

Solid Signal's

WHITE PAPER



The ZeeVee HD "Receiver-less" solution

Want to know more? Contact us at 866.726.4182!



ZEE VEE HD

"Receiver-less" solution for DIRECTV institutional customers

Here's the problem.

Customers want a simple headend system that doesn't cost a lot. In the past there have been only two DIRECTV approved solutions:



COM1000 is a headend-in a box. it's easy to set up and easy to manage. You can have unlimited channels and some systems even have an interactive guide.

The only thing is... you need Pro:Idiom capable TVs or converter boxes. They're expensive and customers don't want to spend the money.



DRE gives the customer the full "residential experience with the exact same menus they see at home. The receivers go in the guest room but they can be controlled from somewhere else.

The only thing is... DRE requires "home run" wiring. That's one wire from every room to a central closet. Most lodging and institution clients aren't wired like that and retrofits can be very expensive.

Now there's another way... **ZeeVee** is a DIRECTV-approved solution for institutional headends that doesn't need home-run wiring and doesn't need expensive Pro:Idiom televisions or converter boxes to work. It can take the place of existing analog headends but provide digital picture and sound in full HD.

This is the perfect solution for older analog systems where the owner wants to convert to HD but can't afford to rewire his whole operation.

HOW DOES ZEEVEE WORK?



Digital watermarks are invisible to the TV viewer but easy for computers to see.

ZeeVee uses QAM technology just like any other headend, meaning that any cable-ready TV made in the last 10 years should have no problem decoding the signal. It can use existing in-wall cables and loop-through wires because it's just like an analog headend.

The big difference is that **ZeeVee delivers HD**. In the past, special encryption was used to make sure that people couldn't pirate the signal, but ZeeVee uses special "watermarking technology" to put

an invisible code into the HD picture. This doesn't stop piracy but it makes it easier to trace it to the source. It's like the anti-counterfeiting measures in our money.

Why even bother with encrypting or watermarking?

Content providers, the people who make TV programs, are **so worried that someone will steal their programs** that they require DIRECTV to put some sort of copy protection in every HD system they approve. DIRECTV isn't alone... all major cable companies, satellite companies and Blu-ray disc companies have agreed to this. Streaming companies like Apple and Netflix have agreed to it too.

It may seem silly to think that someone will check into a hotel room for the purpose of stealing ESPN programs but that's what they are worried about.

Analog headends don't need copy protection because these people aren't worried about SD programs getting out there.

Who can use ZeeVee?

ZeeVee is only approved for institutional customers. It's not for bars or hotels. The following customers can use ZeeVee, according to DIRECTV's press release:

- Hospitals/Healthcare Facilities**
- Senior/Assisted Living**
- On-campus Student Dorms**
- Prisons**
- RV / Park Camp Sites**

What equipment is needed?

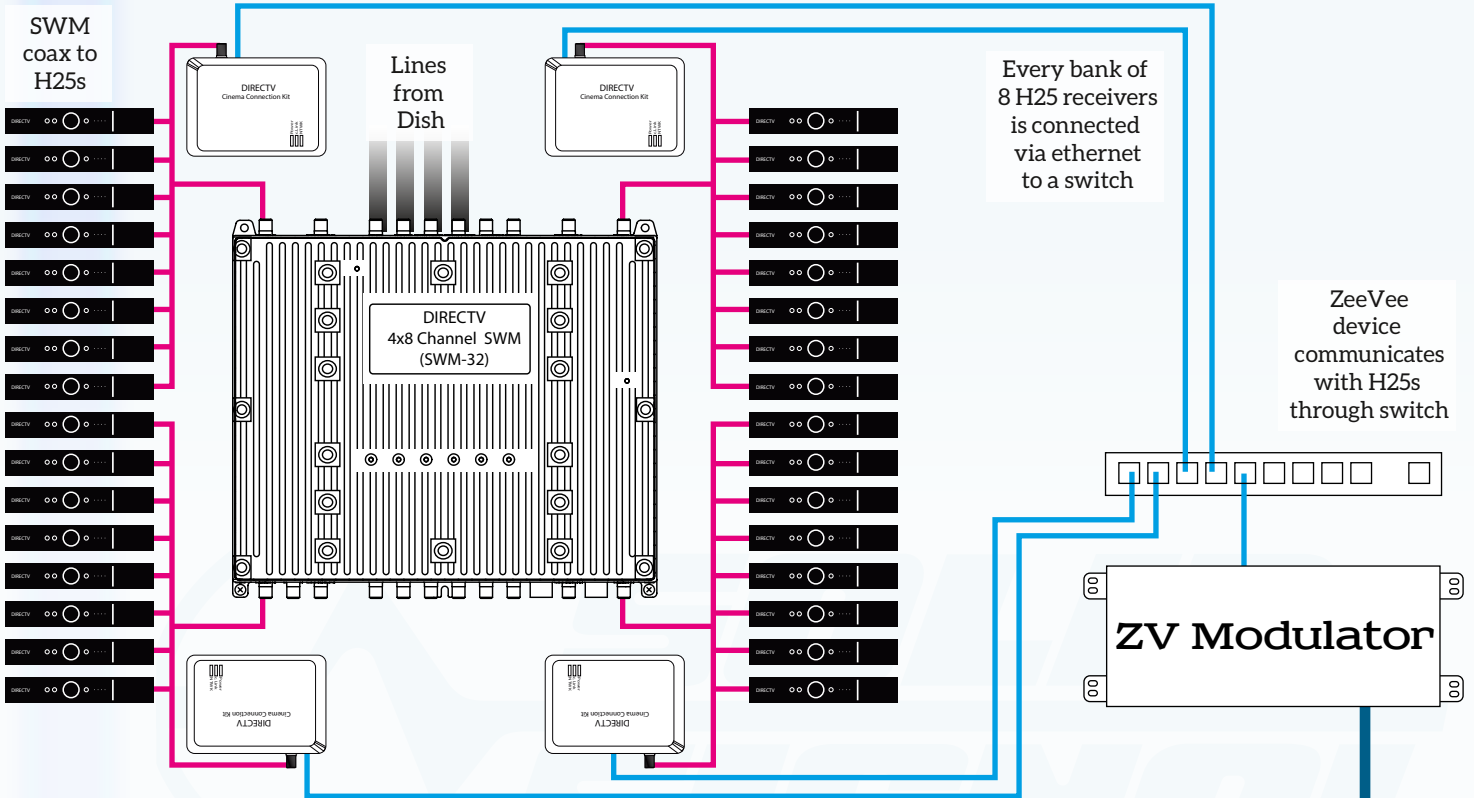
ZeeVee uses off-the-shelf H25s in a rack, as well as the ZeeVee HDb2540 Encoders/Modulators. The H25s must be networked using coax networking (DECA) and must be connected to the ZeeVee boxes or the system won't function.

