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GRAPHICS: MAKING THE CONTENT SIMPLE

BLOG

<https://www.xpressocommunications.com/blog/making-the-complex-simple-in-an-ip-world/>

The oldest known maps date back over 4,000 years, with the first map of the world produced in the 16th century. Today, we take them for granted (although satellite navigation systems have perhaps rendered the reading of maps a forgotten skill...). Obviously, a map looks nothing like what it represents. Maps work wonderfully well because they are a simple graphical representation of often complex data.

The London Tube map is especially famous. The first maps of the London Underground sought to reflect the reality of where the train lines actually ran and where the stations really were in relation to each other – they were geographically accurate (more or less) representations. They were also complex and almost impossible to interpret – reducing their value to travellers.



UK Underground map 1908 © London Transport Museum



Apple Lisa and Apple Macintosh

REMARKABLE ACHIEVEMENT

UK-Underground-Map

UK Underground map 1908 © London Transport Museum

It was in 1931 that a draughtsman called Harry Beck created the Tube map we know today. It almost couldn't be less geographically accurate: the scale bears no relationship to reality; the distance between each station is approximately the same: the train tracks run (mostly) in straight lines. But what Beck achieved was remarkable: it presents a phenomenal amount of information – yet even a novice traveller can quickly and easily work out what he needs to do to get to his destination. To all intents and purpose, Beck's map is still in use today – almost 80 years later – by millions of London Underground passengers. By making the complex simple, through the use of advanced graphics, Beck's work was transformative.

Perhaps no less transformative was the work done at Xerox PARC (Palo Alto Research Center) in the early 1970s. In 1981, Xerox introduced a pioneering product – the Star workstation. Why was it pioneering? It was the first computer to feature a graphical user interface (GUI). The Star itself was not a commercial success – but without Xerox's development of the GUI, Apple and Microsoft Windows might never have existed. By 1982, Apple had released the Lisa and Macintosh. In 1985, Microsoft

announced a 'shell' for MS-DOS in response to the growing interest in GUIs – which, in effect, became Windows 3.1 in April 1992. The rest, as they say, is history.

Why was the Graphical User Interface so important – so transformative? Before GUIs became popular, command line interface (CLI) systems were how users interacted with computers. Telling the computer what to do involved typing in text (which was often coded) – and the output from the computer was invariably in text form too. Getting anything useful from a computer was often a long, laborious process – and one that needed, in effect, specialist skills (knowing, for example, that to find the contents of a directory, you needed to type 'dir', or to check the file system integrity of a disk, you needed to know that the command was 'chkdsk'). It was certainly far from intuitive.

Making interaction simpler

The beauty of a good GUI is that anyone, with minimal training, can use a computer and be productive with it. A GUI typically includes numerous icons together with other visual indicators – and a simple 'point and click' operation to choose what you want the computer to do. It's all about easing computer/human interaction.

Like the London Underground map: a GUI uses smart graphical representations to make simple what would otherwise be complex and time-consuming – and provides information that, because it is intuitively understood, can be rapidly assimilated and acted upon.

How, though, are the map of the London Underground and the development of the GUI, relevant to media network management?

First: no-one would deny that today's IP networks are incredibly complex – and that complexity is only growing as we ask more and more of them, and as they evolve to meet new needs. Expressed in numbers, perhaps the best example is the need to move from IPv4 to IPv6, driven by the proliferation of devices requiring to be attached to the network. The total number of possible IPv6 addresses is more than 7.9×10^{28} times as many as IPv4 – or, if you prefer: IPv4 will support 'only' 4,294,967,296 addresses, while IPv6 will support 340,282,366,920,938,463,463,374,607, 431,768,211,456... That's complexity on a huge scale. IP networks are, in effect, the nervous system of our daily business and social lives. That complexity might be less of an issue if we weren't wholly dependent on them to deliver what we expect, when we expect it.

STEEP LEARNING CURVE



IPv4 was introduced in 1974 – but IP has only recently begun to establish itself as the networking technology of choice in the broadcast industry. That transition is now well under way as IP's attractions, benefits and advantages – flexibility, scalability, interoperability, cost-effectiveness – become clear to those involved in the creation and distribution of media. The industry is on a steep learning curve – especially when it comes to managing complex networks.

What are needed are network management tools that demonstrate two vital characteristics. The first is accuracy to the nth degree – capable of operating at the sub-microsecond level in analysing the packet behaviour which is key to understanding the performance of the network. Second is the ability to turn the huge volumes of packet data gathered, and turn it into meaningful information that can be quickly and easily understood and, more importantly, acted upon.

To gather the data, Bridge Technologies provides a range of probes – notably, the VB440 dual 40 Gigabit Ethernet probe, which typically

monitors high-bitrate IP media traffic in core broadcasting networks, production studios, outside broadcast and master control centres. It is unique in its ability to support dual 40 Gigabit interfaces – giving it the ability to analyse redundant networks – and in its support of uncompressed media over IP with full ST2110 and ST2022-6.

InstrumentView-BridgeTechnologies-Visualisation
Instrument View provides detailed picture, audio and ancillary data.

Perhaps more importantly, however: the VB440 can optionally be provided with Instrument View, a unique graphical representation tool in the industry that enables visualisation of the network – much as the traditional vector scope used to, and offering a tool set with which engineers will be familiar, but far more intuitively. Instrument View is a completely new way of viewing the behaviour of uncompressed real time media as it traverses the network. Designed to enable media professionals and others to obtain a highly instinctual view of packet behaviour in an IP environment, it delivers unprecedented accuracy – down to sub-microsecond – and speed.

PROVIDING ABSOLUTE CERTAINTY



Developed by Bridge Technologies specifically for those in media production dealing with high bitrate uncompressed media on ST2110 and ST2022.6 transport formats, Instrument View provides detailed picture, audio and ancillary data, thus providing users with absolute certainty about the performance of the underlying infrastructure. Substantial attention has been given to Instrument View's highly visual user interface such that the information it delivers can be intuitively understood and acted upon by non-experts.

