



AB on Air **Wireless HD**

COMPANY OVERVIEW
JULY 2011

Company Background



- Founded in 2008 and Privately Held
- HQ and R&D Center in Kfar Saba Industrial Park
- Focuses on Wireless and Video domains
- Expert team with accumulated experience of over 50 years (Wireless and Video)
- World wide customer base

Our Solution



- ABonAir line of HD Products (ABxxxHD™) provides a professional Wireless Microwave Link for live HD video streaming directly from a camera



Key Applications

- Electronic News Gathering (ENG)
- Live Broadcast from the field



Example - ENG



- In critical news events, setup time make all the difference in catching viewer rating
- Cable setup takes 20-30 minutes
- Wireless setup takes <5 minutes
- When Zapping - The first broadcaster with Live coverage from the seen gets more viewer rating

FAST On Air time

Key Applications

- Reality Shows
- Sport Events



Example - Reality Show



- Cooking Shows (“Hells Kitchen”, “Master Chef” etc.)
- Content is recorded and edited by the director, but he can’t see the cameraman view
- Cables are not an option- hot pots, pans, oil...
- Wireless gives the Director live monitoring → real-time instruction to cameraman

Real-Time monitoring

Example – Sailing Competition, Racing



- Sailing competition, Windsurfing, Speedboat race
- The only way to get live coverage of action from the sea is wirelessly
- The only way to get live coverage from a race car is wirelessly
- Wireless provides live Driver-view and the viewer “feels” like he’s in the action



Live Driver/Action View

Key Features



- Reliable, robust, 100% availability Wireless Link
- Professional-grade picture quality (42db+ PSNR)
- Flexible range (from 200m up to 3.2Km)
- Unique Re-transmit algorithm specially developed for this application
- Supports up to Full HD (1080p) resolution (and all)
- Latest H.264 Codec for higher quality compression
- CCU - Camera Control Unit and Telemetry
- FEC, AES, Audio, multiple Freq. etc.

Some of our Unique Algorithms



- TrueVideoQOS©
 - Dynamic/Adaptive transrating
 - Buffer Management
 - Variable CBR©
 - Flexrate©
 - Superframe
 - Re-Transmit (real-time error detection and forward correction)
- ...of course, there's more

AB310HD – Launching this week



- AB310HD is a mid-range wireless video Link for field cameras, ENG, Sport Events, Homeland-Security and Defense Applications
- Supports SD and HD resolutions
- Range of up to 1Km
- Low power consumption (10W)
- Minimal Delay of 170 ms

AB307HD



- Coming soon, stay tuned...

Services



Our full line of professional services includes:

- System and Product Design
- Hardware and RF Design
- Wireless and Video customization for specific applications
- Design and implementation – hardware prototyping, embedded software development

Value Proposition



- Wireless link does not require Cables, infrastructure or any setup time
- Plug & Play device for any live Camera
- Flexibility and Mobility of the Camera
“No strings attached”
- Distance from broadcast station (200m ~ 3.2km)
- H.264 codec and MPEG-2 Transport Stream that integrates with any other system



Thank you

Questions are welcome

