

**HD**  
1080p

 **ASCENDENT**



# Ascendent's Guide To HD-SDI CCTV



## HIGH DEFINITION CCTV OVER YOUR EXISTING ANALOG NETWORK

### Cost-Effective and Smart

If you currently have an analog infrastructure you can have megapixel CCTV without the high cost of switching to an IP network. HD-SDI cameras and HD-DVRs can provide high definition video surveillance and recording over your standard coaxial cable. No need for IT managers or costly software/upgrade license fees.

### What is HD-SDI CCTV?

HD stands for High Definition. SDI is Serial Digital Interface, which is a quality of video used by broadcasting networks through BNC connectors. SDI technology is now available to consumers making it a great alternative because it's based on current technology. This can give you video quality, up to 1080p, without having to switch over to a entirely new system.



# HD

## Why Choose HD-SDI Over IP?

IP is still a very immature technology and opens you up to unnecessary risk. BBC recently ran an article about how some IP network cameras were easily hacked over the internet. This is one of the major weaknesses with an IP system, if the network malfunctions then your whole system is compromised. In comparison, an HD-DVR does not require a network but can utilize one to provide IP accessibility via WAN and LAN networks, giving it the features and scalability of an IP system with the reliability of an analog system.

Ascendent Provides Free Design  
And Consultation For Customizing  
An HD System To Meet Your  
Surveillance Needs.



## Full HD-SDI vs. Hybrid

It's not necessary to buy all new equipment to upgrade. HD cameras can be placed in key areas in order to provide high resolution where needed. One HD camera can provide the same detail as two or three standard analog cameras. With either a full or hybrid system an HD-DVR is required. Either way, HD surveillance is available without involving IT managers and expensive software.

## Comparison Chart

	HD-SDI	Analog	Megapixel IP
Video over coaxial	Yes	Yes	No
Near-zero lag in video	Yes	Yes	No
100% assurance of plug-and-play	Yes	Yes	No
Global standard for connectivity	Yes	Yes	No
Complete digital technology	Yes	No	Yes*
Full HD video	Yes	No	Yes*
Ability to handle Megapixel cameras	Yes	No	Yes*

\* Please note: Megapixel provides compressed video while HD-SDI can provide uncompressed video for optimal quality.

The logo consists of the letters 'HD' in a bold, black, sans-serif font. The letters are set against a white circular background that has a subtle gradient and a reflection effect below it. The 'H' and 'D' are closely spaced.

# What do you need for an HD-SDI system?

## DVR

Ascendent offers both stand-alone HD-DVRs and Hybrid PC based HD-DVRs that accept analog, IP, HD-IP, and HD-SDI video inputs to leverage the benefits of each technology. These systems allow the HD video to be transmitted via wired or wireless network so you can access it from your mobile device for instant playback and live viewing.

## Cameras

Ascendent's HD-SDI cameras deliver 2.2 million pixels (1080p) and up to 60 frames per second (@720p), twice as much as standard analog and IP cameras. Our HD-SDI cameras incorporate progressive scan to minimize motion blur that occurs with traditional cameras. All this is done over existing coaxial cable to eliminate bandwidth constraints and network maintenance.

## Displays

To take full advantage of HD video an HD monitor is required. We offer SDI compatible monitors in both 720p and 1080p as well as converters from SDI to HDMI output for compatibility with standard displays.

## Accessories

HD-SDI signals cannot be transmitted over the same length of cable as an analog signal because of the large amounts of information. A repeater is an accessory that boosts the signal so that it can effectively double your cable distance.