Instrument View's typical uses include outside broadcast/remote production environments, where it allows the production team to 'see' the movement of uncompressed media content in real time and to ensure it meets the highest standards in video and audio. In a mixed HDR/non-HDR environment, for instance, it can be used to assure optimum colorimetry. Audio – synched to video – can be both 'seen' and heard to assure perfect sound quality. It is compatible with any digital video/audio combination from SD through HD to UHD.

Interview-with-Simen-K-Frostad
Simen Frostad: IP evangelist

“GRAPHICAL REPRESENTATIONS OF IMPORTANT INFORMATION ARE COMMONPLACE IN OUR EVERYDAY LIVES BECAUSE THEY PRESENT THAT IMPORTANT INFORMATION IN A WAY THAT'S READILY AND QUICKLY UNDERSTOOD – IN MANY CASES, SO THAT ACTION CAN BE TAKEN MORE RAPIDLY. INSTRUMENT VIEW'S ABILITY TO PROVIDE AN INVALUABLE VISUALISATION TOOL DOES PRECISELY THAT. AS WITH THE TUBE MAP AND WINDOWS: IT'S ALL ABOUT MAKING THE COMPLEX SIMPLE.”
SIMEN K. FROSTAD, CHAIRMAN OF BRIDGE TECHNOLOGIES.

MEDIA FLOWS OVER IP

BLOG

<https://www.xpressocommunications.com/client-news/bridge-technologies-media-flows-over-ip/>

ARTICLE PUBLISHED BY SCTE BROADBAND JOURNAL, FEBRUARY 2019

The VB440 IP probe is a breakthrough in its support for the monitoring and analysis of high-bitrate uncompressed media flows over IP. With both ST2110 and ST2022-6 transports, the VB440 provides network operators, digital media organisations, production studios, master control centres and outside broadcast vehicles and venues with an analytics solution for numerous streams and multiple technologies in real-time and in parallel. It enables production teams to continuously survey all layers of media transportation on an IP network and facilitates quick rectification of potential problems; both packet loss and jitter can be identified, for example, helping to maximise Quality of Service (QoS).

The increasingly distributed nature of broadcasting, uniquely enabled by the transition to IP – and especially remote production – are especially facilitated by the VB440.

With support for interface speeds including 10, 25, 40, 50 and up to 100 Gigabit on dual interfaces, even the largest of media networks can be accommodated with analysis of SD, HD i and p, HD HDR, 4K and 4K HDR and above. ST2022-7 redundancy is also monitored and analysed with ports connected to both primary and secondary networks. PTP is provided with ST2059-2 clock analysis, clock source detection/listing and clock accuracy and class, providing troubleshooting and continuous monitoring of critical clocking in a production network – including accurate path-delay for individual flows.

To enable users to obtain the maximum possible value from the VB440, Bridge Technologies provides Instrument View – a unique tool in the industry, and a radically new user interface for the VB440 that provides an innovative way of viewing the behavior of uncompressed real time media. While other solutions are aimed at those who are technically highly proficient, Instrument View brings deep, intuitive understanding to non-experts. In a broadcast world still not fully familiar with, and comfortable with, IP, Instrument View can make an essential contribution towards helping the industry leverage the technology and reap its benefits. Significant attention has been given to Instrument View's highly visual user interface such that the information it delivers can be intuitively understood and acted upon by non-experts.

By providing detailed picture, audio and ancillary data, users can have absolute certainty about the performance of the underlying network infrastructure. Instrument View is designed to increase user confidence in content quality by enabling media professionals and others to view packet behavior in an IP environment with unprecedented accuracy and speed. The packet information also contains real-time SMPTE 2022.7 redundancy analysis, showing the precise correlation between the primary and secondary flows of ST2110 streams.



BRIDGE  **TECHNOLOGIES™**

Instrument View can, for example, be used in outside broadcast/remote production environments where it allows the production team to actually see uncompressed media content in real time and to ensure it meets the highest standards in video and audio. In a mixed HDR/non-HDR environment, for example, it can be used to assure optimum colorimetry. Audio – synched to video – can be both seen and heard to assure perfect sound quality. It is compatible with any digital video/audio combination from SD through HD to UHD.

Browser-based and also touch screen-capable, Instrument View is adaptable to a range of use cases. Bridge Technologies has developed three innovative implementations of the interface that are appropriate for rack-mount, desk mount or table-top mount. IP makes them easier to deploy in, for example, locations that are remote from the production center.

Also available from Bridge Technologies is Remote Data Wall (RDW). Depending on the size or complexity of the network being monitored, RDW can spread from a single screen to multiple screens in a videowall format – but requires no specialist skills to install. It allows those responsible for network monitoring and management to quickly and easily create a visual representation of network activity, enabling potential problems to be rapidly identified and appropriate corrective action taken.

Because it is HTML5/browser-based, Remote Data Wall does not require specialist hardware or cabling. It can be viewed locally – in a control room, for example – or remotely from a distant location. Significant flexibility is provided to users in enabling them to select precisely which data should be displayed, and how.

Data can also be gathered from outside sources – from third-party systems, for example – and external information sources such as weather stations, personnel management systems, and booking schedules.

THE VB440, INSTRUMENT VIEW AND RDW WILL BE ON SHOW AT NAB 2019 ON THE BRIDGE TECHNOLOGIES BOOTH (SU6702).

INTEROPERABILITY IN PROAV SYSTEM INTEGRATION

BLOG

<https://www.xpressocommunications.com/client-news/interoperability-in-proav-system-integration/>

AVONIC'S CASE STUDY IN THE FIELD OF LIVE TRAINING

Avonic – in cooperation with its integrator Kinly (formally known as MK2) – have secured a contract to supply, install and support 31 Avonic IP-based PTZ systems a major firm operating in the field of patents in Den Haag. By providing the means to effectively capture meetings and consultations and record training lectures, Avonic have contributed to the client's ability to meet its ongoing core strategic goals; enhancing their organizational knowledge and ability to collaborate, streamlining internal processes, improving service quality and sustainability, and enhancing their position as a key global player.

