

### Systems Integrator David Carroll Associates Relies on NCast for Quality Streaming Video

#### Challenge

Design-build A/V firm needs to address the presentation needs of a wide and varied range of sophisticated clientele in the higher education and medical sectors.

#### Solution

NCast's Presentation line of hardware encoders enables DCA to design and create systems to deliver streaming technology that meets and exceeds the clients' standards.

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David Carroll Associates has been providing high-end design-build audio/visual systems integration services throughout the San Francisco Bay Area since 1998. With a specialized focus on the higher education and medical markets, DCA has completed a number of advanced technology projects including distance learning, studio classrooms, medical simulation, and presentation systems.

As DCA Founder and President David Carroll observes, recent years have seen a shift in video technology, with more and more clients requesting IP-based systems. "It's almost to the point where there's no baseband video involved anymore," he says.

While DCA's Silicon Valley based clientele may be somewhat ahead of the technological curve, it's clear that their demands are an indication of where video streaming is headed on a global scale. To meet those needs, DCA has been implementing streaming technologies from Sunnyvale, CA-based NCast Corporation.

"Many of our clients these days are looking for video systems that will process and record remote webcasts that combine high definition, full motion live video, Power Point presentations with embedded video, graphics and synchronized, high-resolution audio," says Carroll. "Every video system we build is designed to accommodate full motion, full frame video, and NCast's technology is ideally suited for those applications. Their API is very reliable – you can expect it to behave the way it's advertised."

One of the challenges in sending H.264 based video over the Internet, says Carroll, is finding an encoder that can handle the bandwidth demands of full motion video. "Medical clients in particular expect the video from their Powerpoint presentations to be reproduced with full motion," he observes. "They're looking for a level of HD quality commensurate with what they get when they're watching the Super Bowl, and that means pushing the envelope and getting a much greater amount of bandwidth out on the internet."

DCA has used NCast products for several years because of their solid platform and dependability. "As an integrator what we do really tends to be largely vendor agnostic," says Carroll. "We look at the client's needs first and foremost, and then select from a variety of hardware products to design a system that meets those needs. There are very few vendors' products that we use repetitively, that we know we can be successful with, and NCast is one of those vendors."

[www.davidcarroll.com](http://www.davidcarroll.com)

### About NCast

NCast Corporation provides industry-leading solutions for the capture, distribution, and archiving of high-resolution, mixed-media content such as rich-media presentations or annotated high-resolution graphics. NCast delivers reliable, automated, simple-to-use presentation products for live and recorded streaming for Education, Medical, Government and the House of Worship markets.

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