

BRODSTAR. Dolby Approved.

AI-based Stream Comparison Made by STRYME for ORF.



“Once again, STRYME has lived up to its name and our expectations. They have delivered an innovative technical solution and exactly the top quality we were looking for.”

Ulrich Schönfisch, Project Manager at ORF



Vienna, 2019 –
With the BRODSTAR Analyzer made by **STRYME as Dolby Licensed Manufacturer**, the Austrian video server manufacturer has taken a leap towards artificial broadcast intelligence. Designed for the Austrian Broadcast Corporation (ORF) and introduced together with Dolby Professional Decoder, it received the prestigious Dolby approval. When ORF was looking to step up the quality of its program monitoring by means of signal comparison, STRYME was the only bidder to be able to provide both, the required quality for signal comparisons and a fully-integrated automated solution.

Flashback 15 Years Successful Collaboration

STRYME and ORF look back on a long-standing partnership.

ORF is the undisputed Austrian market leader in television, radio and online services. It reaches about 3.7 million daily viewers alone via its TV programs and has acquired a market share of 30.8% in 2017 – the sixth highest among all public service media providers in Europe.

Meeting high-level international quality standards has always been the prime objective. It is also what defines the collaboration between ORF and STRYME.

Challenge Tackled

The BRODSTAR Analyzer not only monitors loss of sound and image but automatically compares the quality levels of different transmission signals and sets off an alarm in case of deviations. This 24/7 video and audio comparison of signals is a novelty that is unmatched in the industry. It also presented the main challenge that had to be mastered.

Novel Solution

BRODSTAR has been designed as a fully-automatic 24/7 real-time quality monitoring software. STRYME's industry experts came up with a specially designed algorithm to check, compare and adjust digital delays, time lags, the loss of signals as well as any deviating quality levels. BRODSTAR thus not only detects any loss of sound – like any other monitoring system – it also detects a different type or



quality of sound by means of round the clock comparisons. This warrants a seamless, uninterrupted viewer experience, boosting customer satisfaction at the same time with increased broadcast quality. Clemens Czepe, Chief Technical Officer at STRYME, points out the obvious: “Just imagine your viewers glued to the TV during the final live minutes of the UEFA Champions League, Wimbledon Finals or Ice Hockey World Championships – this is not the time when you want to lose a signal or its quality.”

Mission Accomplished

Ulrich Schönfish, Project Manager at ORF, agrees: “In our rapidly changing and highly competitive environment between public service broadcasting, private channels and online streaming services, ORF's technical efficiency based on optimized failsafe operations is key to the success of the quality programs we offer our viewers.” In tandem with STRYME's unique GENESIX platform, the BRODSTAR Analyzer significantly increases broadcast quality, availability and failure safety. For broadcasters this means smooth operations and top-notch levels of security while saving time and money.

TECH SPECS

- ✓ Made by STRYME as Dolby Licensed Manufacturer
- ✓ Real-time analyzing tool with BRODSTAR algorithm made by STRYME
- ✓ Full automation without additional running costs
- ✓ Compliance recording and logging
- ✓ Includes Dolby Professional Decoder

BENEFITS

- ✓ Fully-automatic 24/7 real-time quality monitoring
- ✓ Video and audio comparison of signals
- ✓ Warrants seamless, uninterrupted viewer experience
- ✓ Top-quality broadcasting for more customer satisfaction
- ✓ Saves you time and money
- ✓ Gives you the edge in a highly competitive market

“We are very proud to have received the accolade ‘**Dolby Licensed Manufacturer**’. This has strengthened our market position as international broadcast solutions expert and first mover when it comes to creative future-proof solutions,” STRYME CEO Goce Zdravkoski sums up. “Our customers expect the best. This is what we deliver to meet their needs – both today and tomorrow.”



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About ORF

The Austrian Broadcasting Corporation (ORF), founded under public law, is Austria’s largest media provider, operating 4 national television and 12 radio channels as well as a comprehensive range of websites. Its main headquarters and studios are in Vienna. The company operates regional studios in all 9 Austrian provinces and maintains a worldwide network of correspondents.

About DOLBY

Dolby Laboratories, Inc. is an American company specializing in audio noise reduction and audio encoding/compression. Dolby licenses its technologies to consumer electronics manufacturers. Since the 1960s, Dolby Laboratories has been a leader in innovation. Beginning with Dolby® noise reduction Dolby Laboratories has developed many groundbreaking technologies, advancing the science of audio and video reproduction.

About STRYME

STRYME is an innovative video server manufacturer for broadcasters, telecommunication companies and cable MSOs. The Austrian market leader is known for uncompromising quality and reliable sport, live and news production solutions that simplify, speed up and optimize daily workflows. STRYME is a trusted industry partner and has implemented projects on a global scale for well-known customers since 2005.

www.stryme.com