Key Code Media

System's Integrator and End-To-End Production Technology Reseller Gains Unmatched Live-Streaming Video Quality, Flexibility and Agility with TVUPack®

Location:
Burbank, California

Challenges:
- Provide compelling video content to global client database through live-streaming webcasts
- Deliver creative shots from various locations, regardless of logistical challenges

Benefits:
- Flexibility to broadcast live from virtually any location
- Simple operation
- More innovative live-stream opportunities
- Cost-effective HD video solution
- Unmatched customer service

Challenge:

Key Code Media, an industry-leading system's integrator and value added reseller headquartered in Burbank, California, recently replaced their marketing webinar efforts with live-streaming, HD video webcasts to better reach and educate their client database on new, emerging technologies, product releases and new workflows within the industry in real-time.

"In the interest of better reaching our clients while being cost-effective, we made significant changes to our marketing strategy. We overhauled our presentation deck and webinar model and replaced it with live-streaming, HD video webcasts. In doing so, we encountered a few challenges," said Matt McClain, Key Code Media Marketing Manager. "We consistently ran into issues with connectivity as we tried to webcast from various locations. We wasted hours trying to set up a network as we evaluated other uplink solutions and ran into problems. Whether it was Internet and WiFi unreliability or firewall issues, we realized early on that we needed a more reliable alternative to stream live and field questions from our clients in real-time over social media."

Solution:

Key Code Media deployed TVUPack® as part of the company's overall strategy to improve marketing reach through real-time HD video webcasts. "Our usage of TVUPack® has greatly impacted our effort to connect with our client database in a way that's innovative and truly thinking outside-of-the-box," said McClain.

Since deploying TVUPack®, Key Code Media has used the system to go live from a number of locations, including locations previously impossible due to connectivity issues and firewall limitations. A bowling alley and office rooftop provided the backdrop to some of Key Code Media's most memorable and impressive live-streaming webcasts.

"We recently conducted a sports live-stream from a bowling alley and with the TVUPack® we were able to show multi-cam sequences, slow motion capabilities and the newest features of live, IP based video and how it relates to sports," recalls McClain. "When we arrived on-site, there was virtually no bandwidth at the location, so we turned on the TVUPack® and within seconds, we were up and running with a reliable cellular source and were able to go live, immediately."

Benefits:

For Key Code Media, one of the biggest benefits of the has been increased flexibility and portability to deliver dynamic, educational webcasts to their expansive, global client database. According to McClain, TVUPack® has enabled Key Code Media to deliver creative broadcasts as a critical piece of their marketing efforts and overall business strategy. "TVUPack® has completely changed the way we reach our customers and communicate with industry professionals," said McClain. "From the very first time we used the TVUPack® from the rooftop of our Seattle office, we were blown away with the reliability of the TVUPack®'s signal strength and ended up doing the entire broadcast from there. Simply because it was really impressive and we were able to," McClain explained.

According to Key Code Media, TVU customer support is a compelling reason for using a TVU Networks® product. "The support we receive from TVU Networks® is awesome. As with any innovative technolo - gy, sometimes there are minor issues. If we run into any problems, we call TVU support and they respond and resolve the issue immedi- ately. There is no problem the support team hasn't been able to resolve right away to get us back up and running. Having that kind of worry-free solution in place no matter where we are broadcasting from, is crucial," said McClain.

About TVU Networks:

TVU Networks® is a technology and market leader in IP-based live video solutions. TVU's solutions help transform broadcasters' SDI-based operations - which include acquisition, transmission, routing, distribution and management - to an IP-based infrastruc- ture. TVU® serves customers of all sizes in more than 80 countries from industries that include news broadcast, web streaming, law enforcement, sports, corporate and government. In broadcast mar- kets around the world including the USA, China and other major economic powers, TVU® is the dominant market leader with more than half of all news broadcast stations using its IP video solutions, which include TVU One™ and the award-winning TVUPack® mobile live cellular transmitters. Using its proprietary IS+ technology, TVU's uplink solutions use any combination of cellular, satellite, microwave, WiFi and Ethernet IP connections to deliver live HD video from prac- tically any location.

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