



Artel in Action

Welcome to the second installment of Artel in Action, our quarterly newsletter keeping you up to date with what we've been doing lately.

Now that 2021 is in full swing, we are seeing the continuation of facilities fully migrating or partially augmenting their workflows to IP. This is happening throughout many industry sectors including broadcast, studios, performance venues, radio/TV stations, and even government.

During this time, we have learned many valuable lessons, so we are dedicating this issue of our newsletter to sharing our views and what we have learned through supporting our customers as they adopt IP-based technologies.

We hope you find these insights valuable.

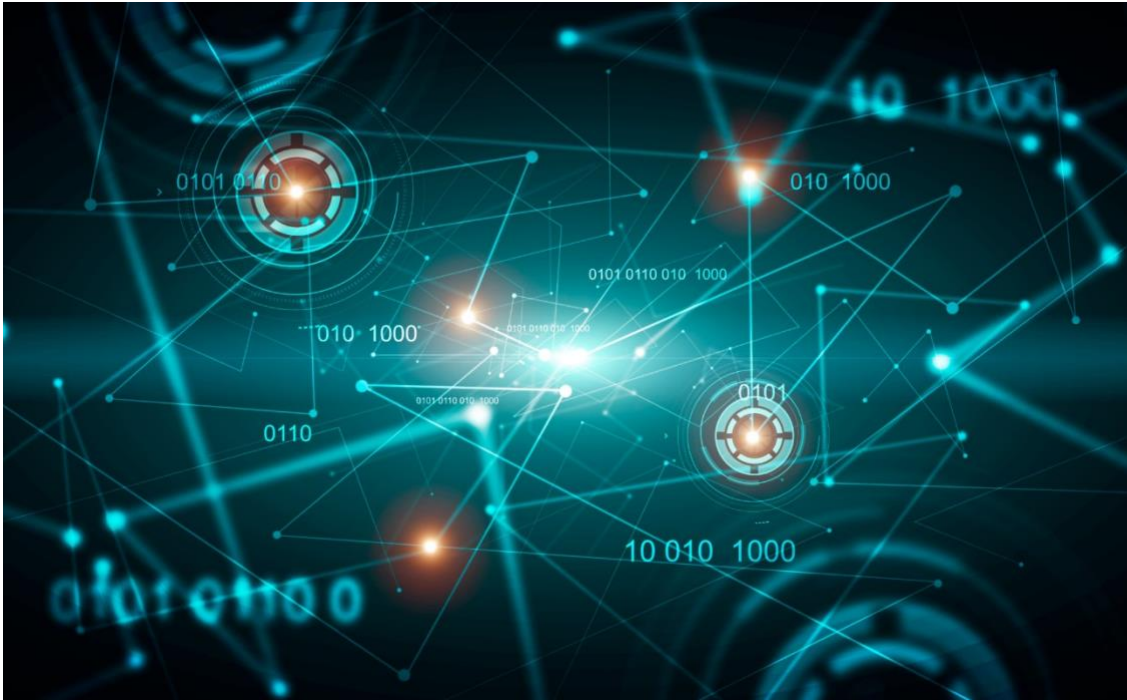
Advice for the IP Transition



The transition to IP requires not just a technical shift, but also a cultural shift. One of the largest changes for organizations moving to IP is a much greater emphasis on IT- and IP-related technical know-how. This piece talks about what considerations need to be made to build a bridge between broadcast and IT.

[Read more](#)

IP Lesson Learned #1



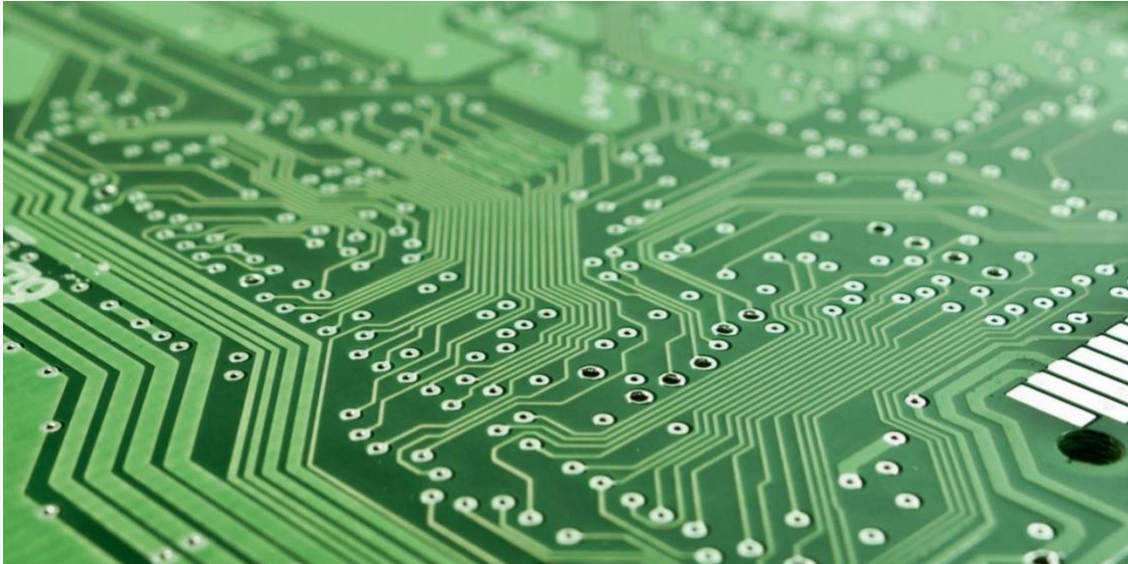
Getting IP Right With a PTP-Aware Switch

At a recent meeting of Artel engineers, we decided to collect some “lessons learned” stories and share what we had learned to help you to prevent unwanted downtime, avoid painful project delays, or costly redesigns.

The first of these lessons learned? Go with a PTP-aware managed switch as it can solve or prevent a lot of problems for you, but in this first blog post, we’ll start by talking about what PTP-aware means and why it’s so important.

[Read more](#)

Doing the job (every job) and doing it right!



From the moment Artel receives a purchase order or a request for delivery, the company's operations team is hard at work doing all it takes to get the job done and done right. Responsible for assembly, testing, packaging, and shipping, operations drives delivery of the products essential to customer success.

[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:

- [QUARRA](#): Audio over IP, PTP switching, AES67, SMPTE 2110
- [SMART](#): Media transport, software-defined, SMPTE 2022-7, J2K
- Visit our website's [Product Selector](#) 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 shows:

- **NAB**, October 2021
- **IBC**, December 2021

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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