



# impulse

powered by  sencore®

## Live Streaming Made Simple

**INTRODUCING IMPULSE, AVPRO EDGE'S EASY-TO-USE SOLUTION FOR STREAMING LIVE TO THE INTERNET VIA YOUTUBE, FACEBOOK AND MORE.**

Streaming with the Impulse is simple even for the most novice user, you quickly set it, then you forget it is even running. With Impulse, there is no need to have a dedicated computer do the streaming and with front panel controls you are able to access the menu features easily. All of this topped with the ability to record simultaneously makes Impulse the best solution on the market for live streaming devices.

Streaming live content has never been easier. Simply connect the Impulse through its LAN port to the internet, connect a camera via HDMI or SDI, then configure your settings via any browser (on your phone, tablet, or laptop) and you are streaming to Facebook Live, Twitch, or YouTube.

Other streamers on the market cannot record simultaneously and need a dedicated computer to do the actual streaming. With these products you have to understand encoding technology to even get the stream started, with Impulse all presets are ready to use. It's so simple anyone could use it. The Impulse is compact, easy to use, and most importantly it was built for one purpose; to stream/record the connected source.

# House of Worship

## GO BEYOND YOUR AVAILABLE SEATS

Most Houses of Worship have a volunteer staff that has to run the entire service; including mics, lighting, cameras and more. This can be overwhelming to anyone. When that volunteer is tasked with streaming the service live to the internet as well, it can be daunting. AVPro Edge and Sencore have developed the solution, Impulse.

An integrator recently told us about a client that had over 100 parishioners that lived around the world, but were still able to be a part of their community by watching the service every weekend on the internet. AVPro Edge's Impulse gives you an easy way to deliver your service to members that are not able to physically attend. There are countless reasons a person may not be able to attend that are out of their control; weather, health, transportation and travel are just some of the reasons. Give those members the opportunity to be a part of your service with a little help from AVPro Edge's Impulse.



## CONNECT TO THE YOUNG ADULT AUDIENCE

Another demographic looking for streaming services are the young members of your congregation. In today's world everyone is looking at their phone 24/7, the Impulse gives you a way to share your message with today's youth by streaming services, events, and youth group all through Facebook or YouTube. This kind of campaign allows you to reach audiences that wouldn't normally be exposed, and grow your community by having your members share the live streams or prerecorded videos.



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877-886-5112 OR +1 605 274 6055



A Name You Can Trust in Broadcast

## AVPRO EDGE TEAMS UP WITH SENCORE

Sencore has been a trusted name in the audio video industry for years. AVPro Edge is excited to be teaming up with Sencore to deliver Impulse to streamers everywhere. Jeff Murray CEO of AVPro Global stated,

“Collaborating with broadcast engineering firm Sencore Electronics has enabled us to bring a truly unique product to market! Meet Impulse, the first cost effective single channel encoder that makes anyone a multimedia (including live) broadcaster in minutes. Packed with features like direct broadcasting to Facebook Live, UStream, and YouTube Live coupled with ease of installation and deployment Impulse puts you in the driver's seat to present your message to a worldwide audience. The ability to accomplish this in the past took thousands of dollars in special broadcasting headend equipment or a dedicated high-powered PC with an operator knowledgeable in cobbling together a 'system'. With Impulse we present an affordable device that anyone can use.”



AVPro Edge is a subsidiary of AVPro Global Holdings, LLC (AVPGH), which was founded in 2012. Today, the company is growing rapidly, especially with the new requirements for 18Gbps distribution. With our deep understanding of the A/V world, paired with a diverse and vocal customer base, we have been able to design a complete line up of connectivity products, produced with success in mind. AVPro Edge offers top-notch products such as extenders (baluns), distribution amplifiers, switchers, scalers and control. We work to provide ongoing training, support, tools, connectivity solutions and are always on the cutting edge of today's video systems.



Sencore is an engineering leader in the development of high-quality signal transmission solutions for the broadcast, cable, satellite, IPTV, and professional audio/video markets. The company's world-class portfolio includes video delivery products, system monitoring and analysis solutions, and test and measurement equipment, all designed to support system interoperability and is backed by best-in-class customer support. Sencore meets the rapidly changing needs of modern media by ensuring the efficient delivery of high-quality video from the source to the home.

## HDMI Pass Through

### LIVE STREAM WITHOUT INTERRUPTING YOUR VIDEO DISTRIBUTION

A major benefit with Impulse is its HDMI loop out port. This port gives you the ability to plug a live camera into the Impulse, stream to the world, and still connect the device to a confidence monitor. You would also be able to loop that into an A/V matrix switch allowing you to distribute the camera feed to many different displays. Let's look at an example:

*A live music venue streams a concert to YouTube with the Impulse. They also come out of the HDMI loop out port on the Impulse and run that cable into their distributed audio/video system. Now you are able to see the concert on the displays around the venue allowing you to maximize the exposure for the venue and the band.*

This is only one example of the many uses for the HDMI loop out port. Here is what it boils down to; with the loop out HDMI port you can place the Impulse anywhere in your video distribution system and stream the content coming through it.



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# Grow Your Business

## MUSIC VENUES, BARS, RESTAURANTS, THEATERS: LIVE STREAM TO BUILD BUZZ, COMMUNITY AND CULTURE

One cost effective solution that encourages engagement more than anything else today is live streaming. It is a way for you to entertain as you simultaneously build your brand and community. More people are viewing live content in 2018 than ever before. Take advantage of that audience by incorporating it into your business.

The easiest way to stream live is with the Impulse. Because you don't need a dedicated computer and can be controlled from a smart phone, anyone can use it. Businesses have increased their following by live streaming events such as:



**LIVE MUSIC/DJ**



**ANNOUNCING SPECIALS  
OR DISCOUNTS**



**DARTS/POOL  
LEAGUE**



**PERFORMANCES**



**FANTASY SPORTS DRAFTS**



**TRIVIA NIGHT**



**KARAOKE**



**UNVEILING A NEW  
DRINK OR BEER ON TAP**



**VIDEO GAME  
COMPETITIONS**

THE POSSIBILITIES ARE ENDLESS. WHAT WILL YOU STREAM WITH IMPULSE?

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