

BirdDog Intel® SDM-based AV Streaming Signage Solution for total AV Flexibility

Supercharge the NEC MESSAGE and P Series line-up with NDI® & Dante®



BirdDog Intel® Smart Display Module (Intel® SDM) revolutionises the way AV content is streamed to NEC MESSAGE line-up and P Series displays with NDI and Dante* support. As the BirdDog Intel® SDM sits inside the display itself, installation is so simple, with only a single Ethernet cable required to stream AV content from anywhere on the network.

This represents the most integrated and scalable NDI to screen solution available, while Dante support can be added with the optional licence.

The power in this partnership is in its simplicity! The combination of the two technologies allows you to get any source to any screen at any time, securely and safely using minimal bandwidth. This gives users total AV flexibility without complexity.

*Dante support requires activation via licence from bird-dog.tv/dante

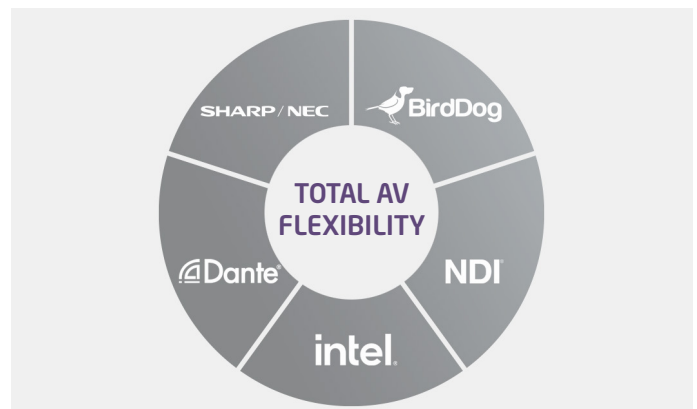
HOW DOES IT WORK?

NDI and Dante. Total AV Rockstars

NDI® is an AV-over-IP format that has taken the world by storm. Since its announcement in 2015 over a hundred manufacturers have announced NDI support and more than a million devices already support NDI.

Dante is the world's leading Audio-over-IP format and has over 3000 products from over 400 manufacturers making Dante hardware and software.

With so many devices and software already in the market that 'just work' with BirdDog Intel® SDM specification, the AV integration possibilities are limitless.



Two options: M1 or M2

M1 is an NDI Sender and Receiver module based upon the Intel® SDM-L module. Receive NDI from anywhere on the network to display on screen. With the Send function you can take in any NDI source, such as a laptop, over Ethernet and then duplicate that across any number of additional BirdDog Display activated screens.

M2 is an NDI Receiver module based upon the Intel® SDM-S module. Receive NDI from anywhere on the network to display on screen.

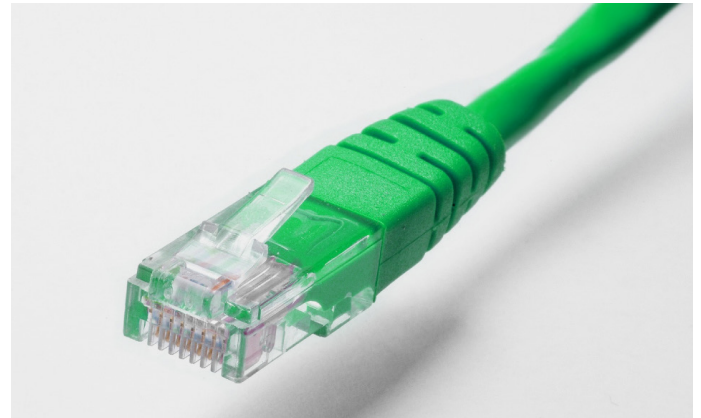
[Click here](#) to view the BirdDog Intel® SDM range



One Cable to Rule Them All

NDI 5 breaks down boundaries and pushes the frontiers of live content production. Any device, any location; NDI is the first video-over-IP protocol that is fully optimized for our modern, mobile world. Simple, scalable and fast; NDI connected workflows save time, reduce cost and never compromise on quality. All you need is a 1Gb network to connect the different components.

BirdDog Intel® SDM installed inside the screen itself eliminates the need for messy wall boxes, external receivers, or patch panels. By simply running a single 1GbE Ethernet cable to each screen the integration is seamless, elegant, and less obtrusive than ever before.



