Artel in Action

What is in store for 2023?

The flurry of work on standards that paved the way for the industry's migration to IP is somewhat behind us. Though many of those standards continue to be refined and optimized, as well as used as building blocks for other technical recommendations reflecting applications and use, like ground-to-cloud-cloud to ground and ST2110 extending beyond the LAN to the WAN, among others. Early IP-centered projects generally were undertaken by larger companies either to address the requirements of special events, or because they were growing out of existing facilities and needed to invest in future-proof infrastructure and workflows.

In 2023 IP adoption will continue to become mainstream, implemented not only in greenfield applications, but also to augment or expand existing facilities. This will lead broadcasters and the industry to normalize and realize that it is a business after all, where pragmatism in implementation, fiscal prudence, and return on investment is key. This means that infrastructure and implementation choices will be done based on business levers where technology is just an enabler to accomplishing business imperatives. For example, in fiber-rich environments, fiber optics will be the choice over IP, where needed and possible on-prem production will be the choice over remote production, and compressed video would be the choice over uncompressed. With all the proven options available to broadcasters, choice is the biggest trend in 2023.

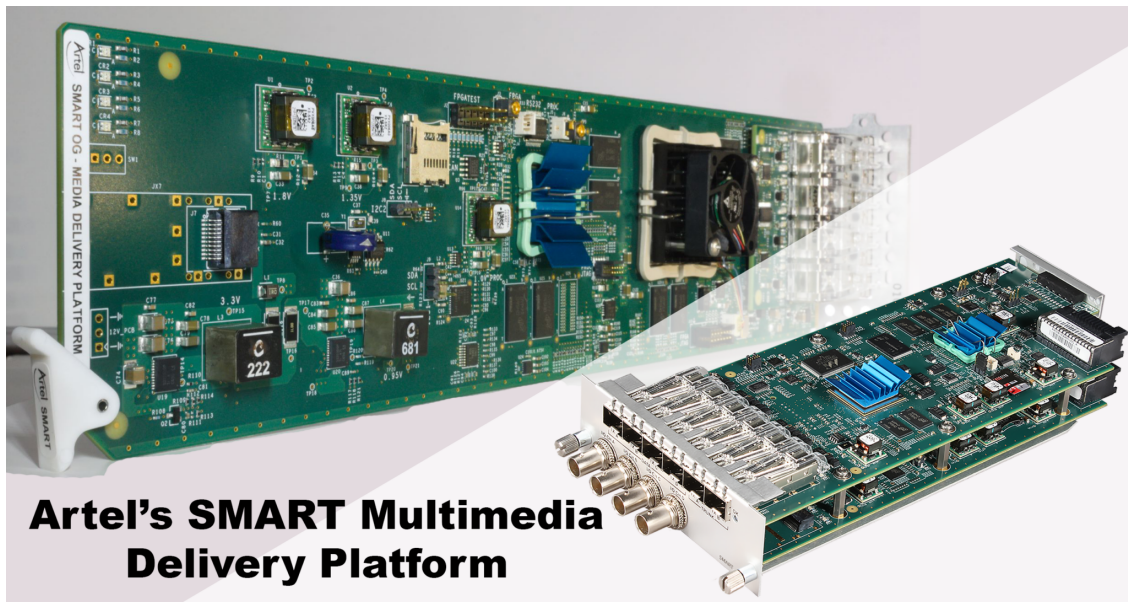**Artel Video Systems**

Case Study: Television City Studios

Timing is everything, which is why Television City Studios chose our Quarra switches to ensure precision timing for their move to an all-digital infrastructure. TVCS recently deployed various systems operating in a SMPTE ST 2110 environment, meaning engineers needed a reliable PTP distribution network. They chose a pair of our Quarra PTP 10 Gbps Ethernet switches as the basis for this new solution.

Read more

With Smart Media Delivery Platform as the Technology Seed, Artel Takes on the Future

Artel's SMART Multimedia Delivery Platform

SMART DL and SMART openGear

Taking proven features and functionality from one product line and transplanting them to other products or form factors, creates new solutions that closely match the needs of a given industry. We knew our SMART Multimedia Delivery Platform would be the technology seed from which so many other Artel solutions would grow.

We've used the SMART platform as the base for media over IP in other Artel product lines that mirror how the broadcast industry likes to work. SMART openGear is just one of the latest solutions to grow from the SMART technology seed, and it won't be the last!

Read more

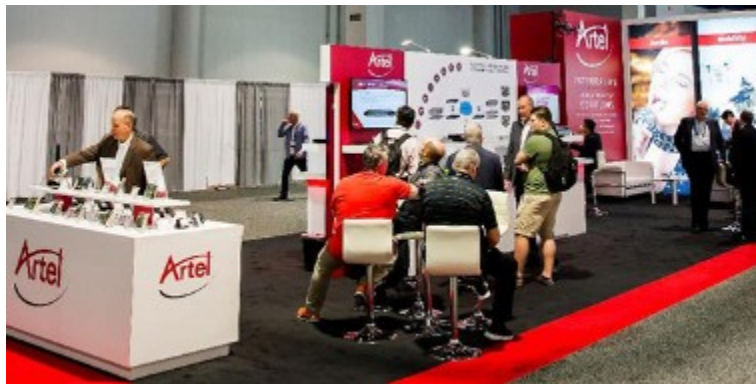## Flexible Solutions: Meeting Your IP Requirements

FLEXIBLE REAL-TIME MULTIMEDIA DELIVERY THROUGH INTEGRATED NETWORKING

Artel has more than 30 years of experience designing and manufacturing mission-critical media delivery solutions. Here are a few of our IP solutions to meet your migration needs:

- <u>SMART openGear</u>**:** openGear, software-defined, J2K, JPEG-XS
- <u>QUARRA</u>: Audio over IP, PTP switching, AES67, SMPTE 2110
- <u>SMART</u>: Media transport, software-defined, SMPTE 2022-7, J2K
- <u>FiberLink</u>: Media Transport, fiber, IP, ST2110, 12G for Pro AV solutions
- Visit our website's <u>Product Selector</u> to see more IP solutions

Events: **Connect With Us at These Upcoming Events**

Trade shows and other events provide an opportunity to learn how new IP ecosystems are unfolding. Visitors have an opportunity to share their plans and ask questions while receiving an overview of Artel's IP-centric solutions being showcased in active, integrated network demonstrations.

Artel is pleased to announce our participation in the following trade show:

- **NAB 2023**, April 2023
- **IBC 2023**, September 2023

As we approach these events, watch for product previews and other announcements that will be posted on our blog.

Stay Connected

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