

# EVS Cerebrum with TVU MediaMesh®

## Broadcast Control And Orchestration System For Broadcasters And Content Distributors

### Broadcast Control and Orchestration at Scale in the Cloud

TVU Networks and EVS have partnered to unify on-premises and cloud-based control for modern broadcast operations. By integrating EVS Cerebrum with TVU MediaHub™, broadcasters gain seamless routing and orchestration across IP, SDI, and hybrid infrastructures—through one intuitive interface.

Designed for broadcasters and service providers managing complex live productions, this joint solution simplifies signal control and monitoring across every workflow. Operators can automate tasks, manage routing in real time, and access TVU's cloud-based MediaHub as naturally as a traditional SDI router.

The result: greater efficiency, interoperability, and flexibility for live production environments—from sports arenas and news studios to remote and multi-site operations.

### Solution Overview:

EVS Cerebrum provides unified control and monitoring across IP, SDI, and hybrid broadcast infrastructures through a single, customizable interface. It empowers operators to manage their entire technical environment—routing, configuring, and orchestrating live production workflows with precision and efficiency.

Its scalable architecture adapts seamlessly from small studios to large, multi-site operations, automating complex tasks and ensuring consistent reliability. With over 350 third-party integrations and support for open standards such as NMOS and RDS, Cerebrum delivers true interoperability across any device or signal type, including SDI, ST 2110, NDI, Dante, and KVM.

When combined with TVU MediaHub™, Cerebrum extends its control and routing capabilities into the cloud. The result is a cohesive, hybrid production environment that unites traditional broadcast control with cloud agility—simplifying operations and maximizing flexibility for live productions anywhere in the world.

### Benefits:

- Unified Control Interface
- Seamless Hybrid Workflows
- Automation & Efficiency
- Broad Interoperability
- Scalable Architecture
- Familiar Architecture
- Long-term Reliability
- Cloud-Ready Expansion

### Contact:

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## EVS Cerebrum with TVU MediaMesh®

### How it works:

EVS Cerebrum integrates with TVU MediaHub™, extending traditional on-premise broadcast control into the cloud. Through Cerebrum's API, operators can route signals to and from TVU's MediaHub just as easily as they would through a standard SDI router—without changing their existing workflow.

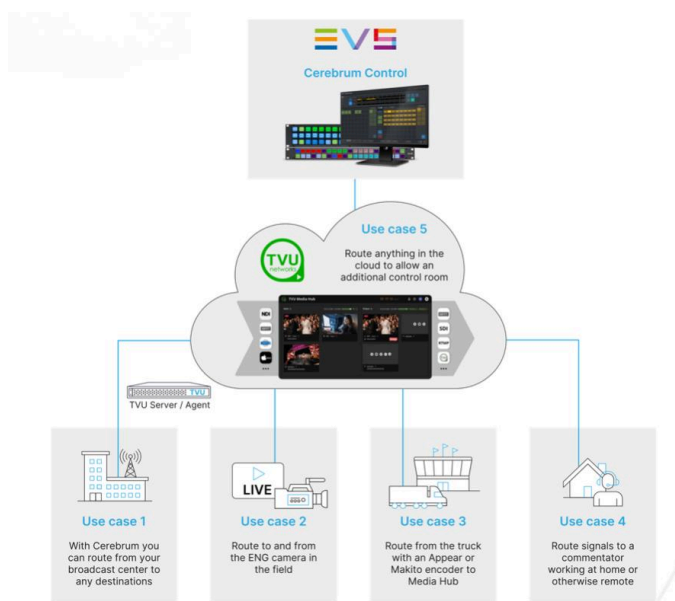
The integration enables unified control of both physical and cloud-based routing from a single interface. Using Cerebrum's customizable dashboards and generic device licenses, broadcasters can automate routing commands, monitor signal paths, and manage hybrid infrastructures seamlessly.

Cerebrum licensing is perpetual and covered under an SLA, ensuring long-term compatibility with evolving protocols and future expansions—delivering a consistent, reliable control experience across on-prem, remote, and cloud environments.

### From Any Location to Every Destination — Seamlessly.

With TVU MediaHub™, broadcasters can seamlessly extend EVS Cerebrum's control and routing into the cloud. The integration unifies traditional SDI and IP routing under a single interface, giving operators complete visibility and control across hybrid infrastructures.

Together, TVU MediaHub and EVS Cerebrum simplify live production management, automating complex workflows and enabling consistent, high-quality delivery across any location or format—all with the reliability of on-prem control and the scalability of the cloud.



### Solution Use Cases:

Centralized hybrid control for live broadcast operations across studios, stadiums, and remote sites — enabling seamless orchestration and routing between SDI, IP, and cloud environments.

Streamlined multi-site production management for large-scale live events — monitor, configure, and automate routing across global broadcast networks.

### Joint Solution Highlights:

**Unified Hybrid Control:** Seamless control and orchestration of on-premises, IP and cloud workflows.

**Cloud-Native Efficiency:** CPU-only, cost-effective, and seamlessly integrated into TVU MediaMesh.

**Flexible Access:** Pay-as-you-go or subscription, used only when needed for global live events.