



Ideal Systems Booth Guide 2018

Booth # 6F4-04

This year we will be showcasing IP solutions, 4K and 8K systems, 360VR and AR for live and post production and a host of solutions for live broadcasting of news and sport, from virtual sets to signal back haul.

Embrionix

Migration to IP has been a hot topic for the last few years, now this topic is becoming a deployment reality, with islands of IP and full IP systems being set up by broadcasters in Asia. Ideal have been working closely with Canadian company Embrionix to provide a smooth adoption path to IP technologies and will be showcasing all of their latest IP products on the booth.



The SDI to IP emSFP-Gateway family provides multiple practical interfaces to bridge SDI signals into IP. The modules are based on a small form factor (SFP+) that can either be installed inside a standard 10GE IP switch or inside third party equipment with SFP cages. The emSFP Software Defined SFP can be configured to run different encapsulation process such as ST2022-1/2, ST2022-6/7 and ST2110.

Most of the demonstrations on the booth will be networked to an Embrionix EMmodular IP Switch which we are using as a leaf on and Arista Spine. We can

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use this base to show the functionality of many of the Embrionix SFP's, we will show live camera feeds being encapsulated by Embrionix SFP from SDI to SMPTE 2110

IP streams and clean switched on an Embrionix EMmodular IP Switch to multiple destinations where we will decapsulate from SMPTE 2110 to HDMI and SDI. Another demo will show an Embrionix SFT convert from SDR to HLG HDR. We will also be showing Embrionix use as a SMPTE 2110 multiviewer.

Phabrix

PHABRIX are world-leaders in broadcast test and measurement. Their product portfolio includes the top-of-the range Qx series designed for next generation, hybrid IP/SDI environments using 4K/UHD (12G/6G/3G-SDI) and HD-SDI plus SMPTE 2110 and 2022-6. Qx offers the fastest 12G-SDI physical layer testing, with its RTE™ (Real-Time Eye) technology instantly



highlighting any SMPTE compliance issues, including eye under/overshoot. The Qx also offers a comprehensive High Dynamic Range (HDR) and Wide Color Gamut (WCG) toolset including a signal generator, CIE chart, luminance heat-map, vectorscope and waveform, all supporting BT. 2100 HLG, PQ and Sony S-Log3 and S-Log3(HDR Live). An advanced 12G-STRESS option is available for stress testing and evaluation of SDI interfaces up to 12Gbit/s.



Bluefish444

Bluefish444 is the manufacturer of the professional video industry's highest-quality uncompressed 4K SDI, ASI, Video Over IP & HDMI I/O video cards and mini converters. Collaborating with industry partners Embrionix and Phabrix, Bluefish444 will show SMPTE 2022 and 2110 Video Over IP payout from Bluefish444's next generation of PCIe video



hardware, KRONOS, while simultaneously monitoring 4K SDI video. Bluefish444 will demonstrate how IngeStore Server 3G can capture multiple SDI and SMPTE 2022 Video Over IP sources to network attached storage, as industry-standard video codecs. IngeStore-recorded files can then be accessed from the network within an NLE while recording continues, providing an Edit-While-Record workflow for live production.



IDEAL SYSTEMS (SINGAPORE) PTE LTD

100G Pasir Panjang Road #07-25, Interlocal Centre, SINGAPORE 118523
Tel: +65 6684-8770 | Fax: +65 6684-8774 | www.idealsys.com



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Live 360 VR & AR

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This year at Broadcast Asia we will be presenting Live VR production with mixing of two VR cameras from different manufacturers



and sending it LIVE to various viewing devices like Oculus Go and Gear VR. We will also have overlay graphics as AR branding in the VR space and will showcase an end-to-end workflow to create, process, distribute and monetize premium 360VR content for a complete 360 VR production as a service offering.

Dejero

After a very successful year which as seen leading local sports channels like Fox Sports and Eleven Sports using Dejero for their coverage of a wide variety of sports from soccer to golf to F1, Dejero will showcase its latest blended connectivity solutions for crews working in the field, including new encoding/decoding equipment with HEVC video compression technology in support of live and file-based broadcast and media workflows.



