

Case study



Omroep Gelderland

Exterity IP System provides state-of-the-art video feeds to Omroep Gelderland

As the public broadcaster for the largest province of The Netherlands, Omroep Gelderland prides itself on providing accurate and relevant news to its audience throughout the province. Using a range of media, including radio, TV and new media, the public service provider's 180 staff rely on informative and tailored news sources to report on the current situation in Gelderland.





The challenge

As news travels faster than ever before, Omroep Gelderland needs to have access to regional news and event content at all times, in the best quality possible. This includes content for its sports, cultural, social, multicultural, historical and popular culture programmes, which all require detailed reporting in an engaging format.

In the wake of its move to a renovated school turned ultramodern media hub in Arnhem, the broadcaster decided to upgrade its infrastructure to distribute video content internally. The ideal system also needed to empower employees across its online, radio and TV teams by providing access to video feeds delivered directly to editorial staff's PCs.

The solution

The renovation of the building required the removal of the coaxial cabling to introduce high speed Internet and IP video distribution up to full HD. Looking at various suppliers, Omroep Gelderland opted for an Exterity IP video system, deployed by Intronic.

Exterity IP video needs little wiring and no additional outlet capacity. This easy set-up also enables the IP video system to scale as the number of displays or devices used to access content grows. To enable it to better control authorizations across all screens, including the editorial staff's PCs, Omroep Gelderland also implemented a custom matrix to easily monitor active channels at all times.

Discussing the use of the Exterity IP video system, Bauke van de Zand, Sales Manager, Intronic, said: "The Exterity IP video system ensures that Omroep Gelderland can get the correct feeds delivered in the utmost quality, to the right end user, whilst enabling administrators to easily control and maintain the system remotely to switch between channels and update authorizations. This enables their journalists to focus on the topics they are covering directly from their desks, while providing the AV team with a user-friendly way to update news sources whenever a member of the editorial staff changes desks – from social to sports, for example – or to cover breaking news. Using Exterity IP video has enabled Omroep Gelderland to reduce time spent dealing with technical issues, while opening the door to additional features that can be deployed seamlessly across all screens."



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Bauke van de Zand, Sales Manager, Intronic

The result

The Exterity IP video system enables editorial staff to receive video news content at all times, from any news source. In case of an emergency, the system also distributes alerts that override personal feeds to ensure that all staff receive the same information in the most effective and timely manner.

Colin Farquhar, CEO at Exterity, added: "Broadcasters can't afford technical mishaps, and are constantly on the lookout for breaking news. We are excited about enabling Omroep Gelderland to continue to offer the best editorial content across all its channels. As the broadcasting industry evolves to respond to consumer demand for higher quality content delivered across a wide range of devices, we expect that IP video will play an even more central role in news reporting on a daily basis. We're looking forward to our continued collaboration with both Intronics and broadcasters like Omroep Gelderland, to bring about the next era of video broadcasting."

The Exterity system at Omroep Gelderland comprises:

- AvediaPlayer Receivers
- AvediaServer
- AvediaStream TVgateways

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Colin Farquhar, CEO, Exterity

About Exterity

Since 2001 Exterity has been designing, developing and manufacturing technically innovative products that deliver video over an IP network to some of the leading organizations across the globe.

Enabling distribution of HD quality TV, video and digital signage over enterprise IP networks to an unlimited number of end points, Exterity solutions support large volumes of content and receiving devices without compromising system performance or availability.

Highlights

- Deployed in over 40 countries
- Scalable IP video and digital signage solutions for organizations of any size and across any sector
- Unique industry leading features and market specific application

Headquartered in Scotland UK, we extend our global reach through our offices in Atlanta, London, Paris, Melbourne, Munich, Dubai, Hong Kong and Johannesburg. Localized knowledge and expertise is enhanced through the Exterity StreamForce program of credible, technically innovative partners, plus an extensive network of in-country resellers and distributors.