
S U C C E S S F U L C A S E

PROJECT DATA

System: 3G Mobile Studio

Installation Date: September 2007

Customer: Xarxa de Televisions Locals



Briefing: Catalanian cluster of local TVs, Xarxa de Televisions Locals needed a system for solving their need of both covering late news on live, and make live chronics in different programs with an agile medium which exceed mobility limitations of traditional units and decreased the cost of these units and personal.

To cover such necessity, its Production Centre was equipped with a 3G Mobile Studio, for live reception and broadcasting of videos received from 3G telephones, or internet connected computers.

With 3G Mobile Studio any journalist or spectator can be on live on program through a videocall, videosharing or through a cam with internet connexion

CLIENT DATA

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PROJECT DETAILS

The social and economics objectives declared of the cluster *Xarxa de Televisions locals (XTVL)* are:

- 1- Coordination of proximity TVs from Catalonia.
- 2- Production and co production of contents (program, news and others)
- 3- Promotion and contribution of different organizations such as institutions, local TVs, agencies.
- 4- Distribution of contents using the more advanced technologies
- 5- Commercialiacion of emitted contents through XTVL

It is on the field of content production and technology innovation where 3G Mobile Studio installllion should have been framed.



Both for their use in Breaking News and in late shows with live chronics, Xarxa TV needt a system that give them the cappableitie of a middle quality live connection without all the cost, and movilty limitations of tradicional TV external units.

In late shows such us the popular program "La cua del dia" they were demanding a system that could allow their reportrs to make a middle quality connection with the central TV set (but visible and perfectly audiable) . They found it in the only system in world able to broadcast on live on TV using videocall and videosharing technologies. Xarxa had bet and it is making live connection with the more modern videosharing technologicie.

See an example here:

<http://www.xtvl.tv/web/programes/lacuadeldia/lacuamobil.html>

Regarding Breaking News, they had not only the demand of possibility of live broadcasting from 3G phones as a emergence live cronic system which 3G Mobile Studio fulfill, but also of a bigger quality possibilitie of cronic but avoiding cost of sending external units specially for long movements. We also fullfilled their requirement through 3G Live Encoder, a system installed on laptops of XTVL that allows these computer live broadcast fing from a DV cam connected to it, to 3G Mobile Studio. This laptop only should have any kind of data connection, (3G, HSDPA, HSUPA, Internet, Satellite Internet connection) as they usually made using Inmarsat Satellite

See an example here:

<http://www.youtube.com/watch?v=72oo8Gy4piM>

SYSTEM ARQUICTURE