For the first time at Broadcast Asia Dejero is showing it's mobile connectivity solution, called **GateWay**, which facilitates collaboration and integrated workflows as if the field crews and home base crews were working in the same central location. For remote production, connectivity is key to quickly transfer data between remote locations and the broadcast facility. Field crews can access newsroom and media asset management (MAM) systems, communicate with colleagues with VoIP, and review return video, as well as many other possibilities enabled with reliable and secure connectivity. The Dejero GateWay router blends cellular connections from multiple cellular providers to create a reliable, high-bandwidth virtual network. Dejero algorithms intelligently manage the fluctuating bandwidth of individual cellular connections and automatically adjust the throughput in real time to provide the reliability that broadcasters depend on, when and where they need it.



Also new at the show is Dejero's latest version of the **EnGo** that now supports HEVC. The updated Core 5.0 software adds HEVC support to Dejero EnGo, a highly versatile mobile transmitter that encodes high-quality video and reliably transmits over multiple IP streams to deliver exceptional quality at low latency. Combining Dejero's industry-leading auto-transport and adaptive bitrate encoding technology with the newest compression standard, it optimizes picture quality when there's limited bandwidth available.



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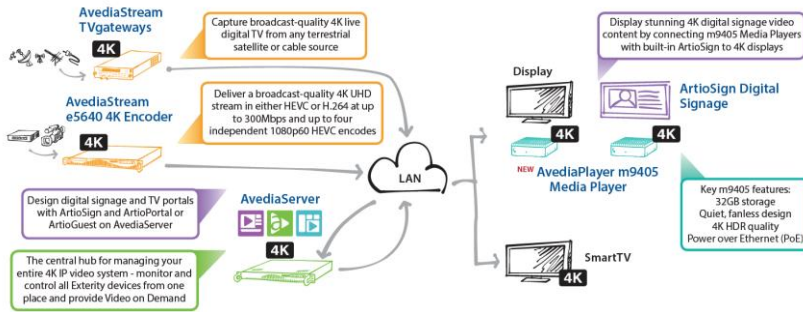
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Also new at the show is the Dejero WayPoint receiver is used in the broadcast facility to decode and reconstruct the incoming streams and output to SDI or MPEG-TS over IP playout workflows. Using auto-detect technology for complete backward compatibility, WayPoint detects whether the incoming transmission is using AVC or HEVC compression and decodes accordingly.



Exterity

Many broadcasters need internal TV distribution, Ideal has deployed many such systems with Exterity. On the booth we will be showing an end-to-end 4K IP video solution with launch of new 4K AvediaPlayer m9405 Media Player.



Bitmovin

Bitmovin is a leading provider of video infrastructure for online media companies around the world. Bitmovin has been a first mover in almost every significant development in online video, from building and deploying the world's first (and fastest) commercial adaptive streaming (MPEG-DASH/HLS) HTML5 Player, to being the first to achieve 100x realtime encoding speeds in the cloud. Bitmovin encoding, player and developer analytics products deliver HEVC, VP9 and AV1 Live and VoD streaming with 60FPS and 4K resolution. Our products are completely in-house developed, easy and fast to integrate and highly customizable. In combination with our great support, documentation and SLAs, it is a true enterprise offering. To find out more about Bitmovin's video infrastructure solutions, or about any individual products, contact sales@bitmovin.com, or visit our website: bitmovin.com



Signiant

Signiant is the market leader in intelligent file transfer. We make it easy to move large files fast, securely and reliably, powering the global content supply chain for the Media & Entertainment industry. Our simple yet powerful portfolio of three products can support nearly every file transfer use case in the industry. At Broadcast Asia, we will be demonstrating our entire product line.



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- Manager + Agents is our flagship, on-premises solution for automated and accelerated file movement between geographically dispersed data centers.
- Flight is an innovative SaaS solution that transports large data sets into and out of any cloud service and is capable of speeds up to multi Gbps.
- Media Shuttle is quite simply the easiest way for users to send and share large files fast. Media Shuttle is a cloud-native SaaS solution used by more than 200,000 professionals worldwide and is far and away the market leader for person-initiated file transfers in the M&E industry.

Blue Lucy

BLAM, is a cloud hybrid media and operations management platform which provides asset and workflow management through a simplified web-based tool-set. Recently enhanced and on show at Broadcast Asia is the BLAM Adobe Premiere plug-in which enables editors to access all features of the BLAM asset management and workflow engine directly within the Adobe environment and is proven to greatly increase creative productivity. The demonstration includes an OTT production workflow: editing of an ongoing live recording and automated onward delivery.



On the booth at Broadcast Asia BLM will demonstrate their tight integration with Adobe Premiere. An editor can access all of the key functions of the BLAM entirely within Adobe. BLM can also demonstrate editing in Premiere of a live stream IP or SDI.

