

# NEWS IN BRIEF

## New contracts for Nexio & Selenio

Harris has released details of some high-profile new European deployments. German broadcaster Bayerischer Rundfunk and Swiss broadcaster SSR SRG have both chosen Harris Nexio Amp servers for their transmission services. The upgrades to their playout facilities will allow each broadcaster to add further HD transmission capabilities. Meanwhile, in Finland, Mediatec is installing a Harris Selenio media convergence platform as it continues to develop IPTV services from its Helsinki base. Selenio's modular architecture means it can be tailored for a number of tasks, and Mediatec expects to expand its functionality as its business develops. "Currently we have a range of different encoding and playout solutions to support eight additional sports pay-per-view channels in Scandinavia. We hope eventually to use Selenio as the common platform for all our encoding and playout," said Andreas Langell, manager of contribution and distribution services at Mediatec Broadcast Sweden. [www.harris.com](http://www.harris.com)

## RAI webTV by ATOS

The realtime and on-demand webTV services at the RAI have been improved by IT services company ATOS, both for internal users and for open web-publication through the operation of RAI's internet portals. ATOS provided Rai Net, a subsidiary of RAI, with a complete analysis of its existing operations, the realisation of a best-practice based service model, design of IT processes and services. The company continues to deliver on-site and SLA-based operation management services for the whole IT infrastructure and applications of Rai Net. This includes more than 700 websites of the various RAI TV and radio programmes, including the RAI webTV and video streaming services, delivered on [rai.it](http://rai.it) and [rai.tv](http://rai.tv) internet portals, as well as monitoring the publishing quality and the public availability of the content. [www.atos.net](http://www.atos.net)



Snell's Kim Francis

## Best of IBC2011

← Continued from page 33

BNC and/or DIN 1.0/2.3). You can also put in other types of converter devices, such as a digitiser (with no decoding/encoding loss), so you could effectively make it an analogue router," said Kim Francis, product manager. In future it will be able to have 48 3Gbps channels. It is also fully redundant for power, crosspoints and controller cards, and will cost from about €17,000 to €40,000 (for a fully fibre unit). [www.snellgroup.com](http://www.snellgroup.com)

**ToolsOnAir/Blackmagic Design - Ultra Studio TOA on Mac Mini:** Probably the smallest channel in a box system yet seen, this combines ToolsOnAir's just: broadcast applications for multi-

channel ingest, timeline-based 24/7 playout and realtime graphics and logo insertion, with Blackmagic's Ultra Studio 3D and Atem production switcher, and the tiny, Thunderbolt-equipped Mac Mini, which should allow smaller TV stations to easily migrate from tape-based to file-based workflows. [www.toolsonair.com](http://www.toolsonair.com) [www.blackmagic-design.com](http://www.blackmagic-design.com)



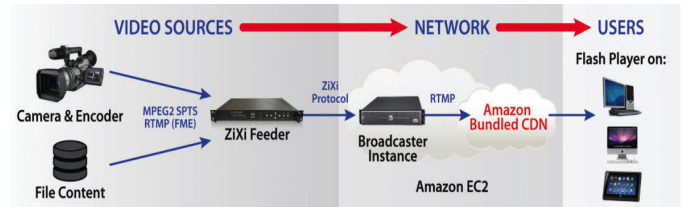
Ultimatte's Alan Dadourian

## Ultimatte - Sight Deck:

Although not developed specifically for broadcasters, this would make it easy for a presenter to interact with someone at a remote studio (up to four locations at once), with all being able to manipulate or draw on on-screen elements. It uses Ultimatte's own camera and screen with a projected backdrop that is replaced with the original graphics for transmission. The people are masked to prevent overspill on them, "so it all looks as if it's a first generation backdrop, rather than



ToolsOnAir's just: broadcast with Blackmagic's Ultra Studio



The ZCS Cloud service gives businesses their own scalable cloud-based broadcasting platform

using what is on screen" behind the presenters, explained Alan Dadourian, director of R&D. It also requires less lighting on set than if you use a green screen. [www.ultimatte.com](http://www.ultimatte.com)



Viz Media Engine



Even Norman: "It is one system for web and broadcast"

**Vizrt - Viz Media Engine:** It is "an asset management system that can deliver to a wide range of platforms and will automatically adjust the graphics to fit the screen," making them readable whatever the device size, explained Even Norman, creative director. "It is one system for web and broadcast. The journalist can do his job once and the system will deliver to the different devices." The delivery part of the engine is already in use with CNN, Al-Jazeera, NRK and TV2 Norway, while the graphics components are just now going on trial with some European broadcasters. [www.vizrt.com](http://www.vizrt.com)

## ZiXi - ZiXi Cloud Service:

ZCS uses Amazon's web-based Elastic Compute Cloud (EC2) as its front-end to provide broadcasters with a scalable internet-based delivery system for HD video to hundreds of thousands of viewers with devices that support different players and content formats. Its patented Video Transport Platform means buffering and packet loss should disappear, and it includes high-performance transcoding to deliver the highest resolution display, regardless of playback device. Thomson Reuters is using it, and its Global Head of Webcast Technology, Andreas Heidoetting, said it has "dramatically improved the quality of our live webcasting services while significantly decreasing our overall costs." [www.zixi.us](http://www.zixi.us)

## Transmission, delivery and presentation

### Aprico Solutions - watchmi.tv:

"We combine our recommendation engine with ease of use for the consumer to help them to discover new entertainment," through such offerings as personalised programme guides and channels for



Thomas Dvorak says Aprico helps partners raise revenues by targeting Pay TV content

favourite shows (whoever broadcasts them), which can be created with a single click, said Thomas Dvorak, chief marketing officer. "We also help partners raise revenues by targeting Pay TV content by interest to user and by targeted ads," which Aprico organises and does revenue sharing. It works with TVs, iPads and mobiles and in tests viewers were watching 90% of their content on these personal channels after 17 days of trials. It is working with Ericsson, Seachange and Irdeto, and service providers to deploy in central Europe, North America and Taiwan in the near future. [www.aprico.tv](http://www.aprico.tv)

→ Continued on page 36



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