The internationally recognized firm sees a great number of design ideas cross its desks every day, so it is fair to say they know a thing or two about good design. As a result, it is no surprise that they were quickly able to recognise the significant potential benefits that could be realized from integrating Avonic PTZ systems into their Den Haag offices.

INTEROPERABILITY AND INTEGRATION

Key to the client's search for an appropriate solution was the ability to integrate with other legacy systems already in place in their offices- notably Televec and Creston. A core principle of Avonic technology is interoperability, and Avonic products integrate a range of hardware and software connectivity, which can include IP, HDMI, 3G-SDI and CVBS outputs, and control over IP, RS232 or RS485 using any controller with VISCA or PELCO support. This provided all of the backwards integration needed by the client, whilst also providing the potential for future integration as their strategic vision evolves.

RELIABILITY AND USABILITY

The functions fulfilled by the client in their business are multifaceted, supporting innovation, competitiveness and economic growth across Europe. As such, there is a clear need for transparency and openness in the processes they use to make decisions, and accurate, reliable capture and recording of internal processes is fundamental to the integrity of the organisation.

Avonic and Kinly were able to both recognise and meet all of these needs. Avonic cameras always prioritise functionality and usability, using single cable connections to minimise complexity and ensure that the technology works first time, every time. The client further outlined that they needed preset options available to assist their users, and the installation was able to deliver 255 presets with 0.1° accuracy – meaning that the cameras are highly flexible and reliable in their applications.



IMAGE QUALITY

In addition to their legal consultancy, the client provides a range of training activities for various stakeholders who span the whole of Europe, and beyond. Live training is not always logistically or financially viable, and so AV capture and distribution of training programs is a key strategic component of client's activities. They cannot afford for quality or clarity to be compromised in this field when their training products are expected to maintain the highest level of delivery quality.



Avonic were again able to meet and exceed client needs in this field. Avonic products boast high-quality TAMRON glass lenses and Panasonic CMOS sensors with digital noise reduction and digital zoom – meaning that Avonic cameras deliver exceptional images even in low light. Moreover, the elegant design of the units fit seamlessly into the brand-new, modern offices of the client – enhancing the forward-looking image of the organization.

“KINLY WERE ABLE TO EFFECTIVELY COMMUNICATE AND SUPPORT AVONIC’S COMMITMENT TO A CLIENT-CENTRIC APPROACH TO TECHNOLOGY DEVELOPMENT, WHICH IS ALWAYS LED BY AN UNDERSTANDING OF THE BUSINESS NEEDS OF EACH INDIVIDUAL CLIENT” STATED WALTER HARREWIJN, MANAGING DIRECTOR OF AVONIC.

MOBILITY AT THE HEART OF RADIO?

ARTICLE

<https://www.xpressocommunications.com/blog/on-hertz-mobility-at-the-heart-of-radio/>

GUEST POST BY HERTZ

Mobility at the heart of radio: how naïf in my previous article, I said that radio has all the characteristics of next-gen media – starting with it being the media of proximity by excellence.

From BBC Home Service during WWII to Radio Caroline broadcasting rock music in the early 60s, or your morning show while you're driving to the office, radio has always held a special place in our lives.

WHY IS THAT?



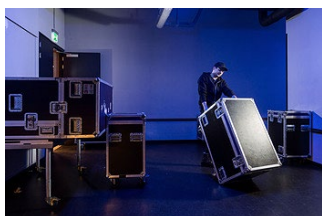
AMONG THE MANY REASONS, RADIO CONNECTS WITH YOU IN A WAY THAT NO OTHER MEDIA CAN. FACEBOOK OR INSTAGRAM ARE NICE, BUT SOMETIMES YOU WANT SOMETHING MORE THAN A PICTURE OF THE LAST DINNER OF YOUR FRIENDS. UNLIKE TV THAT IS MUCH MORE RIGID AND GENERALIST, RADIO IS FAST AND RESPONSIVE. THERE IS ALSO SOMETHING DEEPLY HUMAN ABOUT RADIO THAT IS MISSING IN OTHER MEDIA. AT THE END OF THE DAY, RADIO IS MADE OF PEOPLE TALKING, LISTENING, INTERACTING AND SHARING CONTENT. IT'S A TRUE COMMUNITY IN THE BEST SENSE OF THE WORD.

For the audience, this really leverages more engagement, more trust and more loyalty – and for radio broadcasters, these are unique attributes to cherish and to foster in order to sustain their business.



OFFERING MOBILITY TO RADIO PRESENTERS AND TEAMS IS KEY IN THIS STRATEGY. HOW CAN RADIO BE NIMBLE AND RELEVANT IF PRODUCTION TEAMS ARE GROUNDED BY FIXED FACILITIES AND CHALLENGING LOGISTICS? HOW TO PRODUCE CONTENT THAT FEELS INTIMATE TO YOUR AUDIENCE IF THE CONTENT IS JUST REPORTED FROM THE STUDIO, RATHER THAN EXPERIENCED BY THE HOST?

Take music festivals for example. The ability to have your production team on site, among the crowd, interviewing bands and sharing the atmosphere completely transforms the experience. BUT RADIO HAS COVERED FESTIVALS FOR DECADES – SO WHAT'S NEW?



Imagine, instead of moving trucks to the location, pulling cables in all directions, having to deal with all the logistics of working with a full crew, you can now do that with one or two people – straight from their laptop. Instead of bringing each group to the truck, you can now go directly back stage, right before they go on or right after they come off stage. Or you get fans' impressions directly from the festival's tent camp.

Or you want to produce a show from a hot air balloon. Or on a mountain. Or at the local fair in your village. Or just from the comfort of your home – because there is no need to add one more car to the traffic jams this morning.

This kind of mobility can easily be provided by today's off-the-shelf laptops – and the studio is totally virtualised.

Mobility and radio have been closely linked together for a long time; now, solutions exist to make it much easier and smoother. Why? Because content is king, and technology is there to serve the purpose.

Next time, we'll talk about workflows. Stay tuned...