Emotion Systems

For the file-based world we will demonstrate Emotion Systems "**Engine**", a flexible and scalable audio server, either used for achieving medium to high levels of processing in an automated environment, or for providing cost effective flexibility in large Post Production facilities. Engine process file-based audio tracks using any combination of the following functions;



- Loudness Compliance
- Channel Mapping and Muting
- Dolby E Encoding
- Dolby E Decoding
- Dolby E Guardband Correction
- Stereo to 5.1 Upmix
- 5.1 to stereo downmix, and stereo to mono downmix
- Audio extraction to WAV
- Audio insertion from AIFF/WAV

Arista

Arista Networks delivers software driven cloud networking solutions. As an AIMS member, Arista is aligning with industry leaders and customers in the deployment of IP networking technology in the Media & Entertainment sector. Three key areas are being addressed: Real-Time broadcast, editing and content distribution. Arista's switching and routing platforms are uniquely positioned for broadcast facility, demanding editing workflows and content delivery. Arista's open and standards-based architecture is the network platform for these audio and video stream control environments and for building high performance infrastructure that meets today's demands, whilst providing the functionality and performance for next generation media workflows.

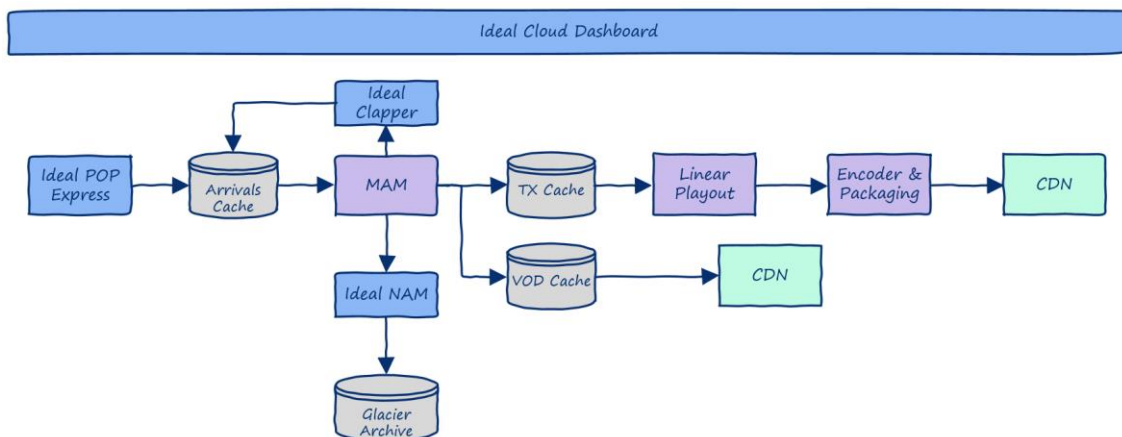


Ideal Cloud

Ideal Cloud will be displaying a demonstration environment of a fully integrated production & playout platform that brings together commercial products such as asset management and playout with bespoke tooling by Ideal.



On the booth Ideal Cloud will be showing how to realize content pipelines with triage for feeding cloud platforms and advice for mapping media workflows for cloud native workflows and how to prepare these workflows for the inevitable introduction of AI/ML.



Qualstar

Qualstar Corporation is one of the world's leading manufacturers of LTO tape archives. It was incorporated in California in 1984 to develop and manufacture tape drives for the personal computer and workstation marketplaces. Based in Simi Valley, California, Qualstar's Data Storage Solutions benefit from being manufactured in our own in-house facility. With over thirty years of experience delivering a wide range of products, solutions and services to our global customer base, Qualstar manufactures "Simply Reliable"™ products.





I.R.T. Communications

I.R.T. Communications (IRT) is an Australian manufacturer and designer of signal transport and distribution solutions used in both the Broadcast and Telecommunications sectors, often providing the 'glue' that interfaces between systems. From point to point Fibre Transport, switching and distribution to Network Interface Adapters.



IRT's Modular Systems allow an array of individual cards in frame based Eurocard and openGear formats. IRT's range includes 3G/HD/SD/ASI fibre links, distribution amplifiers, switchers, audio embedders and de-embedders, and ASI to G.703 network adapters.

At this year's show will be IRT's multi-channel stand-alone fibre link for raw digital video signal up to 16 channels plus Ethernet on a single fibre.

