

# How CBC/Radio Canada Transitioned from SDI to IP-based Infrastructure while Pioneering Upgrade to SMPTE 2110 Standard



## Business Objective

- To transition from SDI to IP-based infrastructure amid relocation to CBC's new broadcast center.
- To become one of the first North American broadcasters to upgrade to SMPTE 2110 suite of standards.



## Solution

End-to-end solution featuring encoding/transcoding, multiplexing, receiving, and monitoring and network management via:

- Virtualized Digital Content Manager (vDCM)
- Video Network Service Manager (VSM) management solution
- PowerVu Professional Receiver



## Outcome



Transitions to a software-based solution with redundancy in parallel with CBC data center relocation



Leads the way in upgrading to latest SMPTE 2110 standard with no quality downgrade



Harnesses robust state-of-the-art technology accompanied by exceptional customer service



Deepens Synamedia-CBC professional relationships at engineering/product management/sales levels to provide customer with greater, long-term value

New CBC/Radio-Canada building in Montreal  
(rendering courtesy Broccolini Real Estate Group)