

# Blackmagic Design 2110 IP Converter

**ProdCode: BMDCONVNVIPA33G**

Convert 3 separate 3G-SDI devices to 2110 IP video systems

[\[Download Images\]](#) (.zip file)

## Features

- Convert 3 separate 3G-SDI devices to 2110 IP video systems
- Each channel has independent SDI inputs and SDI outputs
- All 3G-SDI inputs feature loop outputs
- Reference output
- Elegant front panel with a colour LCD for monitoring, menus and diagnostics

## Convert Your SDI Equipment to 2110 IP Video Systems

The new Blackmagic 2110 IP Converter 3x3G lets you convert 3 separate 3G-SDI devices to 2110 IP video systems. That's because its 10G Ethernet connection can handle 3 separate video channels at the same time. Plus each channel has independent SDI inputs and SDI outputs, so you could even connect to 6 completely different SDI devices! All 3G-SDI inputs feature loop outputs so you can install the converter in line within existing SDI systems. There's also a reference output, timed to the 2110 PTP clock! Blackmagic 2110 IP Converter 3x3G includes an elegant front panel with a colour LCD for monitoring, menus and diagnostics. You can even route IP inputs from the panel.

## **Rack Mount for Installation into Broadcast Systems**

The Blackmagic 2110 IP Converter 3x3G has been designed to integrate any 3G-SDI equipment into 2110 IP broadcast systems. Its rack mount design means it can be installed in equipment racks right next to the equipment you're converting. The Universal Rack Shelf lets you install up to 3 Blackmagic 2110 IP Converter 3x3G units side by side for a total of 9 separate input and output channels in a single rack unit. They can also be remote managed over Ethernet. With conversion to and from 3G-SDI in the same unit, it can handle a wide range of equipment. Simply add a Blackmagic 2110 IP Converter 3x3G to live production switchers, disk recorders, playback servers, streaming processors and more.

## **Compact Rack Mountable Design**

Unlike using a mess of mini converters, Blackmagic 2110 IP Converter 3x3G is rack mountable and includes a front panel with LCD, so you can walk up and change settings at any time. The front panel LCD also has the benefit of allowing live video monitoring of all input and output channels. Plus, the LCD includes network diagnostics tools to assist in diagnosing problems in complex 2110 IP broadcast systems. The LCD also includes routing menus for selecting the IP source for each of the 3G-SDI outputs. It's just like a mini router. With active fan based cooling, the converters will stay cool, even when rack mounted side by side. For redundancy, you also get both AC and PoE+ Ethernet power.

## **Connect to any 3G-SDI Equipment**

The Blackmagic 2110 IP Converter includes 3 x 3G-SDI outputs and 3 x 3G-SDI inputs with loop outputs. Plus the 10G Ethernet connection supports 3 input and 3 output channels all at the same time. The channels are independent so they can be completely different video standards. Each 3G-SDI input features re-sync, so you can connect any SDI source and the input video will be re-timed to the 2110 PTP clock automatically. Plus there's a reference output so you can lock external SDI equipment to the 2110 PTP clock if you don't want the re-sync to be used. The Blackmagic 2110 IP Converter eliminates annoying power bricks as it features 100-240V AC power as well as PoE+ on the 10G Ethernet port.

## **10G Ethernet for Multiple SMPTE 2110 IP Channels**

Blackmagic 2110 IP Converter conforms to the SMPTE ST2110 standard for IP video, which specifies the transport, synchronization and description of video, audio and ancillary data over managed IP networks for broadcast. It can also re-sync SDI inputs to a common PTP clock or external gear can lock to the reference output that's also generated from the PTP clock. Blackmagic 2110 IP Converter supports

SMPTE-2110-20 uncompressed video, SMPTE-2110-21 traffic shaping/timing, SMPTE-2110-30 audio and SMPTE-2110-40 for ancillary data. Plus Blackmagic 2110 IP Converter supports multicast, which is an efficient way of distributing video, audio and data from a single source to multiple destinations.

