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Northland, a Church Distributed

Case Study

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Looking for HD Video Distribution

A vibrant and tech-savvy church in Florida, serving 12,000 worshippers each weekend, investigated HD video distribution for a planned new-member “welcome center”. The area was to have 8 screens, and two or three sources of content including inspirational video montages, announcements, and possibly a live feed from the chapel’s cameras.

SDI Too Expensive

Since their existing video equipment featured SDI technology they considered SDI-equipped gear, but quickly realized that would include new SDI-capable displays, distribution gear, and new cabling. As the costs mounted they decided to delay construction.

ZvPro is a Value Solution

Shortly thereafter they discovered the ZvPro 250 from ZeeVee. An HD encoder/RF modulator, the ZvPro can distribute any VGA or component video source as an HD cable TV channel over standard coax wiring. The new channel can then be tuned in using the digital cable tuner built into off-the-shelf HDTVs. As a test, they bought a ZvPro, and used it to distribute the live feeds from their SD-SDI cameras to all of the classrooms on the church campus, each of which was already equipped with an HDTV. Success! The classrooms instantly had access to a new special Zv channel bringing them the day’s sermon, and their infrastructure is future-proof for their future upgrade to HD cameras.

System Expansion is Easy

Encouraged by the ease of implementation, they ran coaxial cabling from the main building over to an annex, and using a few simple RF splitters and additional lengths of coax, distributed the signal to the HDTVs in that building as well. “We think the ZvPro is a great value.” said Bret Hoskins, the church’s Senior Technical Engineer. “And using coax cabling enabled us to wire the campus inexpensively. In the end the ZvPro solution was a fraction of the cost of the SDI gear, and we can use existing HDTVs or buy modestly-priced new ones as needed. We think it’s great.”

Future Expansion

Next they're considering a Zv channel to broadcast a DVD that will explain how to use the classrooms, e.g. how to work the intercom, the air conditioning, etc. Enter a classroom, tune in the Zv channel, and there'll be an introductory tour waiting for you!

After that project is complete they plan to revisit the Welcome Center. Because those HDTVs will be wired to the same coax network that feeds the classrooms, they'll immediately have access to the live feed from the SD and future HD cameras for no extra cost (that channel is already on the coax).

Finally they're considering using a Zv channel to broadcast important announcements, news, and information to HDTVs across the campus, keeping the congregation up to date on important developments.

Conclusion

In short, Northland, a Church Distributed, is using ZvPro 250 in myriad ways: for distribution of live video, recorded video, and digital signage. And they're doing it all for less.



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