



The Dejero LIVE Platform

No Truck. No Cables. No Limits!

Dejero Transforms Live Newsgathering



Respond & Transmit



Distribute Video



Manage Resources



Broadcast Live

Televising breaking news faster, easier and less expensively with Dejero's end-to-end LIVE Platform solution. Respond instantly, with just a single camera and the Dejero LIVE Mobile Transmitter. Set up anywhere in seconds and start broadcasting live.

Efficiently manage video distribution online to insert directly into your live program or website. Rely on Dejero's robust and field-proven television equipment for critical live broadcasting. The future of live has arrived.

THE **NEW** LIVE: More Mobility – More Affordability – More Story

Revolutionize live reporting

Dejero introduces a new era of live television broadcasting. The Dejero LIVE Platform lets you respond faster, set up in seconds, and go live before your competition. Transmit broadcast-quality live video over cellular networks using patent pending technology. Eliminate the complexity, limitations and significant expense of satellite trucks.

Experience more choices, lower costs and better storytelling – this is the new LIVE.



Go LIVE... **WITHOUT A TRUCK**

Eliminate the cost and complexity of satellite or microwave trucks. No more need to book transmission paths for a live hit.



Go LIVE... **INSTANTLY**

Lead in live reporting. Get faster turn around times and a competitive advantage.



Go LIVE... **ANYWHERE**

Increase your story and coverage options. Create compelling television from unique perspectives:

- From airports
- In lightning storms or bad weather
- From moving vehicles
- In crowds
- On rooftops
- From high security areas
- On boats
- From large or small events



Go LIVE... **AFFORDABLY**

Reduce your expenses. The Dejero LIVE Platform is less than 10% of the cost of a satellite truck and transmits at 10% of the cost of satellite transmission.



Go LIVE... **WITH BETTER INTERVIEWS**

Conduct more engaging live interviews with improved talkback. The Dejero LIVE Platform delivers an incredible 1 second latency.



Go LIVE... **WITH HIGH QUALITY VIDEO**

Broadcast live without compromising image quality. Dejero produces broadcast-quality video.



Go LIVE... **AT THE PUSH OF A BUTTON**

Experience fast and easy set-up. Connect your camera to The Dejero LIVE Mobile Transmitter, press one button and go live instantly.



Compare LIVE

DEJERO

- Portable Dejero LIVE Mobile Transmitter
- 10% of the cost of satellite hardware
- 10% of the cost of satellite transmission
- One operator
- Go anywhere without the restrictive mile-long cables
- Very fast and easy set-up
- Freedom to transmit from any location with cellular coverage
- Safer operation during a lightning storm
- Train a camera operator in under 10 minutes
- More eco-friendly

LEGACY

- Large satellite truck
- Expensive hardware
- Expensive satellite network time
- Several operating personnel
- Confined to where the satellite truck and cables can reach
- Long set-up times
- Restricted from certain areas (like airports and moving vehicles)
- Hazardous operation in severe weather
- Extensive and time-consuming training
- Larger carbon footprint

3 Simple Steps To Go LIVE:



STEP 1:

Plug your camera into the Dejero LIVE Mobile Transmitter.



STEP 2:

Press "Play" to transmit.



STEP 3:

Cut to the Dejero feed in your control room.



**YOUR VIEWERS
SEE IT FIRST!**

Newsroom Benefits

The Dejero LIVE Platform expands your newsroom flexibility. Field crews can now transmit material back to the newsroom instantly without additional costs from locations that were previously unavailable. Your newsroom can receive a direct feed from the camera on location without needing a second crew or microwave truck. This permits producers to use the live feed for promotion, news updates and headline preparation. In developing stories, your crews can remain longer in the field since they do not have to return to the station to file their story.

Website Benefits

Get the latest news on your website ahead of your competition. The Dejero LIVE Platform attracts viewers to your website by feeding it fresh content. Increase your live coverage from field reporters at dramatically lower costs.



Field-Proven

"CTV's live coverage of the Torch Relay for 100 days across 27,000 miles of Canada was a hugely popular introduction to the 2010 Winter Games. The innovative technology developed by Dejero will revolutionize how broadcasters cover live events."

Robert Hurst,
CTV News President

"We arrived on scene to cover a live event after a competitor, set up Dejero, shot and left before they had even run all their cables to their satellite truck. Dejero helped us live up to our leadership position 'CP24-Toronto's breaking news!'"

Bob McLaughlin,
CP24 Vice President and General Manager

The Dejero Patent Pending Solution

The Dejero LIVE Platform integrates breakthrough technology to deliver live broadcast-quality video across cellular networks. Other video-over-cellular technologies use a single carrier approach, resulting in poor image quality and longer delays. Only Dejero incorporates patent pending LIVE Multi-Fusion technology. This allows broadcasters to distribute video over multiple carriers for a faster, more reliable and higher quality broadcast.

Dejero's unique technology also minimizes lost or dropped live shots. Our system monitors and automatically adjusts transmission based on available cellular bandwidth. Experience the difference only Dejero delivers.

Dejero LIVE Platform Components



THE DEJERO LIVE MOBILE TRANSMITTER

Plug your broadcast camera into the portable Dejero Transmitter to encode and transmit the video.



THE DEJERO LIVE VIDEO MANAGER

Manage video sources and their destinations with an intelligent online interface.



THE DEJERO LIVE VIDEO SERVER

Connect the Server directly into your existing equipment for real-time genlocked SDI video from multiple Mobile Transmitters.

Technical Specifications

Weight:	10 kg/22 lb. (without batteries)	Video Encoding:	MPEG-4 (H.264 AVC)
Size:	48cm x 35.7cm x 19.6cm / 19" x 14.06" x 7.7"	Video Output Resolution:	Digital: (SDI only) 480i 29.97, 525i 25, 720p 59.94, 720p 50, 1080i 59.94, 1080i 50
Operating Temperature:	-10°C to +40°C / 15°F to 105°F non-condensing 95% humidity	Genlock:	• Black Burst • Tri-Sync
Power Requirements:	Consumption peak 150 Watts, average 90 Watts • 115V AC OR Two 95 Wh batteries (95 Wh per battery, running time ~ 2hr)	Exterior Connectors:	• Ethernet (optionally enabled) • two XLR audio • one SD-SDI/HD-SDI • one analog video BNC • two Gold Mount or V-Mount plates
Network Connections:	Cellular; Ethernet (optionally enabled)		
Time to Air:	Select: ~1sec / 3sec / 8 sec		
Audio Input:	SDI embedded audio or XLR audio		
Audio:	48 kHz 2 channel		
Video Input Resolution:	Input of the following SD or HD resolutions: • Analog: (BNC) 480i 29.97 525i 25 • Digital: (SDI) 480i 29.97, 525i 25, 720p 59.94, 720p 50, 1080i 59.94, 1080i 50		



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