TYPICAL ZEEVEE SYSTEM

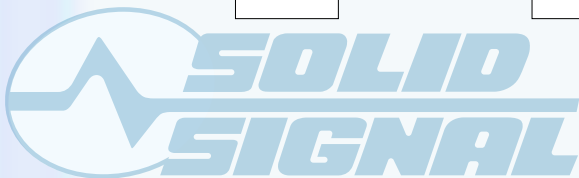
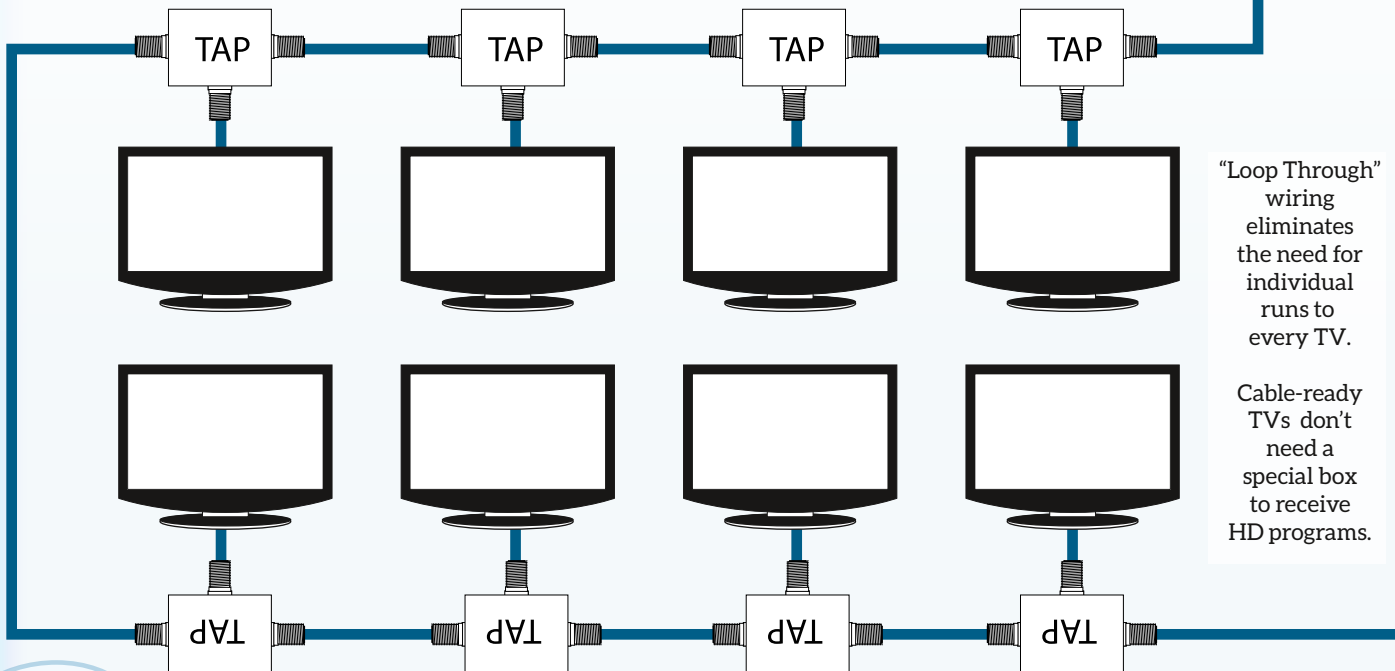
DIRECTV-APPROVED INSTALLATION FOR INSTITUTIONAL CUSTOMERS

HEADEND CLOSET

(some wiring has been simplified)



IN-ROOM DISTRIBUTION



Professional Installation Required
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