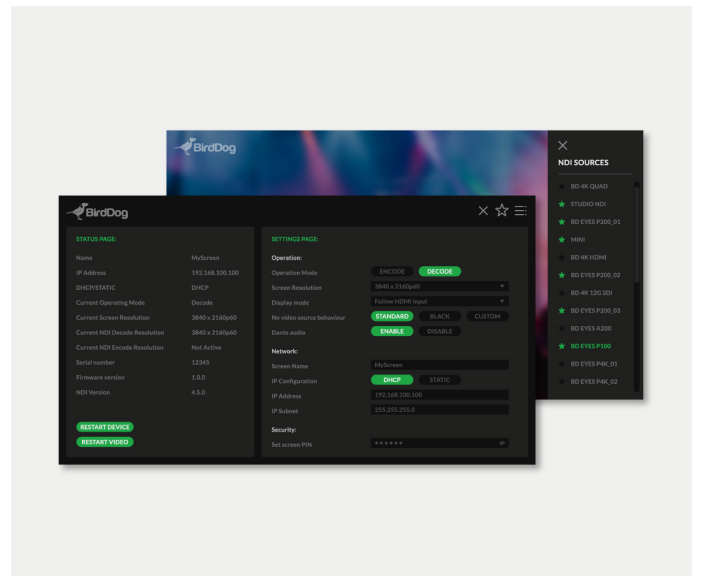
BirdDogOS. Built by Humans for Humans

BirdDogOS sits at the heart of the M1 and M2 modules and allows control in two simple and powerful ways – through the On-Screen Display (OSD) or through the Web Dashboard.

Via the OSD, all compatible NDI audio and video sources on the network will be shown automatically. Using the NEC display series' remote control, it's as easy as creating favourites lists, which then become quick sources to easily switch between.

As every BirdDog Intel® SDM is configured with an IP address, you can access all settings via the web browser of any computer on the same network. In the Web Dashboard you have access to every function.

The power of the BirdDogOS allows exciting content to be displayed on screens within minutes of turning on.

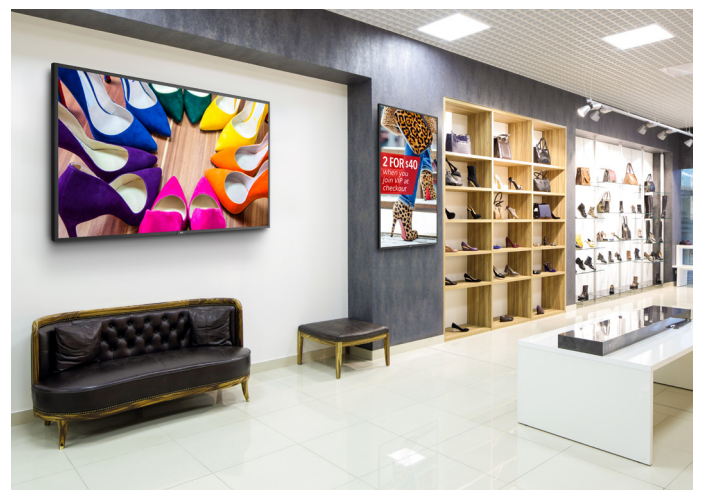


Display your Message. Capture Attention

The MESSAGE line-up and P Series displays from Sharp NEC Display Solutions powered by BirdDog Intel® SDM is the ultimate solution to deliver your message and keep screens consistently updated simply by pushing content over your network.

Whether you are considering upgrading to digital signage, expanding your estate, or equipping your meeting rooms; Sharp/NEC displays bring all the quality you expect and the features you need.

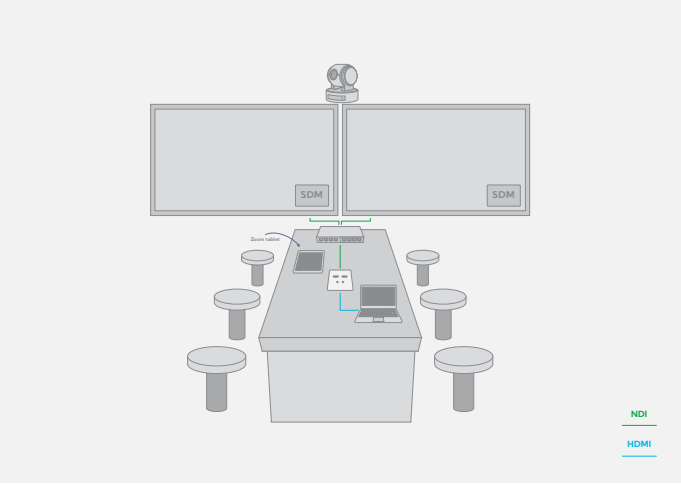
Offering enhanced performance for enterprise users in meeting rooms and for signage applications in broadcast, higher education, pre & post-production or entertainment, the flexibility and professional features provide the peace of mind that your investment is protected.



