



# Broadcasting Centre Europe



Broadcasting Center Europe (BCE) is a leader in media services, system integration and software development in the areas of television, radio, production and postproduction, telecommunication and IT.

With its extensive experience in the media market, our team provides high-quality services and will always find the solution that matches your project and budget.

With more than 200 highly qualified and motivated people, BCE serves about 400 clients in various sectors, such as TV channels, radio stations, film distributors, producers, advertising companies, telecommunications operators and public services.



## CHALLENGE

Moving your enterprise is rarely an easy task but imagine being responsible for moving one of the largest broadcasting centres in Europe to new premises. The actual distance from old to new may only be 500ft. but the number of elements to consider would be overwhelming for most. You have new studios for television broadcast, production, post-production, radio, transmission, multimedia and IT, as well as resident partner broadcasters. Coverage is across most countries in Europe and as far away as Australia. Your challenge is to move all these functions, improve workflow, continue 24/7 broadcasting operations and stay within budget.

Introducing **Broadcasting Centre Europe (BCE)** part of **RTL Group**, and Mr Franz Voss, Project lead, BCE. If you've consumed media (even fleetingly) in Europe, it's likely that it's been through part of the BCE infrastructure. From ingest to storage and all the way through to transmission this infrastructure is now entirely IP based. That is why BCE are called '**Pioneers of the IP Media World**'.

## SOLUTION

After reviewing the possibilities, BCE opted to work with **Intronics**. Having met several times with Yves Van Hullebusch and Thomas Rouw, project management Intronics, they were impressed with their proof of concept work, experience and expertise in dealing with KVM, IP and broadcast infrastructure.

Together, BCE and Intronics chose the **AdderLink Infinity**, an IP-based high performance KVM solution from Adder Technology. This IP-based KVM solution directly benefits and connects every broadcasting function in the building. And of course was the most obvious choice considering BCE's intention to go all IP.

Using the common copper and fibre IP network with the IP-based AdderLink Infinity KVM, each broadcast function and every operator were connected. This enabled more efficient workflows, improved ergonomics, flexibility in setup, scalability in size, more systems on the same network, introduced multiple levels of redundancy and conquered previous distance limitations.

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The solution kit included two AdderLink Infinity Managers (A.I.M.), approximately 500 AdderLink Infinity end points as well as multiple Adder CCS-PRO4 switches, AV4PRO-DVI and Adder RED-PSUs.

The KVM network consists of 2 CORE switches ICX7750-48 in separate racks, and 40 SATELLITE switches. All endpoints are connected to both stacks for bandwidth and resiliency. Specific requests like packet loss monitoring and a level 3 network layer, were engineered by Adder in consultation with BCE and Intronic.

**Scalable:** the AdderLink Infinity solution can scale from 2 to an infinite number of end points, easily adjusting to business needs without a cliff edge in hardware.

**Improved flexibility:** multiple people and working groups can connect to any of the systems they need.

**ROI:** the existing fibre and copper network infrastructure is used and scaled to the needs of the business.

**More efficient workflows:** operators and user stations can access multiple systems from one location.

**Improved ergonomics:** computers are removed from the user environment with only a single keyboard or mouse required to access any number of systems

**Multiple systems, one network:** standard IP networking infrastructure allows multiple systems on the same network. All available via the AdderLink Infinity KVM

**Multiple levels of redundancy:** Adder solutions offer network and power redundancy options

**No distance limitations:** other KVM solutions are limited in their distance abilities. This is not the case with the IP-based, AdderLink Infinity.

## RELATED PRODUCTS

Adder offer a vast range of products to suit your needs. Other products available include:

ADDERLink INFINITY 1002  
ALIF1002/P; ALIF1002/R;  
ALIF1002/T



ADDERLink INFINITY dual  
ALIF2002/P; ALIF2000/R;  
ALIF2002/T



ADDERLink INFINITY  
Manager (A.I.M.)  
ALIF-AIM



ADDER CCS-PRO4  
CCS-PRO4



Franz Voss of BCE added 'We were looking for a high quality, easy to use and highly resilient solution that we could implement in small steps from the beginning of our project and that would be able to grow dynamically with equally small steps in the future.'

'The choice for an IP-based solution was obvious due to the requested flexibility, in line with our decision to go for IP on all other levels, including our SDI infrastructure. During the RFP process, Intronic teaming with Adder, proved to be the best choice for this huge endeavour and both showed a very high level of expertise and professionalism throughout the project.'

Yves Van Hullebusch of Intronic commented, 'We are proud to have been chosen by BCE as their partner and were excited to work on this important project. BCE and specifically our main contact, Franz Voss, are very skilled in preparations.'

'Throughout the project, the expertise and knowledge BCE showed, was first-rate. In close collaboration, we offered the most flexible KVM system in a very demanding setup.'

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