CYANVIEW

RECEIVES ORDERS FOR MINI-CAMERA CONTROL SYSTEM FROM BEXEL

PRESS RELEASE

<https://www.xpressocommunications.com/client-news/cyanview-receives-orders-for-mini-camera-control-system-from-bexel/>

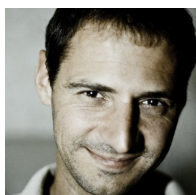
NEP GROUP COMPANY HAS ALREADY SUPPORTED MAJOR US SPORTING EVENTS WITH NEW CYANVIEW CAPABILITY

Press Release

La Louvière, Belgium— 4 September 2019

CyanView today announced that it has received orders for its innovative mini-camera control systems from Bexel, an NEP Broadcast Services Company. Bexel is a leading provider of outsourced broadcast solutions and production equipment rentals for producers of sports, entertainment, and live events.

After successful in-house testing, Bexel has already provided a number of CyanView kits to support broadcast coverage of several major sporting events across the USA. Bexel is making the kits available with flightcases ready for deployment anywhere.



"Bexel was looking for a solution that would enable their customers to control several cameras via a single, unified, user-friendly workflow – and having scoured the market, they discovered that the only solution that met all their exacting criteria was CyanView's solution," said David Bourgeois, Founder and CEO of CyanView. "A single CyanView RCP allows the control of multiple mini-cameras over IP, and gives the vision engineer the opportunity to control everything – iris, gain, black/white levels and so on – that he or she could control with direct access to the cameras. The vision engineer can even use our solution to ensure precise colour matching between cameras."

Based exclusively on IP technology, the CyanView Cy-Stem range comprises a Cy-RCP control panel and a series of small hardware modules that address several key areas in broadcast production. The systems acquired by Bexel also include the Cy-CiO PoE camera interface module. From a single IP connection, the Cy-CiO directly powers small cameras and controls them via RS232, RS422, RS485, LANC, TTL, DMX and more. In addition, the kit includes the Cy-GWY gateway which features the open Ember+ control protocol.

CyanView-minicameras-control-kit-remote-production "We're continuing to develop and enhance our product range, adding new features and integrations, and that will enable Bexel to take advantage of exciting new functionality in the future," Bourgeois commented.

"CyanView's solution was a perfect fit for NEP, filling an important gap in the market for vision engineers and solving many problems related to the use of multiple cameras of different brands in complex workflows," said Howard Rosenthal, Vice President of Strategic Accounts and Global Resources at NEP Group. "The fact that they're flexible, modular and easily upgradable will, we believe, make them a very sound investment."

"This latest order further extends our relationship with NEP Group to the USA," continued Bourgeois. "It's always particularly satisfying when an industry heavyweight like NEP Group recognises the unique value we bring, and how we can make the production of major events simpler, easier and more cost-effective. It's a great feeling to know they're relying on us, and to get such positive feedback from them."

"The market for the control of mini-cameras is the most mature of the market segments we serve, with numerous deployments since we

launched the company in 2015," added Bourgeois. "However: it's far from the only market we serve. We're also involved in many projects around the world that involve, for example, ENG or D-cinema cameras, and we continue to develop our rapidly-growing product range to serve these markets where there is a real demand that we believe we can uniquely respond to. And: we're ready to consider any custom requirement too."

CyanView is preparing for a busy IBC (Booth 10.D31) where the company will demonstrate its technology with various types of specialty cameras, and present its upcoming products, including a new cellular module that allows control and matching of cameras remotely.



The pre-production version of the module has already been used successfully on high profile racing and cycling events this summer, with RF cameras being controlled with almost no delays from helicopters, motor bikes and racing cars. This delivers huge creative potential for any program maker to grab and retain the attention of even the most blasé viewer, delivering an experience that in some ways is better than being there – or can even complement seeing the action in person as it happens.

More information about CyanView and its products is available at www.cyanview.com

About Bexel

For over 35 years, Bexel, an NEP Broadcast Services Company, has been a leading global provider of outsourced innovative broadcast solutions for producers of sports, entertainment, and live events. Our services include production equipment rentals and engineered solutions for 4K and specialty cameras and lenses, RF audio and intercom, production workflow, custom flypacks, frequency coordination, and fiber optic solutions. We pride ourselves on exhibiting operational excellence from concept to completion. Bexel's reliability is unmatched for providing value-engineered solutions and services.

About CyanView

CyanView designs and manufactures a universal camera control system consisting of an RCP control panel and small hardware modules that improve and simplify the production workflow. By leveraging IP technologies, CyanView's solutions address three elements of broadcast acquisition when using a mix of camera types: connection, control, and image quality. CyanView's universal RCP controller is designed for vision engineers and interfaces with any camera, lenses and other accessories. On the truck side, it also controls video processors for advanced image processing and leverages leading edge colour science in HDR, wide colour space, 4K and high frame rate.

FONOTECA NAZIONALE

SVIZZERA UPKEEPS HERITAGE WITH NOA

FrameLector lets institution efficiently manage video repertoire

<https://www.xpressocommunications.com/client-news/fonoteca-nazionale-svizzera-upkeeps-heritage-with-noa/>

PRESS RELEASE

Vienna, Austria — 5 June 2019

The Swiss National Sound Archives, Fonoteca Nazionale Svizzera (Fonoteca) is safeguarding the country's audio heritage with the help of AV digitizing and archiving specialist NOA GmbH.

Headquartered in Lugano, the organization which collects and catalogs audio documents relating to Swiss history and culture, has replaced its older NOA N6000 audio ingest systems with two N7000C compact units featuring digital de-emphasis curve of historical audio files. It has also purchased the NOA FrameLector dual-stream video ingest software, featuring transfer quality control for SD-video legacy sources.

This move is a major step for Fonoteca (the first Swiss company to employ the NOA FrameLector) and means the institution, which has traditionally worked with a pure audio archive, now has the capacity to efficiently manage its video repertoire. The Fonoteca's recently installed NOA technology integrates with its complete MAM system, including existing NOA Media-Butler transcoding processors and DB Scripters.



