VideoFlow and Sencore Make Public IP Connections

Reliable For Live Professional Video Delivery

See a LIVE Product Demonstration at NAB 2015 Booth SU 11124

Rosh Ha'ayin, Israel and Sioux Falls, SD, USA -- 5 March 2015 – VideoFlow and Sencore have successfully completed extensive interoperability testing using the VideoFlow DVP (Digital Video Protection) to deliver stable, high quality video with extremely challenging connections using Sencore's flagship MRD receiver decoder series.

"Professional broadcasters are constantly looking for ways to cut costs without cutting quality," explained Jeff Briden, Vice President of Product Management at Sencore. "An obvious move is to replace expensive dedicated connections with lower cost, unmanaged ones such as the Internet, but you invariably lose quality with lost packets, jitter, etc. that degrades video to unacceptable levels. There are several companies claiming to have a technological solution to solve this so we tested them all in real world conditions. VideoFlow's DVP performance was excellent and was approved to be fully interoperable with our complete line of receiver decoders."

A WiMAX wireless connection was used as the first access link, which had high latency and high bit rate fluctuations and was connected to the public Internet. The video stream was first monitored without any protection technology and there were a lot of disruption and lost packets. "We turned on the VideoFlow DVP and the improvement was dramatic – from unwatchable to stable and watchable without artefacts," said Briden.

Eran Shalev, VideoFlow's Vice President of Marketing, added, "The professional live video delivery over IP market is ready for prime time. VideoFlow has developed technologies to make IP networks reliable for live video delivery by ensuring uninterrupted, high quality, live video service. One of these technologies is the Prioritized Packet Flow (PPF). PPF is VideoFlow's 4th generation of Automatic Repeat reQuest (ARQ) that makes sure the video stream packets are not compromised by the packets retransmissions."

VideoFlow technology

Live video broadcast are sent as a continuous bit stream, which IP networks were never designed to handle, resulting in artefacts caused by packet jitter, and packet loss. More than a couple of seconds of latency is unacceptable by customers expecting to enjoy the excitement of live events like sport as they happen. VideoFlow's technology ensures that no packet is lost and the packet jitter caused by transiting the IP network is nullified. By doing so, it affords the opportunity to lower the costs of uninterrupted, live high, quality video service in place of existing, expensive solutions.

The DVP comes as a "Plug and Play" pair – a Protector, which stores the packets until it is certain that they have been correctly received, and a Sentinel which monitors the health of the video stream by watching for packet loss and requests packets to be resent from the Protector's cache only if required. This is ensured by VideoFlow's patents, which cover techniques to minimize the number of packets that have to be resent. VideoFlow's solution is highly flexible working with internet connections as slow as 200Kb/s or as fast as 800Mbps yet delivering the desired high quality. VideoFlow's patents also covers techniques to reduce bandwidth overhead to the minimum possible and to keep any delays at less than the two seconds, which is the maximum tolerated for true live broadcasts. VideoFlow's

DVP family of products enables the reduction of bandwidth requirements cutting operational costs compared to the current solutions.

Video demo at http://www.youtube.com/watch?v=u9ZjpjIlonU&feature=player_embedded

About Sencore

Sencore is an engineering leader in the development of reliable, cost-effective signal transmission and content monitoring solutions for the broadcast, cable, satellite, and IPTV markets. Backed by world-class customer service and support, Sencore's portfolio includes video contribution and distribution equipment, system monitoring and analysis solutions, and test and measurement instruments. Designed to meet the needs of an ever-changing industry, Whether IP based, multiscreen OTT or readying for HEVC and 4k Sencore solutions leverage the latest technology to ensure efficient delivery of high-quality video from the source to the home. More information about Sencore can be found at www.sencore.com. Contact is Joe Sucharda at 605.978.4728 or email at joe.sucharda@sencore.com

VideoFlow www.video-flow.com

VideoFlow is a leading provider of proven, cost effective, easy to use, and scalable solutions to ensure uninterrupted, secure, live, broadcast-quality video delivery over any IP network. It provides continuous service from OB Vehicles to the NOC, reduces International TV channel/network distribution costs, improves teleport margins through higher network utilization, slashes OTT video contribution costs and reduces access costs to cloud-based video services. The VideoFlow product portfolio guarantee highest video quality over any network or infrastructure, managed or unmanaged, including fibres, DSLs, satellite links, microwave links, Wi-Fi, and cellular. It is encoding/decoding technology as well as video resolution independent handling MPEG2, H.264, and HEVC, at any resolution including SD, HD, 4K, and 8K. VideoFlow solution is equipment vendor independent, working with any broadcast equipment vendor of your choice. VideoFlow product portfolio is a solution widely adopted worldwide.

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