

The Power of Using Digital Video Over Coax Cabling – How It Can Improve Your Bottom Line and Why Using Something Old is Best For Something New

The Relationship Between Technology and Profits

In today's competitive market, installers must depend more than ever on the ability to have access to quality products that effectively provide their clients with a hi-def solution. Installers are under pressure to use products that are reliable and give their clients the results they need without spending a lot of time and effort to get the job done. This is why it's important to discuss why using digital video over coaxial provides that solution and how it can help installers improve their bottom line.

Meet Increasing Demand for Digital Video Without Increasing Costs

Due to the popularity of HDTV's, the demand for digital video is increasing every day. The problem for installers is to meet that demand without sacrificing profits. Some have been using HDMI or qual modulators but that has come at a price.

Most installers complain that HDMI doesn't always work with every TV. It can result in varied success which has lead to unhappy clientele. It also means that re-wiring is required resulting in a less cost effective solution given the time involved in completing a task of that size.

The use of HDMI or qual modulators can also be an expensive option for clients causing reduced profits for the installer. Between the time and expense of wiring and the equipment needed for proper installation, the cost will often outweigh the benefit of the solution.

Increase Profit Through Digital Video Over Coaxial

Instead of wasting time and money re-wiring or using equipment that isn't reliable, installers are now finding a better and easier solution to converting their clients over to the hi-def world.

By using digital video over coaxial, installers are realizing how efficient and profitable that option can be. The technology for using digital video over coaxial already exists in most locations so there's no need for re-wiring. In some cases, this has reduced the time spent on clients by 50% or more.

Installers have seen improved customer satisfaction and increased profitability by using the digital video over coaxial solution. This is because it provides:

- Easy set up – can involve only a few clicks to get started
- Flexibility – clients can have as many TV's as they need
- Dependability – nothing to troubleshoot, minimal “problem” calls reported from clients
- Cost effective solution for clients – one coax cable delivers hundreds of channels and it is competitively priced over other technology

Since existing infrastructure is being used, most of the work required to use digital video over coaxial is already done. This allows for quick set-up and minimal wiring per client.

When using other technologies, most problems with the equipment would cause the client to completely be without TV service. Through the use of digital video over coaxial, a client not only will still have service but troubleshooting is minimal and can be performed offsite saving both the installer and the client time and expense.

“Using digital video over coaxial gives me more confidence than using other technology. It eliminates the need to travel to other locations to troubleshoot any problems. This is essential when you have international clients. It allows for a complete solution at the perfect price.” – Hugo Almeida, Abitronix

These are a number of factors that will help installers increase their profitability through the use of digital video over coaxial. By using this solution, they will increase customer satisfaction and avoid the embarrassment of having to troubleshoot technology that can be unreliable or too expensive to implement.

Through ease of installation, saving time, more customer functionality, and the potential for future growth, digital video over coaxial gives installers an option that gives them all the bells and whistles in an easy to use format.

About ZeeVee

ZeeVee is the leader in digital video over coaxial distribution products. ZeeVee offers HD/SD encoders and modulators that provide users with crystal-clear HD in an inexpensive and easy to use format. The result of their work is a line of products that are simple to use, incredibly reliable, highly configurable, and extremely affordable.

ZeeVee's products come with the highest of reputations and their customer service is highly acclaimed. If you would like more information on how their digital video over coaxial solutions can help you achieve higher profits and increased efficiency, please contact them today for a free consultation at [insert contact info].