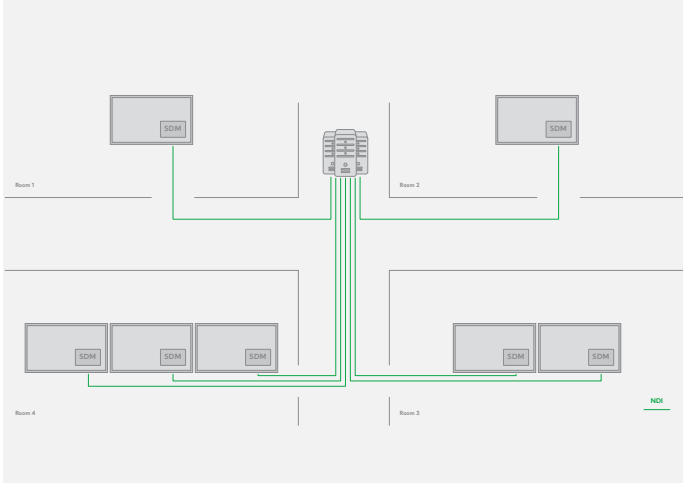
APPLICATION USE CASES

Here are a few examples of what an NDI setup can look like within some key applications. These are for demonstrative purposes only and not a complete or limited solution.