“OUR PARTNERSHIP GOES BACK SOME 14 YEARS, AND WE ARE DELIGHTED THAT NOA HAS DEVISED A PRACTICAL VIDEO SOLUTION AS WELL AS A COMPREHENSIVE WAY TO ANNOTATE DIGITAL EMPHASIS CURVES IN AUDIO FILES,” SAID STEFANO CAVAGLIERI, CTO AND CIO FOR FONOTECA.

Photo credits: Phonoteca Nazionale. Photographer: Miriam-B.C.

“We are happy that Fonoteca in Lugano, which also has a large video collection, has chosen FrameLector as part of its solution for legacy video ingest material,” said Jean-Christophe Kummer, managing partner of NOA. This will certainly have an optimal effect on the organization's workflow and maximizes its archiving possibilities.”

Fonoteca was created in 1987 as a foundation under private law. In January 2016 the foundation was dissolved and the Phonotheque was integrated into the Federal Office of Culture as Swiss National Sound Archives Section of the Swiss National Library. The Swiss National Sound Archives collects and catalogs audio documents that have a relationship with Swiss history and culture.

More information about NOA and its products is available at www.noa-archive.com or by phone at +43 1 545 2700.

##

About Fonoteca Nazionale Svizzera

The Swiss National Sound Archives with its headquarters in Lugano is the sound archives of Switzerland and is responsible for safeguarding the sound heritage of our country.

It was created in 1987 as a foundation under private law. In January 2016 the foundation was dissolved and the Phonotheque was integrated with the Federal Office of Culture as “Swiss National Sound Archives Section” of the Swiss National Library.

The Swiss National Sound Archives collects and catalogs audio documents, both in music and in spoken word, that have a relationship with the Swiss history and culture. For example: recordings of classical, rock, jazz, and folk music, audio books, tales, theater plays, interviews, research documents (field recordings), or private collections.

About NOA GmbH

NOA delivers scalable, high quality AV digitizing and archiving innovations to make audio and video archives easily available in enterprise storage facilities. Sustainable long-term preservation of media content is guaranteed as NOA's unique products rely on open archival standards and formats, and continuous checks for transfer integrity to ensure highest possible quality of audio and video content. NOA's turnkey solutions deliver systems to meet the specific needs of any business.

ingestLINE™, actLINE™, jobDB™, mediARC™ and the entry level Pico systems safeguard future media accessibility and enterprise-wide collaboration. Advanced semantic metadata management ensures NOA's family of products deliver efficient and reliable identification and retrieval of archival content.

NOA's intuitive proprietary technologies are currently installed in more than thirty international institutions including Austrian National Broadcaster ORF, Sveriges Radio Förvaltnings (SRF), Yleisradio Finland (YLE), Radiotelevizija Slovenija (RTV), the national sound archives of Switzerland and Mexico, the Vlaamse Radio- en Televisieomroep (VRT) and many more.

ARE YOU MAKING A CHANGEOVER TO EXTERNAL COMMUNICATIONS?

BLOG

<https://www.xpressocommunications.com/blog/are-you-making-a-changeover-to-external-communications/>

Have you ever seen this famous image on the left? One of those motivational posters that encourages people to work smarter, not harder? There's (at least) one huge problem with it (leaving the atrocious grammar to the side for a moment).

Imagine the following client call:

Client: "Hi there, I was wondering if you could help me, there seems to be a bit of a problem with my order?"

Customer Service: "Certainly sir, what's the problem?"

Client: "Well, see, I'm working on a high profile construction project and I ordered 10 huge cement blocks to build the walls with. Problem is I seem to have been delivered 9 cement blocks and a sphere. It's really quite tricky to build walls from spheres".

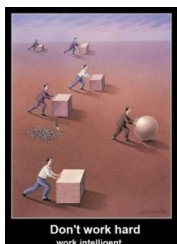
Customer Service: "Ah yes, I can see how that might be a problem".

The key problem with this poster (and alas we can't claim this be a particularly original observation on our part) is that it gets the idea of 'efficiency' and 'speed' very confused. People often believe that doing things in an 'efficient' way means doing it quickly. But speed is only part of the equation. Something isn't efficient if it is done quickly, but it fails to meet specifications, or has to be reworked, or sent back completely.

If you aren't meeting client specifications, you aren't just being inefficient – you're committing business suicide. That may sound obvious, but you'd be amazed at how many firms becoming fixated of automating, speeding-up, being more 'efficient' – when what they're really doing is just cutting corners.

What about this alternative version? This one makes a lot more sense. Here, the guy who is meant to be working 'smarter not harder' is a professional, who has invested in professional resources and knows how to use them effectively. Whoever is in charge of delivering unnecessarily large cement blocks across the desert has done their research, and outsourced the operation to somebody who knows what they're doing, knows how to do it, and will get it done right, first time, on time.

TO OUTSOURCE, OR NOT TO OUTSOURCE, THAT IS THE QUESTION.



So outsourcing obviously has a key part to play in the 'efficiency' equation – though the decision as to whether it does indeed constitute the right path will be entirely contextual. If you're Amazon, then it makes sense that you're going to implement your own logistics network, but if you're a small home-grown artisan jam maker, it makes sense to use FedEx to get your product to your client.

So what about communications? Are you being efficient in this field? Are you handling it in-house or outsourcing? And most importantly, are you rolling out spheres when you should be churning out cubes?

CREATING A VOICE IN COMMUNICATIONS IS LIKE PLAYING AN INSTRUMENT.

Communications – be that marketing, PR, social media presence or something more general – are tricky beasts. You can be hitting the deadlines, getting the posts out, meeting the word counts – and somehow still missing the mark. Particularly in the technology industries, it can be difficult to find a voice that has true mastery over the technological elements at the heart of what you do, but can also effectively communicate a tone and brand that a) represents you well, and b) resonates well with your customer base – existing and potential. You want somebody handling your communications who can have all the efficiency of the cube-carrying forklift, but doesn't go as zany and off-piste as to be rolling spheres across your desert (am I stretching that poster metaphor a bit far at this point?)

So when you delegate in this field, there are a series of checks you need to go through to make sure you're getting what you need: maximum value and impact, minimum fuss and effort.



