

Peerless-AV Debuts First Digital Signage Wireless Broadcasting System to Reach Unlimited Number of DTVs within 350' Radius

New PeerAir Pico Broadcaster Uses Over-the-Air Broadcasting over Open White Space Channels

Las Vegas, February 26, 2013: In a breakthrough wireless media content delivery strategy for digital signage, Peerless-AV[®] today unveiled the first wireless broadcasting system that can distribute HD content to an unlimited number of digital TVs within a 350-foot radius – far surpassing the 150-foot signal reach and four-screen multicasting limit of WiFi-based solutions. The new [PeerAir™ Pico Broadcaster](#) achieves this record range and scalability by utilizing vacant over-the-air broadcast frequencies known as white space channels instead of WiFi, dramatically simplifying the process of deploying digital signage in a large multi-screen environment.

The PeerAir Pico Broadcaster will be demonstrated in Booth #100 at Digital Signage Expo 2013, which opens today in Las Vegas.

Maximum Power, Minimum Hardware

Designed for applications utilizing the same content for multiple screens, the PeerAir Pico Broadcaster is an FCC-approved personal broadcast system that streams content over the UHF 500-700 MHz frequency to any open local white space channel left unused when the U.S. converted from analog to digital television in 2009. The laptop-sized transmitter receives content from a computer or select media players with IP transport capabilities, then broadcasts the signal at HD-quality resolutions up to 720p or 1080i to any digital TV within the designated range that is equipped with an ATSC tuner and over-the-air antenna.

No additional receivers or associated power sources are needed, and a single transmitter covers any number of screens in a 350-foot radius, reducing costs and complexity. Multiple transmitters can be used to broadcast to multiple white space channels if available, providing an option to deliver different content streams to different TVs by tuning select antennas to different channels. Other advantages over WiFi solutions include improved through-the-wall transmission and the ability to maintain the wireless connection even if screens are moved, eliminating IT adjustment of transmitters and receivers.

Easy Content Management

The PeerAir Pico Broadcaster comes with Peerless-AV media streaming software that converts virtually any video file – from MPG to MOV, VOB, AVI, WMV and beyond – into a broadcast-ready MPEG2 format. Playlists can be created by simply dragging and dropping files, then transferred at high speed over Ethernet cable to the PeerAir Pico Broadcaster unit. A Local Area Network (LAN) port on the back of the device accepts the transport stream from the computer or media player as well as enabling network and/or Internet connectivity. The Peerless-AV software allows both local and remote content management, providing flexibility that is unavailable with most wireless broadcast systems.

Online FCC Registration

The PeerAir Pico Broadcaster also includes easy online FCC registration and system configuration to an available white space channel. The web-based GUI directs users to an online database of TV white spaces that identifies available channels based on the facility's geographic location and automatically

registers the selected channel with the FCC. The cost of the first-year FCC license is included with the product.

Availability

The Peerless-AV PeerAir Pico Broadcaster is available immediately to Peerless-AV dealers, distributors, integrators and installation professionals. For more information, visit <http://www.peerless-av.com/en-us/professional/products/HDS-PB100>

About Peerless-AV

Peerless-AV, a Peerless Industries, Inc. company, is a leading designer, manufacturer and distributor of Made-in-the-USA audiovisual mounting, accessory and digital content delivery solutions for commercial and residential applications. The company's innovative AV products span off-the-shelf, commercial and custom flat panel, projector and tablet mounts as well as cables, AV carts and stands, medical carts and stands, AV racks, AV furniture and a wide range of other accessories. The Peerless Technology Division specializes in wireless, kiosk, touch, digital audio and connectivity technologies that simplify today's complex digital equipment installations. Peerless-AV manufactures over 3,600 products that serve original equipment manufacturers, commercial integrators and consumer retailers in 22 vertical markets through direct sales representatives and authorized distribution. For more information, visit www.peerless-av.com.

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