



gateway ▶▶▶ better video delivery

# IMPULSE 300D – NEW PRODUCT LAUNCH

17 AUGUST 2023

# So what is it?

- ▶ Cost-effective, network decoding platform
  - ▶ Small (same form factor as SCP2100) throw-down decoder/gateway product for content decoding or protocol conversion
- ▶ Designed with nearly every internet streaming protocol support and playback functionality, so you don't have to worry about what type of signal is being handed to you





# Typical Broadcast Methods

## ▶ **Sattelite Distribution**

- ▶ DVBS/S2/S2X
- ▶ CAM/Smart Cards based Encryption

## ▶ **Pros**

- ▶ High availability, even remote locations
- ▶ Bandwidth exceeding 80Mbps

## ▶ **Cons**

- ▶ Putting stuff in space is expensive!
- ▶ Can be effected by weather, sun spots etc.

## ▶ **Fiber Distribution**

- ▶ Leased Fiber, Dark Fiber

## ▶ **Pros**

- ▶ High reliability
- ▶ Low Latency
- ▶ Bandwidth to 100Gbps+

## ▶ **Cons**

- ▶ High cost to deploy and/or lease
- ▶ Only available if infrastructure is present





# Why now?

- ▶ As providers and consumers are moving more and more towards OTT delivery, the need to acquire traditional, unique and niche content is only continuing to grow
  - ▶ For providers to keep ahead of their competition and deliver what their customers demand, they need inexpensive, easy-to-deploy devices
- ▶ With much of the competition moving towards SW only, it has left the door open for us to jump on this market segment
  - ▶ The breadth of IP input options make the 300D perfect for a wide variety of applications
- ▶ Technology
  - ▶ New internet delivery protocols, faster public data lines, lower cost and more powerful hardware make now the right time

# HW overview



# Key features

- ▶ MPEG2/H.264/HEVC video
  - ▶ Up to UHD (HDMI 2.0)
- ▶ AC3/AAC/MPEG1 audio
  - ▶ Dual audio decoding
- ▶ Closed Captions (overlay/emmbded)
- ▶ Multiple Internet protocols support
  - ▶ HLS/SRT/RIST\*/ZIXI\*/RTMP\*
- ▶ Gateway function
  - ▶ UDP output
- ▶ Playback / Recording \*
- ▶ Preview / audio loudness \*
- ▶ Portable and affordable
- ▶ Build in power supply



**sencore Impulse300D**

Logged in as: admin      Temperature: 52.8 C (127.0 F)      Time: 21:07:37      System Status      Logout

Main    Admin    Reporting    About

**Main Control Panel**

**Inputs**

Show Unused Inputs

Input Selection	Active: MPEG/IP
MPEG/IP	Interface: Network 2      239.14.14.14:1234      25.002 Mbps

**Decoding**

Service	Service: 1 (Amagi)
Video	PID: 2064 ( HEVC MP@L5.2 4:2:0 8 Bit )      Native Format: 3840x2160p 16x9 59.94fps
Audio 1	PID: 2068 ( Dolby Digital )      Format: 256 kbps 48.0 kHz 3/2      DialNorm: 0

**Baseband Processing**

Video	Format Mode: Auto      Output Format: 3840x2160p 16x9 29.97fps
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**Output**

IP Transmit	Interface: Network 1      Protocol: MPEG/IP      239.192.0.200:10000      24.983 Mbps
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# Application Example

