



# MONARCH<sup>®</sup> Brodcaast<sup>™</sup> ADDAGE<sup>™</sup>

Imagine. Produce. Deliver

Monarch<sup>®</sup> Brodcaast<sup>™</sup> Addage<sup>™</sup> signal converters offer high quality analog and digital signal conversion including auto SD/HD signal detection, analog audio on Phoenix connections, tally connections and Ethernet connection for software control, upgrade and maintenance.

Monarch<sup>®</sup> Brodcaast<sup>™</sup> Addage<sup>™</sup> converters instantly detect standard definition and high definition video signal formats. They can support 625/25 PAL, 525/29.97 NTSC, 1080i 50, 1080i 59.94, 720p 50 and 720p 59.94 video standards.

Monarch<sup>®</sup> Brodcaast<sup>™</sup> Addage<sup>™</sup> converters use 10 bit sampling rate to convert video signals, so they can handle full resolution video in standard definition or high definition in completely uncompressed form. They preserve the video quality unless needed for streaming or live broadcast.

Audio input and output are the integral part of all Monarch<sup>®</sup> Brodcaast<sup>™</sup> Addage<sup>™</sup> converters. Phoenix style audio connectors are provided for analog balanced audio I/O. All video/audio configurations are done through mini switches provided on the converters or through software via Ethernet connection.



## Features

### M-AD10G - Analog to Digital

- **Video Inputs: (3 BNC)**
  - NTSC or PAL Composite, S-video, Component YUV signals for standard definition (SD)
  - High Definition (HD)YUV signal input
  - Selectable through combination of switches
- **Audio Inputs: 2 Channels (Phoenix Connector)**
  - Stereo balanced audio signal
- **Outputs: SDI with Embedded audio (3 BNC), CVBS (1 BNC)**
  - SDI outputs – 3 connectors with the same output signal (SD or HD)
  - CVBS standard definition output – for monitoring
  - CVBS HD output (only Y signal provided)
- **Genlock: (1 BNC)**
  - CVBS black burst or standard video
- **Analog to Digital Conversion using 10 bit sampling**
- **Captioning on CVBS Monitor Output**
  - Two labels for Tally ON and Tally OFF
  - Prepared Labels / pictures can be uploaded into onboard flash memory using LAN connection and web browser utility provided.

### M-DA21 - Digital to Analog

- **Video Inputs: SDI with embedded audio (BNC)**
  - NTSC or PAL SDI with embedded audio
  - Switchable between SD and HD SDI
  - Auto detection of HD or SD inputs.
- **Video Outputs: (3 BNC)**
  - NTSC or PAL Composite, S-video and Component YUV signals for standard definition (SD)
  - YUV signals for High Definition (HD)
  - Selectable through combination of mini switches
  - 2 SDI re-clocked output (BNC)
- **Audio outputs: 2 Channels (Phoenix Connector)**
  - Stereo balanced audio signal
- **Digital to Analog Conversion using 10 bit sampling**
- **Captioning on Analog Outputs**
  - Two labels for Tally ON and Tally OFF
  - Prepared labels / pictures can be uploaded onboard flash memory using LAN connection and web browser.

## Technical Specifications

### M-AD10G - Analog to Digital

- **Video Output** - SDI & CVBS out in SD and SDI in HD
- **Dual Rate Support** - Auto detection of High Definition (HD) or Standard Definition (SD) inputs.
- **Updates & Configuration** – Via LAN through web browser
- **Analog Audio input** - 2 channels of professional balanced analog audio with phoenix connections.
- **Analog Video input** - NTSC or PAL Component, CVBS and S-Video for SD input. Component for HD input.
- **Video Format Support** - 625/25 PAL, 525/29.97 NTSC, 1080 50i, 1080 60i, 720 25p, 720 29.97p.
- **Standards Compliance** - SMPTE 259M, SMPTE 272M, SMPTE 292M and ITU-R BT.601
- **Video Sampling and color space** - 4:2:2 YUV
- **Audio Sampling** - Television standard sample rate of 48 kHz and 20 bit in SD mode and 24 bit in HD mode.
- **Settings & Control** - Mini Switches or web browser via LAN
- **Firmware Upgrade** - Via LAN through web browser

### M-DA21 - Digital to Analog

- **Video input** - Switchable between SD and HD SDI.
- **Dual Rate Support** - Auto detection of High Definition (HD) or Standard Definition (SD) inputs.
- **Updates & Configuration** - Via LAN through web browser
- **Analog Audio output** - 2 channels of professional balanced analog audio with phoenix connections.
- **Analog Video output** - NTSC or PAL Component, CVBS and S Video from SD-SDI. Component HD from HD-SDI input.
- **Video Format Support** - 625/25 PAL, 525/29.97 NTSC, 1080 50i, 1080 60i, 720 25p, 720 29.97p.
- **Standards Compliance** - SMPTE 259M, SMPTE 272M, SMPTE 292M and ITU-R BT.601
- **Video Sampling and color space** - 4:2:2 YUV
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Make a Mark  
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**MONARCH**<sup>®</sup>  
Serving since 27 years

Monarch Innovative Technologies Pvt. Ltd., Monarch House, Royal Palms, Aarey Colony, Goregaon (E), Mumbai - 400065. INDIA. Ph: (022) 6146 4500, 2879 4545 Fax: (022) 2879 4554  
E-mail: sales@monarchinnovative.com Website: www.monarchinnovative.com  
Toll free no. 1800 - 224546 (for MTNL/BSNL)

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