura at +1 (408) 246-3749 or megan@sterlingci.com. To download this press release and product images, visit http://www.sterlingci.com/client_pr.htm

PerioCast, 11409 West Bernardo Ct. San Diego, CA, 92127

Phone: +1 (858) 613-1818, fax: +1 (858) 613-1815 Web: www.periocast.com