### **Includes NMOS Protocol for Building a Virtual Router**

Blackmagic 2110 IP Converter supports the NMOS interface specifications so all 2110 IP video devices can operate together as a large virtual router. Plus Videohub Smart Control can route sources to destinations on 2110 IP networks because it can act as an NMOS controller. The NMOS interface specification describes how SMPTE 2110 devices such as DeckLink IP are discovered and controlled on IP networks. Blackmagic 2110 IP Converter supports IS-04 for discovery and registration of IP video devices and IS-05 for connection management between IP video devices. This means you can make connections between sources and destinations just like a traditional SDI router.

### **Supports Remote Administration for Settings and Updates**

When you have a lot of equipment installed throughout complex broadcast systems, remote administration of the equipment is vital for diagnosing problems, changing settings and upgrading software. The Blackmagic Converter Utility can be downloaded free of charge so you can update the converter software and change settings. Plus it's available on both Mac and Windows. The software can be connected directly to the USB port on the front panel, or for remote administration you can connect via the Ethernet connection and your IP network. This means in large facilities you can update all the converter software from a single computer. That's great when the converters are located offsite.

### **Supports All SD and HD Formats up to 1080p60**

Blackmagic 2110 IP Converters 3G-SDI connections support both SD and HD video standards. This means it can connect your existing SDI broadcast equipment to new IP based infrastructure. In standard definition, Blackmagic 2110 IP Converter supports both 525i59.94 and 625i50 standards. In high definition, Blackmagic 2110 IP Converter supports all 720p video standards up to 720p60, all 1080 interlaced standards up to 1080i60 and all 1080p standards up to 1080p60. Plus there is no complex change over as each converter channel will switch instantly to a new video standard totally independent of each other. This means you can run 3 different video standards at the same time.

### **Get True 10â€‘Bit Broadcast Video Quality**

Blackmagic 2110 IP Converter is designed to support the highest quality video. 10-bit is the most commonly used television standard as colours can be represented with 4 times the precision of 8-bit video. Only working with 10-bit video will ensure all images are a perfect pixel for pixel transmission of the original SDI source, so you're always working at the absolute highest quality possible. This means you don't lose any quality, so you always get the sharpest green screen keying, perfectly crisp titles and superior colour correction. Plus Blackmagic 2110 IP Converter includes SDI re-clocking so all devices in your studio receive a regenerated signal with very low SDI jitter.

## **Flexible and Redundant Power**

The rack mountable design of Blackmagic 2110 IP Converter 3x3G includes a built in AC power supply so you don't have to use messy external power bricks. Simply plug it into any AC mains outlet. The international power supply automatically works from 100 to 240V AC, so you can use it anywhere in the world. Plus, Blackmagic 2110 IP Converter 3x3G includes both AC and PoE+ power connections. The converter can also be powered from the Ethernet connection if you have it connected to an Ethernet switch that supports power over Ethernet. With PoE+, the converter will still work, even if the AC cable is not plugged in. However what this means is the PoE+ provides a fantastic redundant power source.

## **Localized for 13 Popular Languages**

Blackmagic 2110 IP Converter 3x3G supports multiple languages in the menus so you can customize it to the language you prefer. You get support for English, Chinese, Japanese, Korean, Spanish, German, French, Russian, Italian, Portuguese, Turkish, Polish and Ukrainian languages. Simply go into the front panel setup menu to change the language, plus you can always switch to another language at any time in the future. Once a language is selected, the menus on all the LCDs will change to the selected language. Multiple language support means Blackmagic 2110 IP Converter 3x3G is perfect for installation into mobile live production systems that can be transported to work on worldwide jobs.

## **In the box:**

- Blackmagic 2110 IP Converter 3x3G
- Welcome wallet with QR code for software download

---

## **Need Further Support?**

If you have any questions or require additional support regarding this product release, please do not hesitate to contact us. Our team is here to assist you with any inquiries

or provide further information or marketing collateral as needed.

**Contact Us:**

- Marketing - [marketing@holdan.co.uk](mailto:marketing@holdan.co.uk)
- Sales - [sales@holdan.co.uk](mailto:sales@holdan.co.uk)
- Technical Enquiries - [techsales@holdan.co.uk](mailto:techsales@holdan.co.uk)
- Request Demo product loans - [demo@holdan.co.uk](mailto:demo@holdan.co.uk)

We value your partnership and are committed to ensuring a successful product launch.  
Thank you for your continued support.