

Application Story



Image Design Technology

TECHNOLOGY DISTRIBUTORS

Technology: Cinde 4YC

Location: Harvey Normans Midland Store WA

Benefits: To delivery the same program to over 60 displays

The opening of larger, brand new, custom built premise is always an exciting time for staff and customers alike and the new Harvey Norman Store at Midlands WA was no exception. Adding to this is proprietor, Wayne Johnson's belief that customers deserve to get the most out of their shopping experience and as such he strives for the best he can give them.

When it came to designing and configuring the AV section of the store he refused to accept anything less than HDTV quality. "Sure it might cost more but the customers will see it and it's where this technology is heading!" The problem was ... How to get high bandwidth HDTV signals to over 60 outlets located up to 60m apart, cost effectively ?

"Once I got my head around the need to send the Component Video signal (Y.Pb.Pr) from either a HDTV Set Top Box or DVD Player to over 60 outputs I started looking for the gear that would do the job. The Cinde 4YC, from IDT, stood out as a perfect fit as it's incredibly flexible, in being able to be multi-channel to multi-output, allowed us to standardise on a single product rather than have a myriad of RF amplifiers, splitters and STB's." said Steve Foreman of Steve's Antennas and Security. "IDT were very supportive and have even taken on board a recommendation I made regarding improvements to the instruction manual to better explain how the various "modes of operation" are achieved."

Working with Steve's Antennas, IDT were able to arrive at a cost effective solution combining multiple Cinde 4YC's set up in different configurations. Some areas act like hubs for the high quality signals whilst others are simply acting as DA's. What resulted was a flexible design that allows either DVD or HDTV component video signals to be sent to LCD screens, Plasma screens, Projectors and Rear Projection TV's.

"I wasn't sure if Head Office would go for it but I wanted the best possible signal quality to be routed around the new store so we could really show off the gear we sell". "Steve really looked after us and put together a system that delivers the goods." Wayne Johnson, Harvey Normans Store, Midlands.

As the old saying goes 'A picture's worth a thousand words'. In this case the Cinde 4YC's are proving that great pictures don't need to carry a price premium.

For more information call 1300 666 099 or visit www.idt.com.au