

InMEDIA

Kontron's Efficiency Shift In The Cloud



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Wireless access to live and on-demand video content represents the biggest shift in television viewing habits since the migration to digital, but are operators really prepared for the massive data demands that come with it?

Customers are demanding the content they want, when they want it and if mobile video is going to be truly mainstream, interruptions to service and poor quality simply aren't acceptable. Quality, reliability and the ease of access are crucial factors to consumers – they expect video streamed to their device of choice to just work with no buffering or degradation. If there is, the blame will be laid directly at the feet of the operator.

Video is becoming increasingly mobile. In the UK, for example, Sky has extended its service offering to smartphones and tablets, likewise so

has Virgin Media. OTT services such as Netflix and Hulu can be accessed via a mobile application while dedicated mobile video applications, like Crackle and a whole host of on-demand and catch-up services are readily available. Supporting this rapid growth requires significant network capacity but making efficient use of that capacity relies on intelligent new approaches to channeling content to customers.

Operators who don't have the ability to deliver reliable, high quality video to every customer from their media servers will cease to be competitive as demand increases.

Operators who continue to use outdated media servers hardware will be forced to unnecessarily expand their network footprint and absorb the additional power, real estate and associated capital and operational costs. The margin hit and impact on competitive positioning is



Kontron's SYMKLOUD

potentially significant.

That situation becomes even more important as operators seek opportunities beyond their domestic markets, sign deals with video service providers like Netflix and add M2M deployments such as remote video monitoring.

Despite this, many carriers are still using outdated and inefficient media servers.

The key to excelling in the world of mobile video is to deploy various media server content delivery applications, including live video transcoding – into the cloud – by leveraging multiple parallel processors with integrated graphics processing units to do the video transcoding.

Cloud service providers who deploy a single 2U Kontron SYMKLOUD

Media platform can deliver up to 216 concurrent transcoded 1080p HD video streams – approximately 30 times the capacity of legacy systems. This high performance is achieved with the platform's high density design of up to 18 distributed fourth generation Intel Core i7 processors, each receiving video workload data via the platform's switching and load balancing.

CSPs can equally stack units to build clusters of eight SYMKLOUD platforms to support up to 4,536 transcoded HD streams in a 42U rack to realise a new potential in high-density performance that scales seamlessly. This new video era will certainly need to be driven from the cloud, regardless of whether its managed by the mobile operator or IaaS provider.

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LCI Uses Mediapower Newstouch For 24-Hour News Channel

European media technology solutions providers, MediaPower and SAV announce that LCI, French news cable channel providing 24-hour national and global coverage, has acquired NewsTouch, a touch-based live presentation appliance developed by MediaPower, to empower journalists as they deliver dynamic news content.

In September 2013, LCI launched its new morning shows, intended to introduce new people and new programmes, including 'The eye of the Web', which presents the latest tweets, and other information

circulating on the web and social networks. Emmanuel Raoul anchors 'The eye of the Web' in LCI morning. Benoît Gallerey presents the same programme at noon, and Thibaud Vézirian in LCI Evening.

To answer the needs of this web press review programme, LCI was looking for an interface that allowed its journalists to present, live on the screen, web pages or videos while commenting on them.

NewsTouch is a standalone appliance dedicated to the live production of press clippings, web content, and recorded and live

media files in the studio. It provides an intuitive and very easy to use interface especially adapted to journalists and editors. It allows presenters to compose press reviews from PDFs, videos, web pages, social network posts or other elements downloaded from the Internet, in just a few clicks.

With simple but innovative tools, journalists can create comments or markings, zoom in/out or change documents, on a touchscreen interface, just as naturally as they would on smartphones or tablets. What is done on the touchscreen, instantly shows up on TV, making NewsTouch a small revolution in the area of press reviews: simple, intuitive and efficient.

SAV, importer of MediaPower products in France, introduced NewsTouch to LCI's team. It proved to perfectly match LCI's requirements and offered total autonomy for journalists and anchor men to prepare and present some of their news programmes, eliminating the need for operator intervention.

Other than being used in 'The eye of the Web', NewsTouch also appealed to other journalists like Michel Field for his press



review programme 'La Matinale', because it allowed them to be more spontaneous and interactive; and lets them take control of the flow and continuity of their programmes. To date, LCI now uses NewsTouch in several shows, at least four hours per day.

David Fuhrer, Cadre Chez LCI, says: "MediaPower's NewsTouch is a powerful tool, yet it is so easy to use. With it, we delimit the capabilities of the journalist, from someone merely reading text from a prompter to someone who communicates with and engages viewers from all over the world."

"People consume news in different devices and in different formats. It is important that in delivering the news, broadcasters are just as flexible and dynamic," Marcello Dellepiane, CEO, MediaPower, says. "NewsTouch is one of the many solutions that MediaPower offers to help broadcasters cater to the demands of the market and take the lead in the industry."



NewsTouch - news page preview