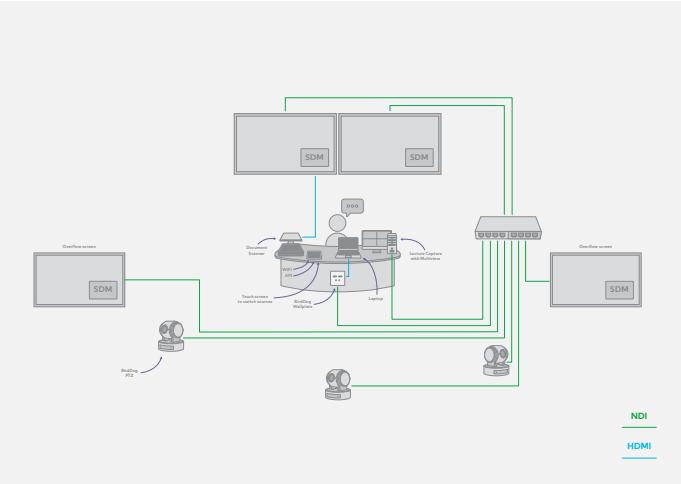
CORPORATE MEETING SPACE



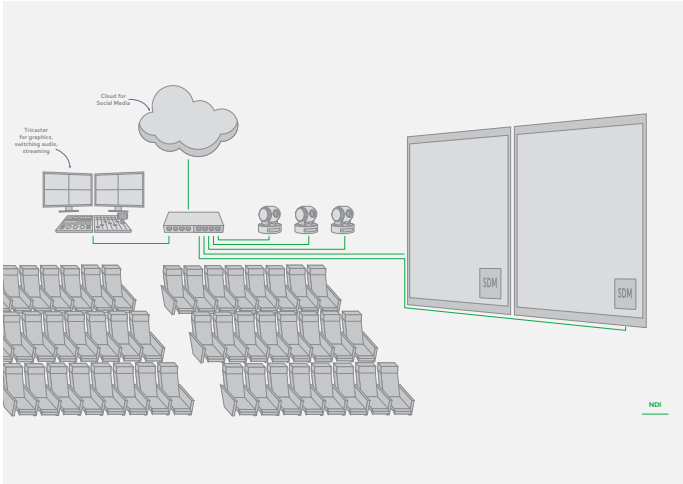
SIGNAGE APPLICATIONS



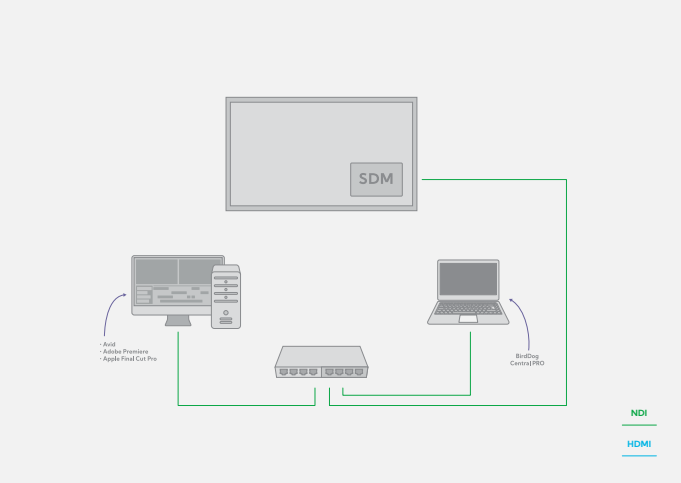
CLASSROOM



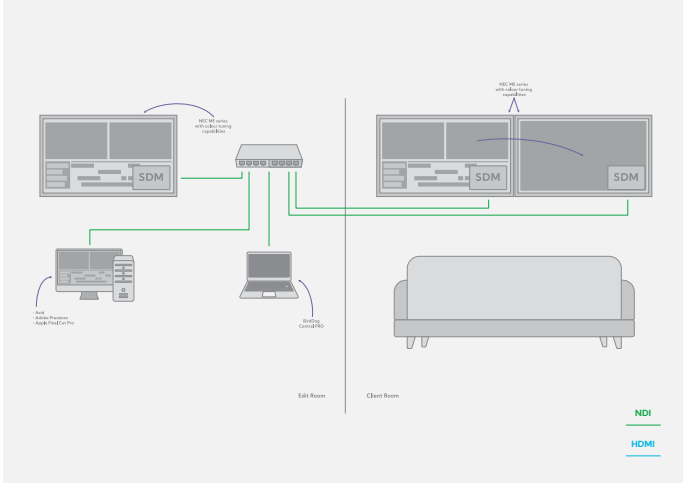
STREAMING / THEATRE / LIVE EVENT



POST PRODUCTION



POST PRODUCTION 2



Based on the respective solution, each setup requires additional products from BirdDog to support the required infrastructure.

COMPATIBLE PRODUCTS

SHARP / NEC

ME ESSENTIAL
SERIES

18/17 43 | 50 | 55 | 65"

M MAINSTREAM
SERIES

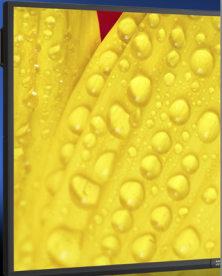
24/17 43 | 49 | 55 | 65"

MA ADVANCED
SERIES

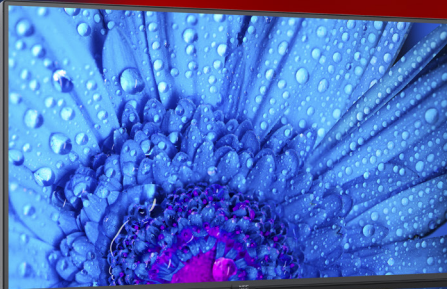
24/17 43 | 49 | 55"

P PROFESSIONAL
SERIES

24/17 43 | 49 | 55"



Standard Haze,
400 cd/m²
Metal Backcover
RPI-Slot, SDM
BD-SDM1-HDMI



Pro Haze,
500 cd/m²
Metal Backcover
RPI-Slot, SDM
BD-SDM1-HDMI



Pro Haze, WCG
500 cd/m², SV Engine
Metal Backcover
RPI-Slot, SDM
BD-SDM1-DP



Pro Haze, WCG
700 cd/m², SV Engine
Metal Backcover
RPI-Slot, SDM
BD-SDM1-DP

ABOUT US

SHARP / NEC

With a no-compromise approach to quality and reliability, and a unique worldwide partner network, no other vendor today can offer such a comprehensive and solution-oriented display portfolio with industry-leading service and support.



Dante® **NDI®** **intel.**



WATCH THE VIDEO
Quality Makes the Difference

www.sharpeddisplays.eu

[@SharpNEC_EU](https://twitter.com/SharpNEC_EU)

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Document Name: BirdDog Intel© SDM
Document Revision: Edition 1, 2021
Document Date: 09/21
Created by: FG

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