



Brief Summary

PRODUCT is the first 4K wireless video system providing zero delay and lossless transmission at a distance of up to 1,000 feet line-of-sight. It will improve and impact 4K signal distribution so Directors, DP's, 1st ACs and producers will be able to better evaluate a shot in real-time. The system can multicast to 6 receivers simultaneously and supports HLG and PQ HDR standards (10-bit, 4:2:2).

Describe the function of your product/services USP in one sentence

PRODUCT is the first wireless video system providing zero latency (< 1ms) and lossless transmission of 4K video at up to 1,000 feet line-of-sight.

Detailed Summary

PRODUCT introduces the 3rd generation of Video Modem technology. Using a brand new chipset and redesigned RF circuitry, PRODUCT is capable to support HDR video with resolutions of up to 4K 60FPS, improved system robustness and ability to use 2x more links using the same unlicensed 5GHz RF bandwidth. Unlike any other wireless system, the underlying video modem technology applies a unique Joint Source Channel Coding which achieves the highest possible video quality at any given range with less than 1ms latency.

With lossless 4K video & audio transmission at less than 1ms, production companies and cinematographers can capture and monitor shots otherwise thought impossible, especially those that take place at extreme distances, in the air (drones), or from moving vehicles. Because PRODUCT transmits 10 bit 4:2:2 video, it supports the HLG and PQ HDR standards and offers an unparalleled representation of what the camera is actually capturing.

PRODUCT can transmit to 6 receivers simultaneously, allowing multiple stakeholders to view the transmission anywhere on set. Included with each receiver are several software features that enhance a cinematographers workflow, such as a built-in 5 GHz spectrum analyzer, 3D LUT capability, and support for camera metadata and start/stop pass through.

Tell us why your product/service should win?

In the production world time is money so what better way to cut down on those costs than with wireless video. Instead of spending hours laying and moving cable around, PRODUCT can provide a flawless real-time video feed to up to 6 monitors without lugging around cables.

There are also monumental benefits to going wireless, including the capture of incredible shots in the air, at long distances, and in unusual or mobile positions. PRODUCT enhances a production's workflow, giving even more freedom to producers and directors that otherwise couldn't get a shot prior to a technology like this.

But most importantly, PRODUCT ability to transmit a lossless, HDR-capable 4K video feed at up to 1000ft means the production crew can finally monitor their shots in nearly the exact quality the camera is recording at. It ushers in a whole new on-set monitoring experience where directors and other stakeholders can watch, in real-time and from almost anywhere on set, what their footage will look like to the end viewer.

Since the device operates over the unlicensed 5GHz band, it is legal to use around the world. For more challenging conditions, users can manually set the 5 Ghz frequency the units operate on, including the channel width: 40 Mhz, 20 Mhz, and 10 Mhz; giving them incredible flexibility wherever they are shooting.

PRODUCT is the result of over a decade of research, resulting in a proprietary chipset that can only be found in COMPANY products. We believe it is a revolutionary product that will further drive the adoption of 4K workflows.