



# MediaHouse HD

*Independent Production Company Gains Competitive Edge Through Unmatched Video Quality, Agility and Compatibility with TVUPack®*

## Location:

Phoenix, Arizona

## Challenges:

- Needed a reliable uplink transmitter with multi-station compatibility
- Agile and flexible mobile solution
- Cost effective solution to deliver innovative live shots

## Benefits:

- Agility
- Cost savings
- Picture quality
- Receiver compatibility

## Challenge:

As an independent production company specializing in motion picture production, with work including television shows, news magazines, documentaries, advertising and marketing visuals, MediaHouse HD was searching for an innovative and competitive uplink solution, but wanted to ensure they were transitioning to a cellular transmitter compatible with major market stations and networks.

“Large networks often hire regional photographers like our team in Phoenix to cover stories, and we often compete with providers of traditional satellite truck services,” explained Beau Beyerle, Owner and Operator of MediaHouse HD. “In order to truly compete, MediaHouse HD needed a more agile, cost effective solution. Most importantly, we needed our transmitter to be compatible with the video receivers at broadcast stations so we could easily stream live video footage back to the station. In this line of business, broadcast equipment is built on the reputation it has in the field. We saw TVU equipment used all of the time and for that reason, we were compelled to reach out to TVU Networks.”

## Solution:

MediaHouse HD selected TVUPack as its mobile IP video uplink solution to expand their live shot capabilities and increase compatibility with larger broadcast station receivers. According to Beyerle, becoming part of the TVU Networks system has enabled the freelance production team at MediaHouse HD to go live from anywhere in the world and stream directly to a receiver at virtually any station in any major market.

“When we reached out to TVU to discuss the advantages of a freelance production company or a freelance photographer using transmitter packs to support their customers, we were blown away by the possibilities,” said Beyerle. “MediaHouse HD has always been at the forefront of broadcast technology innovation and we knew we needed a next-generation solution to compete effectively and to work seamlessly with the companies reaching out to hire our team. TVUPack drives our marketability as a company and keeps us ahead of the competition.”

Since deploying TVUPack, MediaHouse HD has used the solution to go live from a number of live events including the College Football Playoffs, Good Morning America and several major national news events.

## Benefits:

For MediaHouse HD, the biggest benefits of TVUPack have been the large network compatibility, picture quality and reliability the pack provides. According to Beyerle, the TVUPack's increased agility and flexibility have also been key differentiators. "TVUPack gives us a whole new level of agility. With TVUPack, one member of our team can grab the backpack, hit the road and get the story for a major news network faster than ever before," explained Beyerle. "It is a huge competitive advantage for us to have everything we need in a lightweight backpack and it makes MediaHouse HD the production team the stations call when they need a story and they need it immediately. In this line of work, it doesn't get better than that."

## 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 infrastructure. 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 markets 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 practically any location.