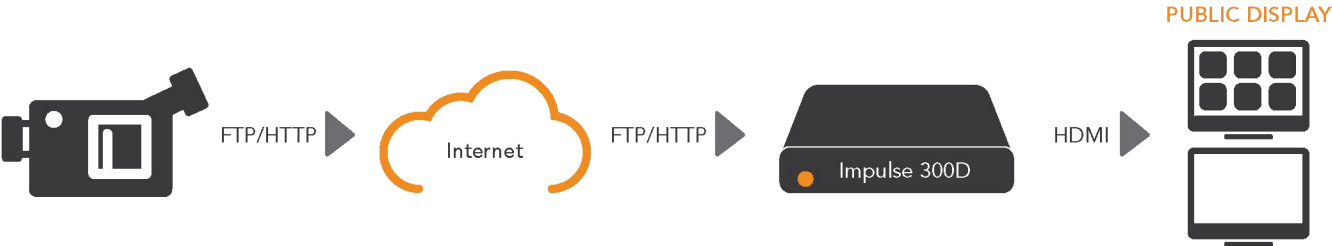
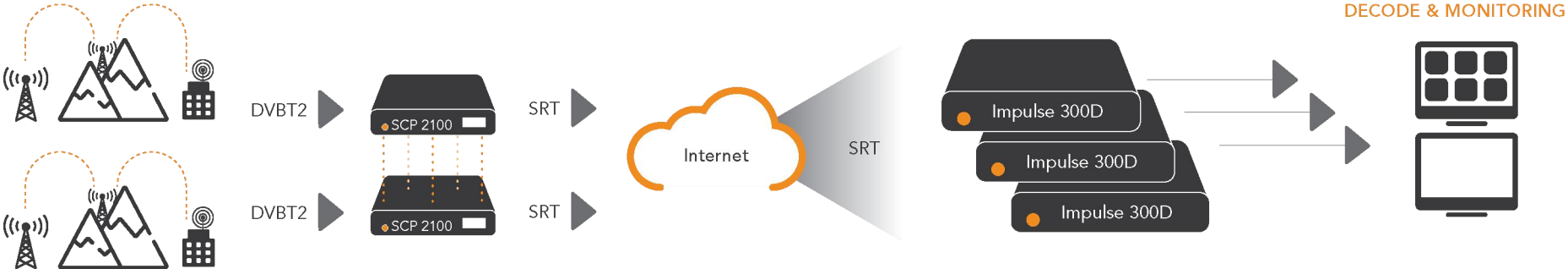
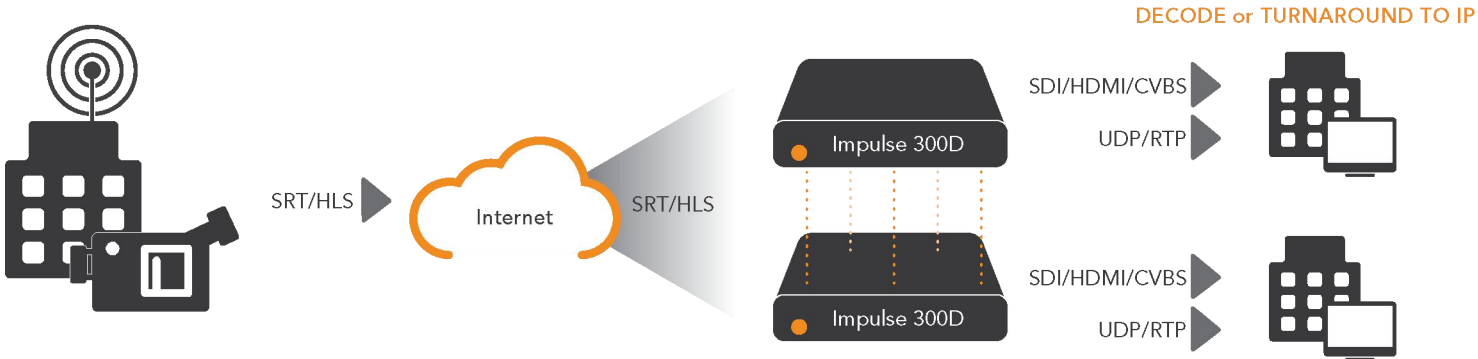
## Typical applications:

- ▶ Protocol Conversion
  - ▶ SRT to UDP
  - ▶ HLS to UDP
- ▶ OTT Content Acquisition for DTV operators
- ▶ Broadcast Content distribution&decode via Reliable Internet Protocols
- ▶ Point to point content transmission for content providers
- ▶ Video quality monitoring of remote backhaul content
- ▶ Video file playback and IP streaming for lab test, hospitality and enterprise video
- ▶ Content decoding for Digital Signage System

## How to work with other Sencore/Wellav Products:

- ▶ Impulse 200E – Impulse 300D
  - ▶ HLS/RTMP streaming
- ▶ XMINI – Impulse 300D
  - ▶ HLS/RTMP streaming
- ▶ SCP2100 – Impulse 300D
  - ▶ SRT/RIST/ZIXI streaming
- ▶ IP-00 – Impulse 300D
  - ▶ HLS/SRT/RIST/ZIXI/RTMP streaming

