



It's Under Control

## **RTI Video Over IP Key Points**

Several players jumping into the video over IP market AV integrators are bombarded with products from several manufacturers. Many integrators have chosen a team, and some have decided to wait on the sidelines. With the release of RTI's VIP (Video Over IP) products, why should RTI dealers consider them?

### ***Video Over IP is the Future***

The market is heading towards using network infrastructure to distribute video and audio solutions in homes and businesses. Money is being invested in several compression standards and technology to deliver high-quality audio and video resolution. Installers are finding the technology easier to prewire and plan, while products are becoming less expensive. Video over IP will be the future in AV distribution technology.

### ***A Perfect Fit for the New "Resimercial" Dealer***

Video over IP is ideal for large venues and used in hospitality markets, corporate environments, hotels, sports venues, and digital signage. Compared to other standards, handling hundreds of displays and sources with different resolutions is best accomplished using Video Over IP. RTI's solution can be used in projects that demand low latency distribution of potentially hundreds of interactive displays and sources without the need for large black boxes that become obsolete over time.

### ***Seamless Integration and Management in RTI's APEX Software***

Most solutions in the market require a time-consuming discovery and setup process. The setup process is usually performed on two different platforms. From discovering transmitters and receivers to naming them and ensuring the proper communication options can be time-consuming. With RTI's VIP product, all of this is performed once inside Integration Designer APEX. Transmitters and Receivers are discovered, named, and properly configured within RTI's software, requiring less setup time. These time-savings can lead to improved margin and convenience.

### ***Preview Display Feature on RTI Controllers***

RTI's VIP solution allows RTI programmers to create thumbnail display previews of all video displays and sources being distributed. End-users can easily preview what is playing on each source device and display it throughout a home or business with this new and exciting feature. Sports Bar staff can preview what is playing on each display and manage the establishment properly, ensuring patrons are being treated to the best experience. RTI's controllers allow you to separate the control system and client network for optimum performance. Dealers can configure preset video walls conveniently stored on the controller and served through the control interface.

### ***Network Setup is a Breeze***

RTI's VIP solution features an easy setup that is rarely seen in this sector. Simple setup guides are provided for each supported switch, allowing integrators to configure settings in minutes. Since no specialized network skills are required, integrators can easily follow simplified step-by-step directions that will explain how to configure the managed switch in minutes. Very little setup is required for the entire process because RTI will auto-discover and import the project into the APEX software.

### ***Present Video Walls, Display Previews, and Other Exciting Features***

RTI is a custom platform, and there is no better way to present video wall control, display previews, and source tracking like APEX can. RTI programmers can provide full video distribution control, source tracking, and previews on RTI controllers using floorplans, pictures that match the space and appeal to the client's vision. APEX features time-saving features that allow incredible integration options and present your project the way you envisioned the project and not somebody else's vision.

## ***Built-in Controller Intelligence***

Each VIP solution requires an RTI VIP-UHD controller that coordinates your RTI project settings, allowing powerful two-way communication with RTI XP processors. The controller will provide many advantages that allow you to store your project, replace any transmitters and receivers with ease if necessary, store video wall and group configurations, and several other features. The video wall can also be used to daisy chain displays and bypass the need for a network switch, perfect for digital signage applications. Because the controller is centralized, feedback and two-way communication are robust without the need for the XP processor to communicate with all endpoints.

## ***Powerful Features on Transmitters and Receivers***

RTI's VIP-UHD-TX transmitters allow you to plug in a USB host, perfect for a host computer, and connect keyboards, mice, and other USB devices to the VIP-UHD-RX receivers for KVM control. Each transmitter and receiver features an audio output used for audio embedding and breakout (2-Ch PCM.) Receivers feature a LAN port and Loop Out for daisy-chaining applications, ideal for digital signage. IR I/O and RS-232 pass through are possible, allowing easy control of devices. Each unit features POE capability without the hassle and bulk of AC adapters.

## ***The Ultimate in Scalability & Convenience***

RTI's video over IP solution can accommodate almost limitless amounts of transmitters and receivers with the ability to stack or daisy chain supported switches. The VIP solution is powerful enough to control thousands of endpoints and multiple video walls in a single project. RTI installers will need not worry about forcing the client into expensive upgrades if the client wants to add some displays and sources to the project. IR and RS-232 pass-through are included with each unit without the need for accessory devices. RTI VIP systems require a single driver easily configured, with the software doing most of the heavy lifting.

## ***If You're Keeping Score***

The RTI Video over IP (VIP) distribution platform enables the distribution of 4K video over a 1GB Network dedicated managed network switch to virtually unlimited endpoints. The products feature an industry-leading 4K HDCP 2.2 HDMI solution using visually lossless compression technology to deliver HDMI, Bi-directional IR, RS-232 & USB/KVM up to lengths of 100m over standard network architecture. Each unit is HDCP2.2 compliant with advanced EDID management. With support up to 4K HDR video sources (3840x2160) and all known HDMI formats that include Dolby True HD, Dolby Digital Plus, and DTS-HD Master Audio Transmission, installers can feel confident they are installing the latest technology.

## ***RTI is Here to Help***

In the event RTI dealers require design assistance, configuration questions, educational resources, or programming help, RTI has a dedicated Dealer Experience and Sales Team that is here to help. We also have resources featuring training videos, wiring diagrams, network switch compatibility and configuration guides, technical bulletins, and much more. And if this is your first project using Video Over IP, we have you covered.

*For more information on the RTI VIP solution, please contact the Dealer Experience Team – [DealerExperience@rticorp.com](mailto:DealerExperience@rticorp.com) or the Director of International Business [gregr@rticorp.com](mailto:gregr@rticorp.com)*