

## **HMS to close distribution gaps of local TV in smaller cable networks – Cooperation with Haivision focuses on signal transmission via Internet**

Good news for local television companies: With the new HMS Lossless Connect solution it is now possible to reach even small cable networks' head ends with a TV signal from a central play-out in an efficient and cost effective way. A new cooperation between HMS and Haivision, a world-leading provider of media management and video streaming solutions, enables a precise usage of the Haivision Media Gateway in Berlin and local head ends of the according cable operators.

### **Past Situation**

Until now local TV providers, which play out their program via the HMS Playout Center Berlin, only had the option to distribute their signal to directly connected cable networks, such as PrimaCom, TeleColumbus or Vodafone. A distribution to smaller cable operators economically failed due to the cost for dedicated Internet connections between Berlin or the TV station and the local head ends.

### **New possibilities**

With the new Lossless Connect technology the TV signal can now also be distributed via public Internet by using Haivision's Secure Reliable Transport (SRT) error correction method. Starting point is the Haivision Media Gateway inside the Playout Center Berlin, which transmits already incoming tv signals to the according counter parts of the local cable operators. From there the signal gets fed into the local cable network in a complete IP based process.

### **Value added solution by HMS / Haivision**

For HMS clients, who already operate a play-out in Berlin themselves or use the HMS Managed Service Automation, the necessary signal encoding is already done. This makes the entire workflow efficient and cheap while extending the technical reach dramatically. As a result more and even smaller cable headends can be connected closing the distribution gaps of local tv operators and providing access to a much bigger audience.

„HMS – as a strategic partner of Haivision – has recognized very early, which advantage Haivision's SRT (Secure Reliable Transport) Technology can provide for a secure and stable TV signal transmission via Public Internet. With our SRT technology we are happy to contribute to HMS connecting more cable

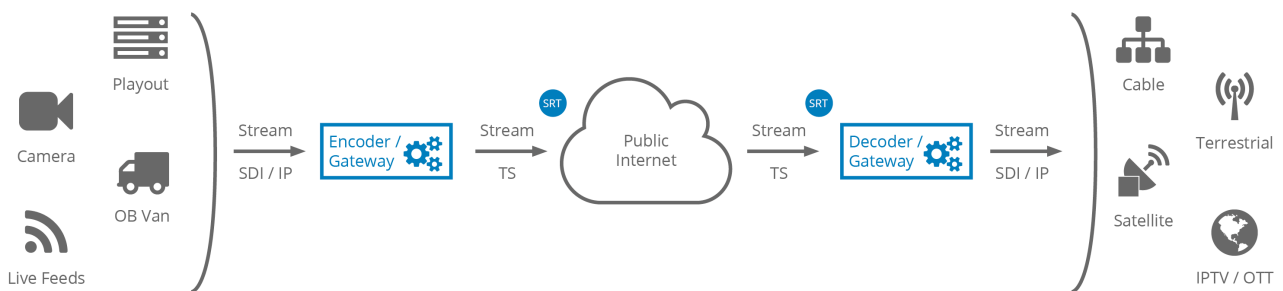
operators into their workflow in an easy and cost efficient way”, states Arne Jensen, Sales Director Europe at Haivision.

“We are thrilled about our cooperation with Haivision and now being able to offer a product as well as an integrated workflow which enables TV stations to finally connect even with head ends of smaller cable operators, growing their audience, closing distribution gaps of local news coverage and to market additional reach”, explains Frank Mistol, CEO at HMS.

**Overview of advantages:**

- Cost efficient usage of public Internet connections
- Prioritized UDP based data transmission
- Low delay during transmission
- Reliable transmission and failure avoidance through modern SRT error correction methods
- High ROI by using already deployed infrastructure
- No additional encoding processes needed

**Function scheme**



### **About Haivision**

Haivision, a private company founded in 2004, provides media management and video streaming solutions that help the world's leading organizations communicate, collaborate and educate. Haivision is recognized as one of the most influential companies in video by Streaming Media and one of the fastest growing companies by Deloitte's Technology Fast 500. Haivision is headquartered in Montreal and Chicago, with regional offices located throughout the United States, Europe, Asia and South America. Learn more at [www.haivision.com](http://www.haivision.com)

### **About HMS**

HMS offers media system solutions with precise answers to strategic challenges and innovative business models of various companies and for many different markets. With more than 20 years of experience as well as vast number of successful national and international projects the company today is known as a leading operator of entire integrated media ecosystems. HMS provides its clients with a result driven one-stop-service and profound support at making important strategic business decisions related to technology. With direct and personal support contacts, highly qualified and creative expert teams with passion for details, and synergies throughout all client segments HMS is able to reach an extraordinary high level of transparency, flexibility, scalability and efficiency. More information can be found at [www.hms-dev.com](http://www.hms-dev.com)

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