

product information

Volume 01

April 2010

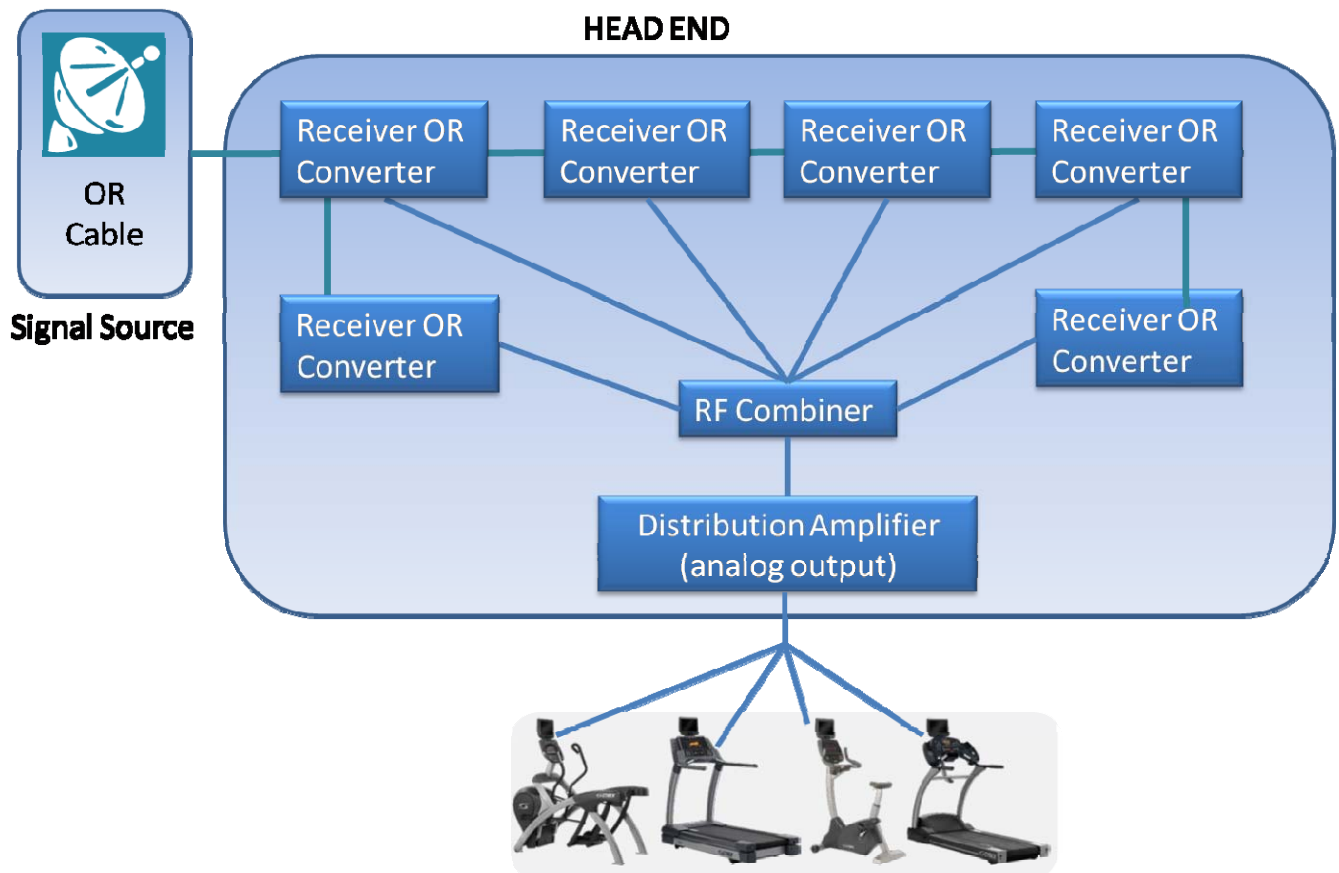
PEMs and Cable Television

A recent trend in the cable television industry has been a transition to the use of encoded digital video signals that require the use of a converter box as well as the phase out of analog video signals. In a fitness facility, this may present cost and complexity challenges as cable providers will likely require a converter box and remote control for each independent screen in the facility. Fiberoptic systems (like Verizon FIOS) have a similar set of requirements. So what is the solution? A Headend System.

What is a Headend system?

A Headend is typically a rack-mounted system that allows a facility to minimize the recurring costs associated with the AV solutions offered by cable companies requiring independent converters for each TV. At a cost of \$4.95-\$8.95 for each converter every month, the cost for AV starts to spiral out of control very quickly. The headend system typically offers 6, 8 or 12 converter boxes (or channels). It can be thought of as a miniature cable TV distribution system.

The diagram below illustrates a six-channel headend system





A satellite signal (or digital cable, or fiberoptic, etc) comes into the facility and is connected to a series of independent receivers/converters. Each converter outputs a single channel (ESPN, MSNBC, VH1, Lifetime, BBC, etc).

The receivers/converters are then connected to a distribution system (combiner and amplifier) that then feeds the signal back out in analog format.

What's the upside?

The upside is that the channels chosen for distribution (to be shown on PEMs) within the facility can be changed at will by the facility staff.

What's the downside?

The downside to the system is that each receivers/converters can only broadcast a single channel, so the number of channels available on the PEM is limited to the number of receivers/converters the facility chooses to deploy.

What does a Headend system cost?

At Hi-Tech Sound, a 12-unit distribution system will cost about \$3000. For 30 PEMs, depending on the cost of the receivers the payback is after about 12-18 months when compared to individual converters.

What about HD channels?

At this time, the cost to create HD channels makes HD headend systems cost prohibitive. A 12-channel HD headend system would start at \$35,000.

Where do I get a Headend system?

Contact Hi-Tech Sound at 888-843-8369

Below is a 12-channel headend system with distribution amplifier from Hi-Tech Sound



FRONT



BACK