

Germany's PLAZAMEDIA picks Nevion for IP in Facilities

New SDN media network designed for workflow efficiency

Oslo, Norway, 4 September 2018 – [Nevion](#), the award-winning provider of virtualized media production solutions, and its German solution partner [LOGIC media solutions GmbH](#), announced today that [PLAZAMEDIA](#), a Germany-based content solution provider, has picked Nevion equipment, software and services for its brand new IP-based broadcasting center located in Ismaning near Munich, Germany.

When PLAZAMEDIA decided to move to new 800m² premises, it was clear that IP technology was the only option to deliver the scalable and future-proof media network the company needed in its facilities. PLAZAMEDIA was particularly keen to leverage the potential of IP to transform workflows through infrastructure virtualization, i.e. being able to share studios, control rooms and productions resources (e.g. equipment) more easily.

To achieve this, PLAZAMEDIA opted for a spine-leaf, fully redundant, software-defined network (SDN), with [Nevion eMerge](#) as leaf switches, [Nevion Virtuoso](#) software-defined media nodes as SDI/IP gateways for video, audio and data, and [Nevion VideoIPath](#) as the orchestration and SDN control software. The spine switches are provided by Nevion partner Mellanox.

Nevion VideoIPath is the engine of the media network, allowing connections between sources and destinations to be established both in an ad-hoc and scheduled manner, to support infrastructure virtualization in particular. For example, Nevion VideoIPath's data routing control lets existing commentator-consoles share the back-end equipment via RS-232 over IP, in a way that was not possible until now with the point-to-point physical connectivity.

The NATing (network address translation) capability of Nevion eMerge switches allows Nevion VideoIPath to control media flows to and from any equipment, whether IP or SDI, without the need for specific drivers.

Nevion VideoIPath's support for the Ember+ protocol also means that operators can manage connections in a production environment through existing and familiar Lawo VSM control panels, used until now for PLAZAMEDIA's legacy SDI network.

Hans Hasselbach, Nevion's Chief Commercial Officer, explains: "Nevion and our partner LOGIC already had an excellent relationship with PLAZAMEDIA, having previously delivered [a successful IP remote production solution for the company](#). However, we still needed to prove ourselves for this project, against fierce and local competition, so we are very pleased to have been chosen to deliver this exciting solution."

In addition, the Nevion Virtuosos are being used for to provide essence-based adaptation (TR-04 then SMPTE ST 2110), processing, protections (SMPTE 2022-7) and monitoring of uncompressed video, audio and data in the facilities. In particular, PLAZAMEDIA has picked Nevion Virtuoso to provide the audio embedding/de-embedding, shuffling, switching, delay and gain functionality it needed for the new facilities.

"The IP facilities solution was delivered on time by Nevision services and LOGIC – despite a very tight schedule dictated by our move to the new premises – and we are pleased with its performance", says Jens Friedrichs, chairman at PLAZAMEDIA. "We still have many ideas of how our workflows could be improved further, but we are confident that our new IP media network will be able to evolve to support these."

Visit Nevision on stand 1.B71 at IBC2018 at RAI, Amsterdam 14-18 September.

For more information about Nevision and its solutions, please visit the [Nevision website](#).

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About PLAZAMEDIA

PLAZAMEDIA GmbH, a subsidiary of Constantin Medien AG, is an established content solution provider in production for the entire spectrum of media platforms, as well as one of the leading producers of sports TV in the German-speaking area. PLAZAMEDIA's clients include public and commercial broadcasters, platform operators, international and reputable sports associations and rights agencies as well as numerous national and international enterprises. PLAZAMEDIA's comprehensive service portfolio comprises the provision of modern studios, the production and presentation of premium live sports events and scalable solutions in suitably high quality, as well as innovative production technologies, such as remote production, as well as the editing, archiving and target-group oriented content distribution across all media platforms. In the course of the further and new development of the digital production activities, products and services PLAZAMEDIA offers also extensive connectivity and data centre services as well as cloud-based OTT/OVP solutions. PLAZAMEDIA helps its customers to shape their digital transformation and has been actively promoting the deep convergence of its individual services for years.

About LOGIC media solutions GmbH

LOGIC is a German-based system architect and distributor of professional broadcast and telecommunication equipment. On the market for over 20 years and very well connected into the German media companies is LOGIC one of the leading value-added-reseller not only in regards to IP based productions. Solutions based on traditional SDI technology as well as services within the cloud can be covered with the portfolio and team LOGIC provides to their customers.

For more information please visit www.logicmedia.de.

About Nevision

As the architect of virtualized media production, Nevision provides network and broadcast infrastructure to broadcasters, telecommunication service providers, government agencies and other industries. A pioneer in media transport, Nevision enables the transport and management of professional-quality video, audio and data – in real time, reliably and securely – from the camera to the home. From content production to distribution, Nevision solutions are used to power major sporting and live events across the globe. Some of the world's largest media groups and telecom service providers use

Nevion technology, including AT&T, NBC Universal, Sinclair Broadcast Group Inc., NASA, Arqiva, BBC, CCTV, EBU, BT, TDF and Telefonica.

For more information please visit www.nevion.com. Follow Nevion on Twitter @nevioncorp

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