DOES THE COMMUNICATIONS FIRM YOU'RE LOOKING AT GET YOUR TECHNOLOGY?

How long are you going to have to spend not just briefing them on the specifics of your product, but on industry standards, trends and conventions? It can be subtle, but a reader from the industry instantly knows whether a writer is speaking from a perspective of authority on the subject, or regurgitating half-baked lines of technical specification, without understanding how it interlocks or why it matters. The firm you choose needs proven experience in the field. They need to talk with knowledge and authority on highly technical issues.

DOES THE COMMUNICATIONS FIRM GET YOU?

It's not wishy-washy marketing stuff, businesses really do have a personality. Sometimes that will be artificially controlled, but very often – and especially in smaller firms – it's simply a natural amalgamation of the personalities of the people within. This has the potential to translate to your brand voice very easily. Some firms like to play it straight, some love humour and subversion. Some prefer an aggressive and forthright strategy, others play it a little niche. The firm you choose needs to have a natural 'feel' for your business identity, and the ability to translate it well in communications.

ARE THEY REALLY GOING TO MAKE LIFE EASIER?

We all know that the more stakeholders in a project, the more complex it can get. There's a fine line to be made between delegating effectively, and having so many people involved that the task becomes unmanageable. Whoever you pick as a communications partner needs to clearly be there to make things easier, not more complex or muddy.

ONE OF THE GREATEST 'BARRIERS' TO MAKING A CHANGEOVER TO EXTERNAL COMMUNICATIONS

One of the greatest 'barriers' to making a changeover to external communications is the fact that setting up that relationship can feel incredibly time-consuming. As mentioned before, if the content is getting out, if you're getting PR out to a magazine here or there, it can feel like things are working, so "why fix it if it ain't broke?". But not broken doesn't necessarily mean working well.

A good first step is to start analysing just how much effort goes into delivering your communications. It can feel like a social media post should be a matter of minutes – it's easy stuff, right? After all, teenagers are doing it all the time. But take the time to analyse: how long did it to find or write the source material, extrapolate from it, schedule it, make sure it is coherent with a wider calendar and strategy, and monitor and feedback on its performance? And that's just for one post.

Now try and multiply that investment of time and effort over your whole communications strategy. When properly analysed, what seems like a small job, or a job that isn't a 'core' function suddenly seems to be having an inordinate amount of impact on your organization's efficiency. Add to this the creation of PR (vital for announcements, campaigns and press coverage), case studies (great sales tools) and blog posts (a seriously strategic way to leverage your brand position more effectively) and outsourcing isn't just a good idea, it becomes a necessity.

WHERE TO GO FROM HERE?

The question is: when you're outsourcing your communications, how much does the communications firm just get it? Are they on the same wavelength, and able to produce content that genuinely feels like something you would have authentically said? If these elements seem to be met prima facie, then there's nothing to stop you 'trialing' a relationship. Whilst many PR, communications and marketing strategies do need time to build real, visible results that can actually be measured with metrics (we suggest a minimum of six months), you can get a quick feel for the 'click' between you and a communications firm through a short-term engagement – say, for instance, the build-up to a tradeshow.

It's here that one of our central mantras comes in. Make time to save time (Our grandma might have said 'a stitch in time saves nine'). It might take time to seek out the right communications partner for you, but with communications, there's actually a lot less technical complexity to sift through. Simply, if you feel like there's a click between you and a communications company, half of the battle is won.

After that, so long as they truly are good at what they do, then the 'getting up to speed' portion of the relationship should be relatively quick. If they do indeed have the technical expertise you need, and the ability to 'read' your identity, then the hard work should transfer to them pretty quickly after your initial consultation call.

THE SALES BIT

Content has to come with a close, right? Whatever valuable content you've delivered to your customer base, the last thought you want to leave them with is one of your firm. That's conventional wisdom. So logically, we need to end this post telling you why you need to outsource communications to Xpresso.

Well, we're not going to do a hard-sell for Xpresso on the points that we raised above. Certainly, we hope this blog shows you that we're aware of the challenges that face our potential clients, and yes, we think that the way we've structured our operations (which you can find more about here) mean that we manage the balance between technical understanding and brand- building exceptionally well, and we make life easy, because we know what we're doing – so we do it right, and we do it fast.

But ultimately, like we said – it's about 'click'. And we are the first to recognise that you may feel a click with other firms just as strongly – or maybe even more so. Because ultimately, even technology branding is about people, and you can't completely regulate for that – you can only discover it through real and meaningful contact. The best we can say is: if you recognise that communications outsourcing is an important next step for you – why not pick up the phone and see how much we click?

TRK UKRAINE CHOOSES VSN

<https://www.xpressocommunications.com/client-news/trk-ukraine-chooses-vsn-for-complete-overhaul-upgrade-of-media-management-news-production/>

TRK UKRAINE CHOOSES VSN FOR COMPLETE OVERHAUL,
UPGRADE OF MEDIA MANAGEMENT, NEWS PRODUCTION

Barcelona, SPAIN — 26 August 2019

Media industry software company VSN has announced that its flexible, scalable, open standards-based solution has been chosen by TRK Ukraine for its complete media management and news production requirements.



The project was implemented by Comtel, VSN's local distributor and a leading system integrator of television technologies in the Ukrainian market.

TRK Ukraine is Ukraine's most popular national television channel, broadcasting a range of content types from documentaries through game shows and talk shows to football and news. It is part of Media Group Ukraine, which owns and operates a number of TV channels in the country.



In common with many similar organisations looking to upgrade and improve their news production workflow, TRK Ukraine needed to replace its MAM system and to harmonise a number of disparate, legacy systems in order to deliver greater interavailability of content and, more importantly, to create a single, unified interface that would simplify and speed workflows.

"VSN was able to deliver on all of TRK Ukraine's requirements," said Sergey Pribyl, Sales Manager, EMEA at VSN. "The company wanted a complete-end-to-end news production solution that would be completely future-proof, allowing it the flexibility to continually expand and enhance the system as new technology opportunities become available or as needs change. To enable large numbers of users to access it from anywhere, regardless of location, the interface needed to be web-based. And: the solution should also allow for the automated ingest of social media. Our solution uniquely fulfilled not only all of TRK Ukraine's 'must-haves' – but also its 'nice-to-haves'."