# Impulse 300D - Applications





Feature	Impulse 300D	Matrox MaeveX 6152	Megawell Pro Converter	KiloView KV-DC300	ISEEVY/URAY	Osprey, Talon G2	DataVideo, NVD-35	T21
Multichannel decoding	1CH	4CH	1 CH	16 CH (split screen)	1 CH	4 CH (in one SDI)	1 CH	1 CH
1080P60 support	X (1.0)	X	X	X	?	X	X	X
SDI Output	400\$ (1.0)			X	X	X	X	X
HDMI Output	X (1.0)	X	X	X	X	X		X
Analog Output	X (1.0)				X		X	
UDP IP Output	200\$(1.0)				X			?
UDP IP Input	X (1.0)	X	X	X		X	X	X
HLS Input	X (1.0)		X	X	X		X	X
RTSP or RTMP Input	X (1.0)	X	X	X	X	?	X	X
SRT Input	X (1.0)	X	X	X	?	?		X
RIST Input	X							X
ZIXI Input	300\$							X
Input redundancy	X			X				?
SNMP / API	X		?	X	?	?		X
Streaming from USB/SD	200\$	X	Future			X		X
Recording to USB/SD	200\$	X	Future					X
Mpeg 2 Support	X (1.0)	X					?	X
Mpeg 4 Support	X (1.0)	X	X	X	X	X	X	X
Hecv Support	X (1.0)		X	X	X		?	X
UHD support	200\$ (HDMI out)	X	X(HDMI out)	X (HDMI out)	X			X (HDMI out)
Preview	X	?	?	?				X
Caption Support	X (1.0)	?	?	?		X	?	X
AC3 decoding	100\$ (1.0)			X	?	?	?	X
Front Panel Status	X (1.0)							
Build in Power supply	X (1.0)							
Rack mount kit available	X (1.0)	X						X
List Price	800\$-2200\$	3000\$	500\$	599\$	~230\$	1599\$	650\$	3200\$

# Pricing

## ▶ One Model:

### ▶ Impulse 300D

- ▶ Includes UDP/RTMP/HLS/SRT/RIST inputs and HDMI/CVBS outputs
- ▶ 800\$ List price
- ▶ 2200\$ for fully featured unit

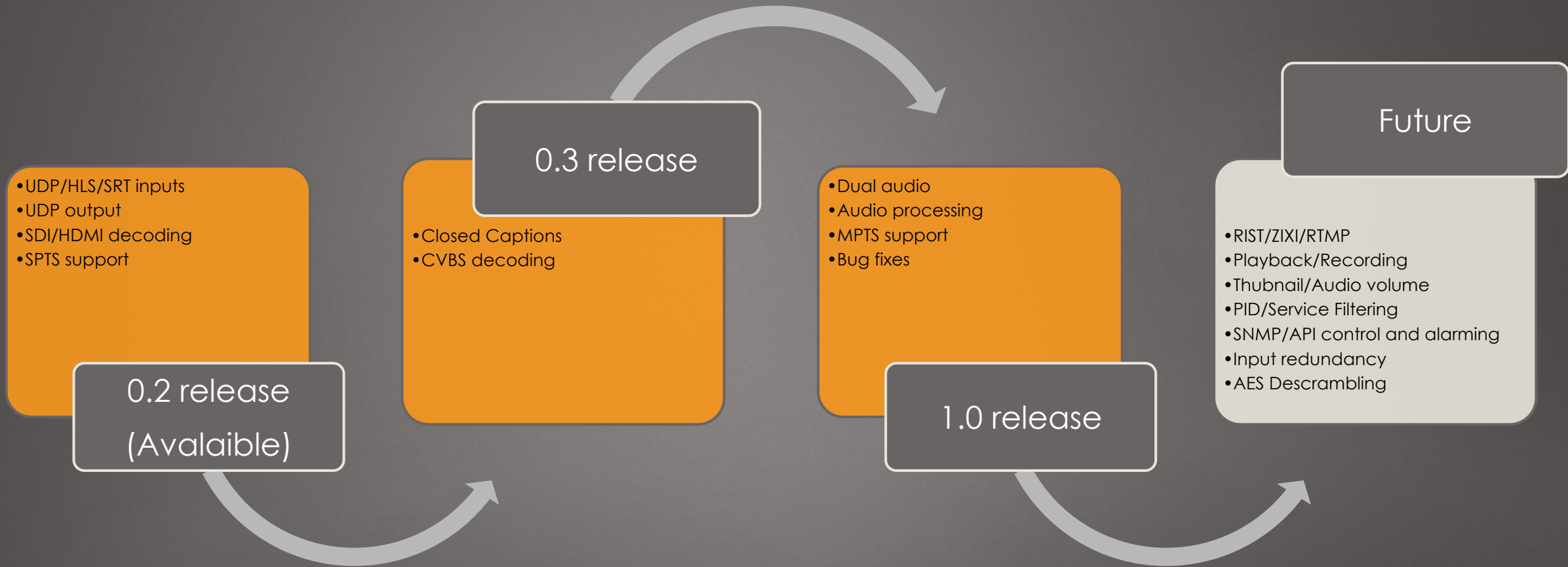
## ▶ Licenses

- ▶ IMPULSE-300D-SDI-License
- ▶ IMPULSE-300D-AC3-License
- ▶ IMPULSE-300D-UHD-License
- ▶ IMPULSE-300D-DTA-License
- ▶ IMPULSE-300D-DS-License
- ▶ IMPULSE-300D-ZIXI-License

**Significant Quantity Discounts Available!**



# Roadmap





Thank you!