

- CVBS, S-Video, or Component video output
- Automatic failsafe A/V source switch
- SD resolution of 720x480 (480i)
- HD resolution of 1280x720 progressive (720p) or 1920x1024 interlaced (1024i)
- U.S. NTSC or European PAL transmission standards
- Scan conversion (Interlaced to Progressive) and scaling
- Stereo or SPID/F multi channel audio I/O
- 10-bit imaging (vs. standard 8-bit)
- Minimal signal delay (adjustable from 3 to 10 frames)
- Highest quality MPEG2 decoder for ad play
- Advanced de interlacing capability
- Graphic overlay capability
- RC5 Infrared command capability
- VBI station identification and tracking (when available)
- Closed Caption Pass-through
- Minimal chip count for reliability and lower power dissipation
- JTAG boundary scan for manufacturing quality assurance
- Able to accept any current program or transport protocol
- Fully programmable to adapt to changing standards for years to come!
- Up to four channels per rack unit

Television Point of Sales ADS -400RU



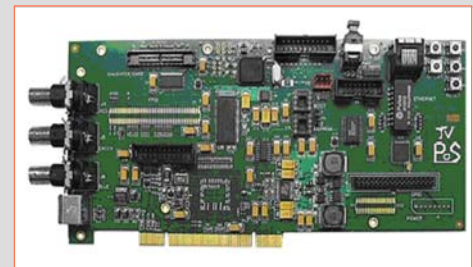
The **POS (Point of Sales) ADS - 400RU server** is one of the newest and most exciting developments of technology combining the world of digital signage with local ad insertion control and playback. This system, developed by Television Point of Sales, Inc., allows users to play their own commercial ads locally *in sync* with any television feed they are receiving from a set top box or otherwise.

The **ADS - 400RU server** is unique in that it will receive the live TV feed "in" and detect when a commercial is going to play on any of the TV networks. It doesn't matter if it's ESPN, CBS, ABC, FOX Sports etc. The **ADS - 400RU server** can be assigned to any network feed and successfully insert its own commercials in sync with the network commercials seamlessly and never miss when it needs to go back to the regularly aired program such as a football game, CNN, ESPN news or any other type of programming. The **ADS - 400RU server** comes with a built-in MPEG 1 and 2 player that can store and playback more than 100 hours of DVD-quality video and can also insert logos when it's necessary to professionally brand your establishment.

Normally, commercial ad insertion

is launched via a trigger broadcast by satellite, such as a DTMF tone or a Composite Base Band signal that is received from the network at the cable head end, causing ads from the head end to be fed to local establishments' television system. The cost of building a cable head end can easily run into the hundreds of thousands of dollars to build and limits local ad insertion users to only a couple minutes per hour, *maybe* 1 or 2 and ½ minutes of ads generated per hour at best.

The **ADS - 400RU server** completely eliminates the need for a cable head end and exponentially increases the amount of time allowed for commercial playback thus building or increasing the ad revenue possibilities for each establishment.



The **ADS - 400RU server** breaks the barrier for **Sports Bar** franchises who want **total control** of commercials in their venues. **Hotels, Casinos**, any professional establishment who wishes to generate ad revenue and multiply their exposure to their revenue base and increase sales can use this technology to increase their bottom line. By utilizing your own TV feed you can create your own Point of Sales with the **ADS - 400RU server**.

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