Sergey Pribyl
Sales Manager, EMEA
at VSN

VSNEplorer, including some key modules, is able to successfully integrate all of TRK Ukraine's existing systems, including its SCISYS NRCS system; its Oracle DIVA content storage management system; its Chyron and Vizrt graphics systems; and its Adobe and FCP editors. The solution also allows for the handling of different generations of LTO tapes.

**PRESS
RELEASE**

The solution includes MAM and PAM modules; the high availability, cloud-orientated VSNSpider platform; six VSNWorker transcoders; VSNOneNE TV channel-in-a-box; VDCP servers for ingest and playout; the VSN AutoRec Director application for video ingest; Livecom studio automation for news studio playout; and a connection to the existing LTO archive. It is being implemented, along with migration to the new MAM system, by Comtel, who will also provide the first line support required by TRK Ukraine.

"The broadcast world is evolving at high speed, and it was important to us to select a partner whose system would respond to new ways of delivering new types of content," said Sergii Gaievskyi, CIO at Comtel. "VSN's proposed solution is truly designed for the specific needs of broadcasters, and will provide TRK with that flexibility. We were impressed not only by VSN's ability to rapidly understand the client's needs, but also VSN's ability to demonstrate to TRK Ukraine exactly how VSNExplorer would deliver the functionalities that were important to them."

VSN provided some key elements that seamlessly combine, behind a common user interface, to provide the complete set of media management and news production capabilities required by TRK Ukraine, including import/export of media content; storage management; video/file ingest; video editing in proxy and in high resolution; automated playout of broadcast graphics; studio playout; and ingest from social media.

More information about VSN and its products is available at www.vsn-tv.com or by phone at +34 93 734 99 70.

ABOUT VSN

VSN is a global technology company that delivers advanced, end-to-end solutions to the broadcast and media industries. Its modular, scalable and customized software optimizes business processes in the areas of media asset management, workflow automation, master control room (MCR) automation and news production.

VSN delivers innovation and media solutions to more than 1000 global clients, including TV channels, content distributors, news agencies, public institutions, service operators and others. Headquartered in Barcelona, VSN has offices in Alicante, Dubai, Hong Kong, Miami, Montevideo and Santiago de Chile, and provides a highly rated 24/7, global technical support service. For more information, visit www.vsn-tv.com.

ABOUT TRK UKRAINE

TRK Ukraina is a channel from Ukraine which began broadcasting as a regional, Donetsk TV channel on March 13 1993. The channel has had national status since 2004 and is part of Media Group Ukraine, a media holding company that manages SCM's television and new media projects.

Our strategic goal is to create an integrated system in which the holding company's assets will supplement each other. Our holding company is a professional investor in Ukrainian media businesses. Media Group Ukraine is one of the largest media holding companies in Ukraine.

ABOUT COMTEL

Headquartered in Kyiv, Ukraine, Comtel is a distributor and system integrator with extensive expertise in the development of television technologies in Ukraine, where the company has a reputation as a technology innovator, and around the world with the successful implementation of numerous projects.

Most of the modern television studios in Ukraine have relied on Comtel's expertise, from production to studio lighting. Having its own production base, along with equipment from the world's foremost brands, allows Comtel to create unique systems that deliver optimum price/performance and to offer the highest levels of support for those systems.

For more information, visit www.comtel.ua/en/



MEDIS TO LAUNCH 4D FLOW MODULE

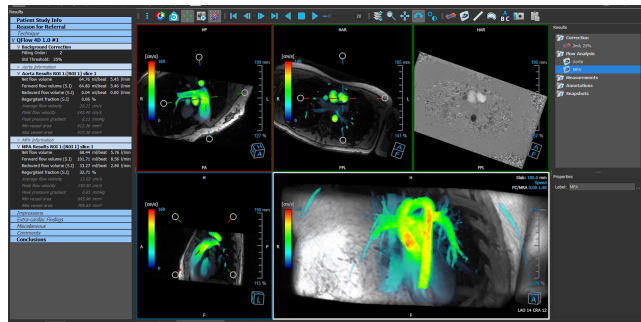
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MEDIS TO LAUNCH AN INNOVATIVE 4D FLOW MODULE FOR CLINICAL PRACTICE

FURTHER ENHANCES CAPABILITIES OF MEDIS SUITE MR TO REDUCE
COMPLEXITY, SIMPLIFY WORKFLOW AND SAVE TIME

Leiden, The Netherlands, 1st November 2019

Innovative cardiovascular imaging technology solutions developer Medis today announced a new module for the company's Medis Suite MR. The new 4D Flow module is intuitive and easy to use, and provides essential, practical tools to enable 4D flow to be incorporated into clinical routine and to allow the measurement of flow volumes from a single 4D flow scan instead of multiple 2D flow scans – reducing complexity and easing the process.



"With 2D flow scans, reconstructions must be planned while the patient is on the table," said Hans Brons, CEO. "For complex scan protocols, this can be tedious and challenging – and the post-processing can be both time-consuming and complex. With the help of this new module for Medis Suite MR, it is now possible to acquire flow in 4D from a single scan and to create flow plane reconstructions retrospectively, allowing the complexity of HeartMRI scans to be reduced substantially – and also reducing the time it takes. This is especially relevant for paediatric Heart-MRI units as well as units scanning patients with grown up congenital heart disease."

Medis-4DFlow-Module Among its numerous differentiators, the new module is advantaged by its ease of use with an intuitive GUI, as well as single click noise removal and single click background offset correction.

As well as reducing the time taken, the new 4D Flow module supports the experienced MR technician in being more effective, more productive and able to deliver better diagnostic information. In addition to reducing the time taken, the new module is straightforward to learn and use for measuring flows in a variety of vessels, allowing the efficient incorporation of 4D Flow post processing in daily clinical practice.

