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## **CR Intros SignStream Server and Software**

Dallas, TX, August 24, 2006 - Contemporary Research introduces SignStream™, a new technology for HDTV digital signage distribution. SignStream™ employs an integrated digital signage server that broadcasts HD media and display control commands over existing RF coax wiring. Content is sent as an HDTV channel for HDTV-equipped displays and NTSC for analog TVs. By unifying HD media distribution to a single server for control and content, SignStream can significantly reduce the cost of digital signage applications.

Signage distribution begins with the new SSV-300, a rack-mountable (3RU) server that supports up to three SSM-ATSC modulator cards that convert video files for broadcast as both digital ATSC and analog NTSC channels. More channels can be added on a modular basis, adding servers and cards as needed.

The server includes SignStream Web, a browser-based application that creates and manages playlists for up to three HDTV outputs. Onboard iC Commander HD software controls displays over the same RF coax as the signage channels, able to integrate IR, RS-232, and Smart-format displays into the system. In addition, iC Commander can schedule display power, channel selection, and other options.

States Contemporary Research President Scott Hetzler, "We previewed SignStream a few months ago to rave reviews. Distributing HDTV digital signage and control over RF is a novel, yet obvious and cost-effective solution. Combined with the ability to network and control displays, SignStream becomes an integrator-friendly system, enabling media and display control through the coax."

### **About Contemporary Research**

Contemporary Research designs and creates solutions for an HDTV world, offering cutting-edge products HDTV display control, digital signage, and tuning. In addition, CR supports a proven line of analog TV tuners, closed-captioning tools, as well as commercial and educational media systems. For more information about Contemporary Research products, visit us on the web at [www.crwww.com](http://www.crwww.com) or call (888) 972-2728.

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