

The Case for HDBaseT in Commercial A/V

The single-cable HD connectivity solution lends itself to high-resolution digital signage and even 3D applications, according to HDBaseT Alliance.

Article



The HDBaseT Alliance argues that its single-cable connectivity solution is ideal for CIs looking to meet clients high-resolution, information-heavy display demands.

December 26, 2010 | by [Micha Risling](#)

The migration away from the traditional viewing experience and the proliferation of HD content has fuelled demand for HD content in digital signage. As prices for HD displays go down and consumption of HD video increases, commercial integrators now face a new challenge: integrating new installations that are HD capable.

Installing an HD capable system in a commercial setting isn't as easy as it sounds. Distributing high resolutions formats such as 1080p and [3D](#) over long distances is an ongoing challenge for installers. As opposed to analog installations, distributing HD video over long cables reveals new and heightened installation challenges with reliability, ease of installation and cost of deployment playing a critical role.

The limitations of existing wired and wireless connectivity technologies, combined with the fact that compressed content is not suitable for many new installations has brought those in the industry to look for a new technology better suited for their long-range installation needs.

[HDBaseT](#), a new connectivity solution, has set out to resolve these challenges by providing a single-cable standard using an existing connector and cable familiar to the industry. HDBaseT has set an ambitious target to enhance the HD experience and provide an inexpensive, reliable and simple installation solution to industry installers.

Although HDBaseT was developed as a point-to-point technology, it allows cascading and single point to multipoint distribution, supporting both daisy-chain and star topologies.

HDBaseT's unmatched offering enables the industry to deploy HD systems that are cheaper, more installation friendly, reliable and are capable of dealing with the new video format as well as future 3D content.

Supported by the [HDBaseT Alliance](#), a cross-industry alliance incorporated on June 14, 2010 by Samsung Electronics, Sony Pictures Entertainment, LG Electronics and Valens Semiconductor, HDBaseT is the first technology to enable 5Play convergence—video, audio, Internet, high-power and controls. HDBaseT also allows installers to cut the cables down to one, all-inclusive, 300m LAN cable using the standard RJ45 connector, commonly known for Ethernet LAN connections.

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The HDBaseT 1.0 specification was [finalized in June 2010](#). Since that time, embedded HDBaseT products using Valens Semiconductor VS100 chips have already hit the market, including products from Alliance members including Gefen and Crestron Electronics.

The Alliance invites interested parties to join and play a pivotal role in defining the future of multimedia transmission and data communication in the consumer electronics, digital signage and content provider industries.