



Rede Globo is one of the largest media companies in the world and produces around 2,400 hours of entertainment and 3,000 hours of journalism per year in Brazil.

# Globo TV



## Globo TV

Launched in 1965 and with headquarters now in Rio de Janeiro, Globo TV has established itself as a leading content producer, gaining the respect and trust of millions of viewers. Globo TV strives to attract, entertain and pull together viewers from all over the world with original content and high quality production values.



## CHALLENGE

Following successful installation and use of the AdderLink Infinity solution into the audio editing rooms of TV Globo the need to improve the workflow of the post-production control center was also identified.

The primary functions of this control center are to monitor, manage and store all of the feeds that come into the center as well as the associated computers that are dedicated to this media transfer process. These computers are currently located at separate stations around the control centre and each person has to physically attend the computer in order to be able to monitor and manage progress.

A solution that would streamline this process, allow operators to manage the 25 ingest computers from 6 different locations and display all or designated ingest streams on a video wall was sought. This solution would remove the need for users to physically move between the 25 machines by switching between them from a single location.

Rodolpho Cabral (Broadcast systems project engineer) and Heliosa Bezerra (Technical Support Engineer) are part of the TV Globo Technology Team and were integral to the systems design and implementation.

## SOLUTION

The TV Globo technology team looked at all available AV extender and KVM options and then decided upon the IP based AdderLink Infinity Matrix solution. This comprised 2 AdderLink Infinity Managers (AIM), 25 AdderLink Infinity (ALIF) transmitters and 6 ALIF receivers.

The ALIF solution provides pixel perfect AV and USB extension with instant switching between computers, dual link resolutions, dual cabling performance and failover provided by the dual AIM servers (primary and slave).

The physical computers are now located in a separate room from the control centre which frees up space in the user area as well as centralising computers together for the benefit of climate and security. 25 ALIF transmitters are connected to the required 25 computers in the server room which then extend, via their standard IP network, to the 6 user stations, each with an ALIF receiver.

Both AIM units are positioned in the server room with the computers and allow full management of all ALIF units on the network. The second of which acts as backup to instantly take over should the unexpected happen. Each user position now has the capability to switch between all computer sources, pull and push content at the push of a button defined by presents and channels.

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audio editing rooms. "It's very rewarding to have a customer return for a follow up project. It was great working with the TV Globo tech team again who were handling the install. This was a straightforward addition to their existing IP network." "They also had a USB switch option, feature request which we have been looking at integrating into the ALIF solution".

## RESULT

The customer was very pleased with the results regarding workflow, ergonomics and reliability. Operators now, no longer need to physically move between the computers to manage them. With the AdderLink Infinity solution they can now access all the computer resources from a single location with a single

keyboard and mouse. This has refined and speeded up the process.

Account manager and liaison for the project, Rafael Serrano added that he had worked closely with the TV Globo tech team on this installation as well as the previous project installed into the

## FEATURES

- View a 2560x1600 or two 1920x1200 resolution sessions
- Plug and play
- View, access and switch your computing resources remotely
- USB True Emulation - supporting almost any HID device including graphics tablets, 3D explorers, custom keyboards and mice, etc
- Switch to any connected computer via intuitive on screen menu
- Digital stereo audio, 2 way communication (speakers and microphone)
- Fanless

## 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



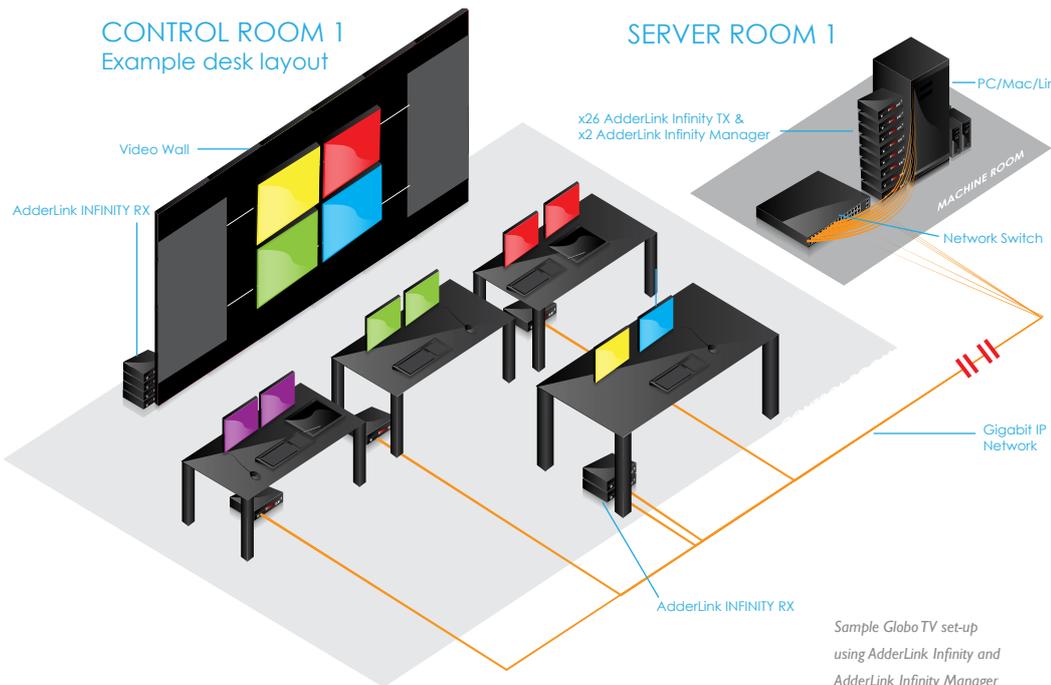
**ADDERLink INFINITY Manager (A.I.M.)**  
ALIF-AIM



**ADDER CCS-PRO4**  
CCS-PRO4



## CONTROL ROOM 1 Example desk layout



Sample Globo TV set-up using AdderLink Infinity and AdderLink Infinity Manager

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