

STREAM CIRCLE

Stream Circle Supports NDI™ Workflows

The media industry is transitioning to moving broadcast quality video over IP. Major drivers for this migration include costs, time, using existing equipment, and the flexibility to handle both small and large productions. Leveraging and supporting production over IP, one converged network, saves on hardware CAPEX, wiring, allowing companies to affordably re-purpose existing production equipment. Today, it makes more sense to invest in an IP production network specific to your production and equipment needs for today and for the future.

While IP workflows are more flexible than SDI, it does need standards that will allow systems and equipment to talk to each other. Ideally, standards should be open to any vendor to implement both video and broadcast control functionalities.

Stream Circle has joined other industry leaders by supporting the NDI standard. NDI (Network Device Interface) developed by NewTek Inc. is focused on live production of media. It allows devices to communicate over an IP network. Using NDI, you have a flexible open architecture that makes adding new and additional devices into your production and workflow or rapidly deploying your setup for live transmission in remote areas. NDI will also support integration with ASPEN, SMPTE 2022, and other emerging standards. By its IP nature, NDI can be easily implemented in cloud infrastructures like Stream Circle.

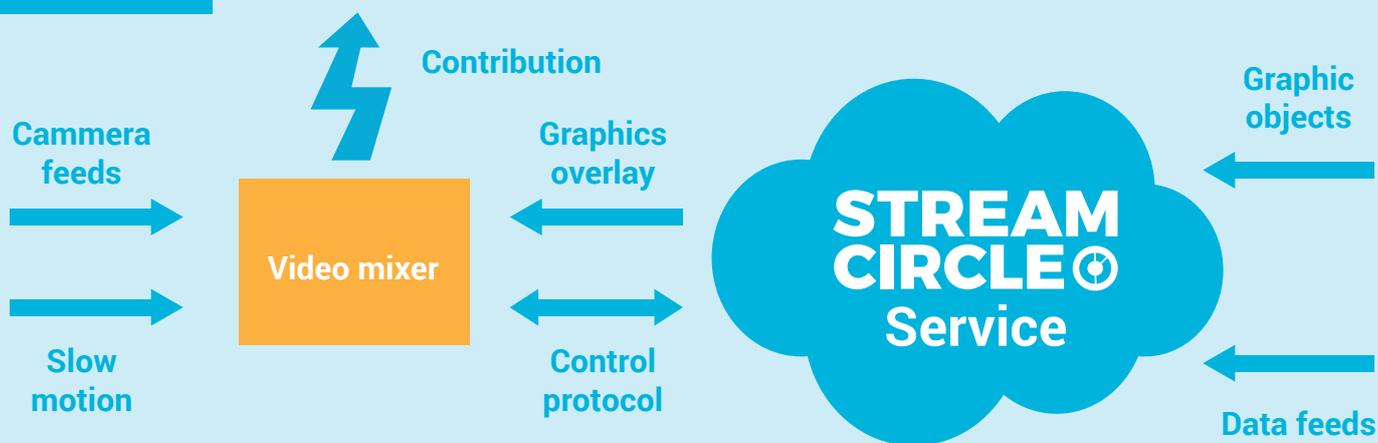
Stream Circle's cloud-based service acts as both a source and receiver of IP streams:

- When used as a master playout, other production devices can send live streams directly to Stream Circle's service, including cameras and switchers with a live NDI feed (output), without delay or loss of quality.
- In an NDI architecture, the Stream Circle service can produce and overlay 3-D broadcast graphics to external video sources to a video mixer
- playlist based video and graphics playout for main/background or PiP NDI video streams

SCENARIO 1



SCENARIO 2



Stream Circle is a cloud-based service that allows broadcasters and video content owners to easily and economically open new TV channels on the internet. Stream Circle is fully adaptable to your brand identity and programming. Simply provide us with your content and programming schedule, and we send you a stream with your new branded TV channel for distribution.

Stream Circle's services are invoiced on a monthly basis and only when you broadcast. It's easy to expand or reduce services at given time, for any special event as there is no need for extra hardware. Everything is taken care of by our experienced team of media professionals.