The new 4D Flow module for Medis Suite MR is part of a wide-ranging suite of enhancements for the platform, including the 3D View module – further reducing the time needed for post-processing. In the 3D View module, a double caliper has been added for simple measurements. In addition, loading speed has been increased and it is now also possible to create straightened CPRs (curved planar reformats). Finally, Medis Suite AutoQ pre-processing can now be enabled to run autonomously, initiating Deep Learning contour detection and other advanced algorithms automatically.

Based on over 15 years of experience with cardiac MR, and over 30 years of cardiovascular medical image analysis in general, Medis Suite MR is a vendor-independent post-processing solution for HeartMRI cases. The workflow in Medis Suite MR includes a practical HeartMRI viewer, advanced clinical applications and convenient reporting all in one, making it highly efficient to work with. Seamlessly embedded in the workflow are advanced clinical applications considered best-in-class by many, such as the renowned QMass® and QFlow® applications. In addition, highly innovative and cutting edge research apps such as QStrain RE and QMap RE are also integrated.

Able to run on any workstation, Medis Suite MR is simple to integrate within the hospital IT environment. Connecting it to the DICOM network is straightforward.

4DFlow is cleared for market in the US Market. Clearance approvals for Australia, Brazil, Canada and Europe are pending.

Further information on Medis and its products is available at <https://www.medis.nl/>

ABOUT MEDIS

With over 30 years' experience in imaging research in the medical field, Medis is a spin-off from the Leiden University Medical Center (LUMC) in The Netherlands. Medis develops software that provides clinicians and clinical researchers with imaging tools to improve cardiovascular diagnosis and support subsequent treatment strategies for patients worldwide. With feedback from cardiologists, radiologists, researchers and industry partners worldwide, the company continually refines and enhances its solutions. In addition to its headquarters in Leiden, Medis has subsidiaries and branch offices in the USA, Japan and the United Kingdom, as well as an extensive network of distributors and local agents, all capable of delivering outstanding customer service and support.

More information: www.medis.nl

RCH TO LAUNCH WALLE 8T POS

<https://www.xpressocommunications.com/client-news/trk-ukraine-chooses-vsn-for-complete-overhaul-upgrade-of-media-management-news-production/>

RCH TO LAUNCH WALLE 8T POS FOR COMPREHENSIVE,
CLOUD-BASED FINANCIAL ANALYTICS
INNOVATIVE DEPLOYMENT ALSO MEETING COMPLEX FISCAL
REPORTING LAWS

Press Release

Treviso, ITALY — 14 October 2019

**PRESS
RELEASE**



RCH Group, provider of advanced point of sale systems for the retail, food and beverage, and public administration sector has introduced an all-in-one solution for retail businesses seeking to streamline their POS and fiscal operations. The WALLE 8T range promises to significantly improve the ability of small and medium retail operations to efficiently perform, manage and monitor their financial and fiscal operations, and access data which can be key in strategic development of the firm.

“With the WALLE 8T we are seeking to evolve the concept of Smart ECR and present new solutions which are particularly relevant for small and medium sized retail operations, who until recently have been limited in their access to effective fiscal management and financial analytics” said Stefano Di Pra, CEO and President of RCH Europe. “The ease of use, high levels of configurability and accessible range of data outputs – which can all be accessed remotely – mean that even small retailers now have the opportunity to understand their business and make strategic decisions based on the data they generate.”

Software that maximises flexibility, hardware that maximises usability

The WALLE 8T constitutes a physical POS unit that contains an 8" TFT color video keyboard and capacitive touchscreen, with high brightness and 1024x600 resolution. It also includes a high quality graphic thermal printer. However, whilst the WALLE 8T contains all of the high-level physical specifications that are associated with RCH products, including a highly elegant design, what sets this new model apart is the high degree of interoperability that is facilitated by the use of Android-based software. This software provides exceptional usability by unifying the interface and functionality allowing businesses to create an adaptable, tailored, flexible solution to their money handling activities.

REMOTE AND REAL-TIME ACCESS TO DATA WITH THE CLOUD

Moreover, the Android software deployed on the WALLE 8T unit allows for complete cloud-based management of all front and back end operations. This means that all processes can be managed remotely providing much greater flexibility in the way that fiscal affairs can be handled – especially in operations which maintain multiple sales sites. Details of financial operations are collated and presented in accessible and easy-to-read graphs and charts, and updated on a real-time basis to facilitate more reactive and dynamic analysis of sales activities. Additional elements such as disaster recovery allow users a much greater peace of mind in maintaining uninterrupted monitoring and reporting of performance.

STREAMLINED FRONT-END OPERATIONS, COMPREHENSIVE BACK-END ANALYTICS

Certainly, the WALLE 8T system integrates all of the front-end usability which is to be expected of RCH POS products. With its high degree of intuitiveness which places important functions front and center, and significantly reduces the training time needed to use the systems. But it is not just this which sets the WALLE 8T apart. Instead, it is the back-end analytics and accountancy features which make the WALLE 8T and cloud-based Android operating system an important development in RCH's range of solutions. Particularly important for countries which are introducing new and increasingly complex fiscal reporting laws, the WALLE 8T system has the flexibility to deliver data in a functional and easy-to-understand way, adaptable to the needs of the business and their operational context.

More information about the WALLE 8T and RCH Group is available at <http://www.rch-group.com/> _ <http://www.rch-europe.de/> and <http://www.rch-europe.com/>

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ABOUT RCH GROUP



The RCH Group of companies offers advanced point of sale systems for the retail, food and beverage, entertainment, hospitality, franchising markets and the public sector. The Group's innovative products include cash registers, self-service ticketing kiosk, automatic cash desks and cloud-based back office services.

Founded in 1969, RCH Group has grown into a global organization, comprising of several companies with a presence in 40 countries worldwide. It is renowned for its successful combination of advanced product engineering with distinctive design. Headquartered in Northern Italy, RCH Group has operational offices in Austria, Vietnam, China, and Asia, as well as a vast network of partner resellers.

ABOUT RCH EUROPE

Headquartered in Innsbruck, RCH Europe is a member of the RCH Group.





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