

PBS station workflow integrates with XOR Media UML

WPBT2, or South Florida Public Media, a PBS station, recently integrated its VMware IT environment with its existing SeaChange (now XOR Media) Universal MediaLibrary (UML) near-line storage utilising the latter's Windows iSCSI client software. This enables

the station to share its storage with its broadcast server, while maximising its 2011 investment in the XOR media architecture.

The ability of UML to simultaneously connect via NAS (CIFS, NFS, FTP) and SAN (fibre channel, iSCSI) without reconfigurations or

gateways enables WPBT2 SAN iSCSI access for IT VMware, as well as NAS-based FTP transfers for moving files to and from the play-to-air server.

Graham Simmons, vice-president for engineering and operations at WPBT2, said:



The SeaChange (XOR Media) Universal MediaLibrary storage solution.

"The new VMware configuration expands the usage of our Universal MediaLibrary storage beyond the broadcast near-line application to include traditional IT clients for their media storage needs while maximising our ROI in SeaChange technology."

Bang Chang, vice-president for XOR Media's Worldwide Sales - Americas, added: "Our UML deployment at WPBT2 demonstrates the versatility of our media-centric, IT-based technology. The UML is equally adept at supporting both real-time media applications and multi-user IT environment."

"We are glad to see that WPBT2 not only leverages our simultaneous NAS and SAN access for both media and IT workflows, but also relies on our distributed SAN file system to achieve high availability and load balancing for its VMware DNS infrastructure," Chang concluded.

APB ConneXtion Forum 2012

Who is my competitor tomorrow

Redefining Broadcast Business

The convergence of broadcast, IT and telecommunication technologies has brought about profound changes in the way consumers consume news, information and entertainment — and, with the proliferation of smartphones, iPads and other TV-connected mobile devices, broadcasters in the Asia-Pacific region will have to redefine its business very quickly if it wants to survive the onslaught of new players in the broadcast arena.

While many traditional broadcasters going digital are focusing on which is the best terrestrial standard, platform or system to deploy, it is critical to first discern who is our competitor tomorrow — and, thereby, define our business model.

An Indian professor once asked his MBA students: "What Apple did to Sony, Sony did to Kodak, explain?" In the days of the Walkman, Sony defined its market as "audio". It never expected an IT company like Apple to encroach into its audio domain.

"Is it really surprising? Apple as a computer maker has both audio and video capabilities. So what made Sony

think it won't compete on pure audio?" the professor asked.

In the case of Kodak, it defined its business as "film cameras" while Sony decided to define its businesses as "digital". Kodak, torn between going digital and sacrificing its legacy film business, fell behind in digital technology — undecided, it lost both!

It did not ask the question: "Who is my competitor tomorrow?"

APB ConneXtion Forum 2012 will pose this all-important question to our panel of experts. Will it be enhanced Apple TV, Google or some hybrid broadband-based aggregator that will give existing broadcasters a run for their money? We like to invite you to join in the discussion. Once we are able to determine where the competition is coming from, it will be easier to harness suitable innovative technologies to meet the challenges of multimedia broadcasting.

Indeed, redefining broadcast business today for tomorrow is mission-critical.

Date / Time: Monday, 18 June 2012 • 9:00 am - 12:00 pm

Venue: Laguna National Golf and Country Club, Singapore

An exclusive "by invitation only" event

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Thomson offers new Amethyst III

Thomson Video Networks has enhanced its Amethyst III redundancy switcher with new IP input and output features.

With four Gigabit Ethernet interfaces, the Amethyst III can perform automatic transport stream switching over IP networks, with built-in bypass for continued secure operation in the event of power failure.

By adding a new IP interface to its existing ASI interface, the Amethyst III allows headend operators to migrate to an all IP architecture, ensuring round-the-clock availability of digital TV distribution and other value-added and critical services.

"The Amethyst III with embedded IP interfaces and secured bypass is the industry's best solution for satellite, cable and terrestrial operators, and for contribution," declared Herve Congard, COO of Thomson Video Networks. "Until now, operators have had to use either ASI interfaces, or IP routers without built-in monitoring of transport stream quality. With the Amethyst III, operators can improve the end-user quality of experience by drastically reducing blackout time in case of equipment failures in the headend platform."

