

PRESS INFO Æ CASE STUDY Í DAF - Deutsches Anleger Fernsehen

This article pictures how STRYME and ORS teamed up to develop a playout farm in order to grant reliable operation to DAF



On March 1, 2013, when STRYME and ORS first joint customer, the German Investors Television (DAF - Deutsches Anleger Fernsehen) successfully went live with a brand new 24-hour program, revamped graphic overlays and a completely outsourced playout system, the GENESIX VideoServer proved its reliability and flexibility again.

While the private German TV station still takes care of planning, post production, ingest and live studio broadcasts in Kulmbach, Germany, the Austrian experts have set up the entire playout system for this showcase outsourcing project: STRYME provides the central storage via its GENESIX Advanced Media Asset Management (MAM) Server and uses a dedicated line to upload clips and video content via FTP to the MAM Server. Clips and video content are then transferred via Internet and integrated into the ORS broadcast. A VPN connection is used for steering and planning. The GENESIX Playout solution comprises two fully redundant systems for a reliable 24/7 operation, ensuring both an uninterrupted playout and the entire graphics workflow. ORS guarantees a failsafe, around-the-clock broadcasting connection via satellite and ASTRA between Kulmbach and Vienna. Furthermore, ORS monitors the infrastructure day and night, and provides the required maintenance and support.

STRYME CEO, Mr. Goce Zdravkoski, points out: %a line with the TV stations\$ rebranding and new program format, we have redesigned GENESIX to offer even more versatility. We have individually tailored the MAM Server to enable flexible and simplified playlist planning, among others. We have also enhanced our graphics engine to allow for quick and easy changes of 2D and 3D graphic overlays. This is especially important for real-time news feeds and for any future graphics changes which DAF wishes to implement.+

DAF is one of the first TV stations to benefit from the Playout Farm\$ unique advantages. Having chosen this outsourcing solution, DAF no longer incurs high costs for technical equipment, maintenance and monitoring. Besides that, the advanced redundant systems employed by ORS and STRYME significantly reduce risks by providing a 24/7 high-availability, secure and fail-safe service. Due to the fact that the playout system supports all industry-standard codecs and formats (DV, DVCPRO, MPEG2, D10, Sony XDCAM, P2, Apple ProRes, Avid DNxHD, etc.) it could be easily integrated with DAF\$ existing infrastructure and workflows. As part of the project, the picture quality was significantly improved and the video format was converted to the 16:9 aspect ratio. New live streams (available via the DAF website at www.daf.fm) enhance DAF\$ online video port . the largest in Germany.

Prof. Dr. Conrad Heberling, Chairman of the Executive Board at DAF, greatly commends on GENESIX:

%The Playout Farm enhances our position as the only German-speaking business and investorsqtelevision and it maximizes our flexibility. Now, we can focus on what we do best and offer our viewers quality entertainment over and above financial and stock market news. Playout and graphics are now reliably combined in the GENESIX system. We can feed in professional graphic overlays in real-time and adapt them as needed. These improvements have sparked new ideas for future programs and more innovative content. STRYME and ORS have opened the doors for us to unprecedented \$future-proof\$aspects.+

Mr. Anton Zödl, Head of DVB Operations at ORS, sums up:

%The DAF project proves that the Playout Farm\$ advanced workflow perfectly meets the needs of even large projects. It allowed us to effectively integrate the different project locations and easily overcome the seemingly long distances. The project was implemented in short time, and DAF has been operating its new station format successfully since the beginning.+

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About DAF**WISSEN LOHNT SICH**

DAX stocks and small and medium-sized joint-stock companies, can also be viewed via the TV station's own online portal at www.daf.fm, complete with live streams.

DAF is a cooperation partner of the news channel N24 and forwards live reports from its correspondents at the Frankfurt and New York stock exchanges to N24. More than half of the daily programs are live broadcasts that are produced in DAF studios. These programs are online on each trading day. The full program, comprising financial tips and trends, company analyses and news from the trading floor as well as key information about

About ORS

ORS customers include practically all private TV and Radio providers in Austria as well as international customers, mobile communication companies, local authorities and emergency services. They all use the ORS infrastructure for point-to-point radio communication, radio services and antenna installation sites. ORS provides reliable solutions across Europe for encrypted and unencrypted satellite services in collaboration with ASTRA as its partner for leading satellite operations. In Vienna, ORS also operates its own broadcast centre with Europe-wide coverage.

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internationally, in Germany, Switzerland, Italy, Russia or South Korea.

Located in Vienna, STRYME has been providing and developing tailored professional broadcast and automation solutions for small, medium-sized and specialized broadcasters for more than a decade. The Austrian market leader is known for uncompromising quality and reliable out-of-the box solutions that simplify, speed up and optimize daily broadcast workflows. When video server reliability matters most, STRYME is the right choice.

As a long-term supplier of the Austrian Broadcast Corporation (ORF), STRYME is a renowned and trusted industry partner. The company has implemented a wide range of different projects, locally in Austria and

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