

# Genesis playout takes step forward

By Goce Zdravkoski,  
chief executive officer, Stryme

A few years ago, no one would have thought it possible that one day televisions would be small enough to fit inside a pocket. Nowadays, we don't think twice about using our mobile phone to watch TV while we're on the move. User benefits speak for themselves.

Similarly, broadcasters benefit from the giant leaps with which IT has advanced in recent years. Gone are the days where multichannel playouts had to rely solely on large and expensive black box systems. Based on standard IT and technologies, highly advanced and innovative solutions have opened up new opportunities. They set the trend for smaller, faster and better broadcasting IT.

Customer demands for increased flexibility and improved benefits packed in top-quality yet affordable solutions added impetus to these market developments. Increasingly, markets in Asia, Russia or India demand reliable and flexible multichannel broadcasting solutions at reasonable prices.

Multichannel Genesis VideoServer Stryme experts have long since taken heed of these changes and decided on two new products: a high-class multichannel solution fulfilling exacting requirements, and a single channel Small Business TV Station, offering complete functionality for a 24/7 operation.

Located in Vienna, Stryme has been providing professional broadcast and automation solutions for over 10 years. It



Goce Zdravkoski: Stryme wanted to offer customers the best money can buy – and stay affordable

has specialised in out-of-the-box broadcast solutions that simplify, speed up and optimise daily workflows. In the broadcasting industry, the company has made a name for itself as an expert for top-quality developments.

Dedicated also to programming and tailoring project-specific software, Stryme

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## Outsourcing in a Playout Farm

By David Stewart

Stryme has made best use of the Genesis VideoServer benefits by teaming up with Austrian Broadcasting Services (ORS) to develop and launch a novel business model which can handle the entire workflow: the Playout Farm.

The idea is simple as well as effective: in the Playout Farm, ORS combines a central storage with a number of flexible multichannel playouts (each serving up to eight channels simultaneously) based on the Genesis VideoServer and rents these out to private TV stations, complete with a planning tool and the possibility to simply upload files via FTP.

In other words, the Playout Farm allows TV stations to outsource their entire playout system. ORS takes care of the rest and guarantees a tailored, realtime and failsafe broadcasting service, via satellite or terrestrial broadcasting, DVB, etc. TV stations enjoy unprecedented benefits.

The Playout Farm fully replaces high investment costs and, given the fact that the Genesis VideoServer supports all codecs and formats, another cost advantage derives from the flexibility of customised services: TV stations only pay for the services they need.

Playout Farm services are also available immediately. Even smaller TV stations can thus be up and running in no time. Anton Zodl, ORS head of DVB Operations, emphasises: "Genesis has proven its flexibility and cost-effectiveness time and again. We therefore had no second thoughts about choosing Stryme as a reliable partner to launch and realise this innovative project."

By opening up the opportunity for playout outsourcing to a provider, Stryme has also opened its doors to an entirely new customer base. CEO Goce Zdravkoski points out, "We are fully aware of the fact that outsourcing one's playout means outsourcing the very core of one's system. Therefore, and to remove any doubt, we have made double sure that the Playout Farm provides a more reliable and failsafe service for playout systems. Naturally, we will present all these features and benefits at NAB in Las Vegas."

ORS provides 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.

[www.ors.at](http://www.ors.at)

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is a long-term supplier to the Austrian Broadcast Corporation (ORF). The company handles projects for well-known customers, such as WDR, Sky, Center Systems, SBS, Sony DADC, ORS and Vitec.

With the new Genesis VideoServer, a multichannel

ingest, graphic and playout solution, Stryme has taken its earlier Genesis Playout version one step further. The fully-fledged Genesis VideoServer provides everything needed to simply and flexibly operate a failsafe TV station on a PC basis — from ingest and planning to playout.

It builds on proven playout features (playout automation,

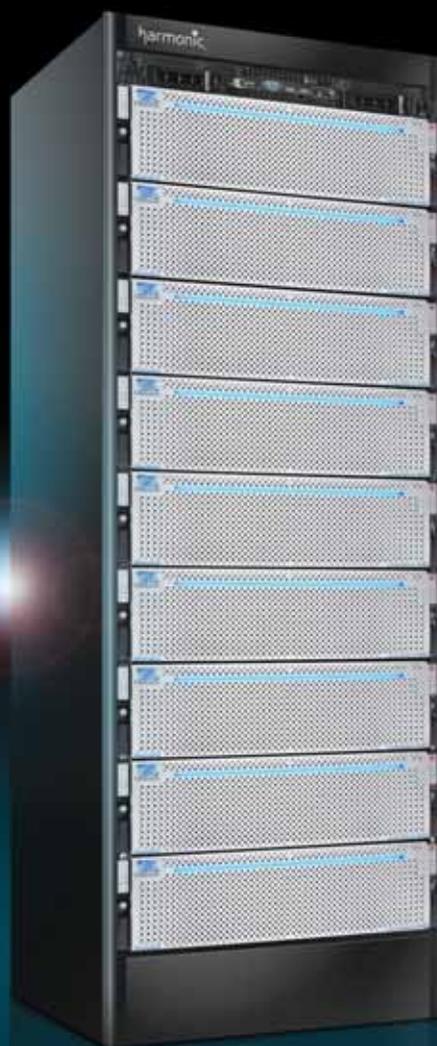


The full Genesis VideoServer provides everything needed to simply and flexibly operate a failsafe television station – from ingest and planning to playout, building on proven playout features

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overlay graphics, character generator, traffic management, asset management, programme scheduling, etc) and ensures reliable operation as well as integration into existing infrastructures and workflows. In addition, it is equipped with topnotch IT components and video boards that fulfill even the most demanding requirements.

Just like its predecessor, the Genesis VideoServer supports all industry-standard codecs and formats (DV, DVCPRO, MPEG-2, D10, Sony XDCAM, P2, Apple ProRes, Avid DNxHD, etc.), thus guaranteeing maximum compatibility and flexibility.

**More and more broadcasters are facing stringent budget restrictions and many have to grapple with declining advertising revenue**

Stryme's Genesis VideoServer is more than just a Channel in a Box. With standard, yet reliable and top quality IT components such as HP DL370 and a powerful video board such as the Matrox X.MIO2, it can support up to eight SD/HD channels simultaneously.

Furthermore, all common codecs and broadcasting formats are taken care of. This offers customers an enormous flexibility. They can choose the components that best suit their needs.

More and more broadcasters are facing stringent budget restrictions and many have to grapple with declining advertising revenue. Despite that, Stryme wanted to offer customers the best money can buy — and stay affordable.

From multichannel to single channel for small TV stations such multi-channel solutions are still beyond reach. They require a small budget alternative, without having to compromise quality. Stryme has therefore developed an all-in-one small Business TV solution that is limited to one input and one output channel.

The beauty: even the tightest budgets can afford its unbeatable price of less than €10k. Still uncertain as to what a Channel in a Box can do for you? Convince yourself at NAB!



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