Amethyst III's "fast, intelligent and seamless" 1+1 switching between streams transported over IP networks is based on simultaneous monitoring of all incoming signals, using user configurable tests such as TR101 290 Priority 1/2/3, bit-rate limit, scrambling information, service plan and SFN MIP.



The Amethyst III redundancy switcher comes with IP input and output features.

Xtreme offering from Clear Channel Satellite

At the NAB Show in April this year, US-based Clear Channel Satellite showed visitors the new XtremeSat Media Content Receivers (MCRs). Designed as an advanced replacement for outdated, poorly supported SCPC audio systems serving the broadcast industry, the new XtremeSat MCR has all the features a radio syndicator needs.

"XtremeSat Media is game-changing for independent syndicators who maintain their own satellite uplinks," said Robert Traw, account executive for Clear Channel Satellite. "For the first time, networks can acquire an affordable advanced content management platform and immediately create new revenue sources utilising regionalised spot insertions."

The MCR-100 Series comes with a stereo analogue output and an AES/EBU output (balanced, high-quality audio on XLR connectors). The unit features eight tightly audio-synchronised relays, two AAC formats (and several MPEG choices), and the ability to seamlessly transition from SCPC (single channel) to MCPC (multiple channels) as the network expands.

"For the past couple of years we have been searching for a satellite receiver platform that would allow networks to continue using their own earth station, but to gain features that are provided in an MCPC platform," said Monty Dent, sales manager for Clear Channel Satellite. "We also understood that the pricing model needed to fit in the budget of small to medium-sized networks with the equipment built to the highest-quality standards for many years of reliable service."

The MCR-200 Series receivers include on-board SD (Pro) memory that gives affiliates DVR-like functions for playback of recorded programming and/or automatic insertion of regionalised spots. File playback and Shoutcast streaming are also stock features on the MCR-200 series, protecting content during a satellite carrier outage and even safeguarding amid sun-outages. The system is equipped for DVB-S/S2, Web-management and a highly developed network management system.

There are no moving parts in the receivers, and due to their energy efficiency, no fan is needed.

Clear Channel Satellite and 2wcom Systems developed the feature set of the new receiver line cooperatively. It is available worldwide through Clear Channel Satellite. Said Mike Hagan, president and general manager of Clear Channel Satellite: "It's a great addition to our extensive product and bandwidth offerings. We believe this uplink and receiver platform will change the way networks think about operating their own satellite uplinks."

"This product line enables many SCPC net-



All XtremeSat MCR Series receivers come standard with a two-year warranty.

works to replace a poorly supported, failure-prone and oftentimes orphaned system, with a thoroughly modern feature set. The design is

smart, the features are extensive and the price is sensible. The manufacturer we partnered with on this platform — 2wcom Systems — has a

sterling reputation as a manufacturer and supplier of highly reliable professional broadcast products. In addition to DVB-S/S2 satellite solutions, 2wcom Systems manufactures premium FM, RDS, DAB and DVB-T products that are designed and produced in Flensburg, Germany."

All XtremeSat MCR Series receivers come standard with a two-year warranty. Clear Channel Satellite will maintain a US Warranty Centre at its Denver, Colorado, facilities.

XOR XORMEDIA

STORAGE FOR MEDIA WORKFLOWS

Simultaneous
NAS and SAN



Universal MediaLibrary
Storage System



Final Cut
Pro Editor



MediaClient
Real-time SD/HD
video codecs

SAN (iSCSI, Fibre Channel)

NAS (CIFS, NFS, FTP)



Windows
Linux



Mac

XOR Media Universal MediaLibrary storage with simultaneous NAS and SAN access

While most storage systems provide NAS or SAN only, the XOR Media Universal MediaLibrary (UML) storage provides both NAS and SAN at the same time.

We go both ways in many ways:

- Fibre Channel, iSCSI, CIFS, NFS, and FTP access
- No reconfigurations or gateways
- Play-to-air and production
- Archive and air protect
- Local and cloud

Visit the new XOR Media (formerly SeaChange Broadcast) website: www.xor-media.com



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technology in broadcasting.

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