

Ingest, process, and deliver live and on-demand premium content at scale

With traditional hardware functions and systems increasingly moving to the cloud, it's only a matter of time before content and service providers adopt cloud-based video workflow solutions. The cloud's cost, speed, and scaling benefits are clear and convincing. However, migrating workflows to the cloud while achieving the same service availability as broadcast live TV is challenging. That's why you need a service that not only enables you to move to the cloud easily, but also ensures that you avoid pitfalls on the way.

Transform your media business

As the video industry continues to evolve rapidly, broadcasters, operators, and content provider platforms and operational processes are following suit; the time for a transformation of your media business is now.

The continuously increasing consumer options to discover and consume content requires broadcasters, operators, and content providers to seamlessly deliver content across a wider range of formats, locations, and devices. Increasing competition, digital innovation and a changing society as shown during COVID-19 pandemic are additional challenges that cannot be ignored and yet it also creates massive opportunities for your business.

Leveraging the latest video processing and distribution innovations to keep technological pace, your platforms and processes must also adapt to changing budgetary environments and rising viewer expectations on video quality of experience.

The Cloud will play a key role in this paradigm shift, and leveraging existing on-premises assets with Cloud capability will be a critical success factor for the years to come.

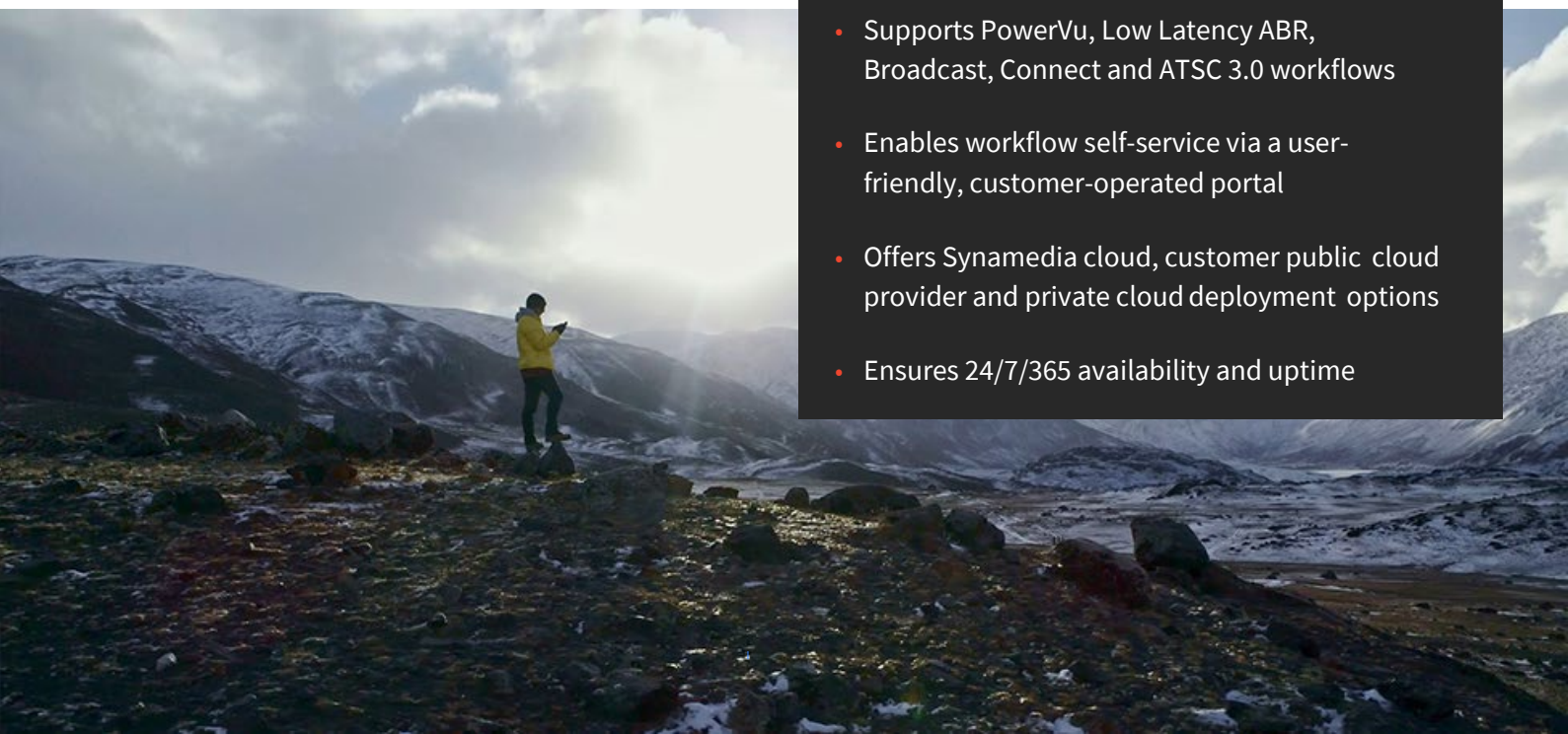
VIVID Software-Defined Video Workflows is our answer to these challenges, and our solution to allow you to capture the transformation opportunity.

VIVID Software-Defined Video Workflows offer greater flexibility and constant access to innovation to facilitate this evolution. VIVID workflows power the transformation of your video infrastructure with an innovative approach for creating, deploying, and operating video workflows in any environment.

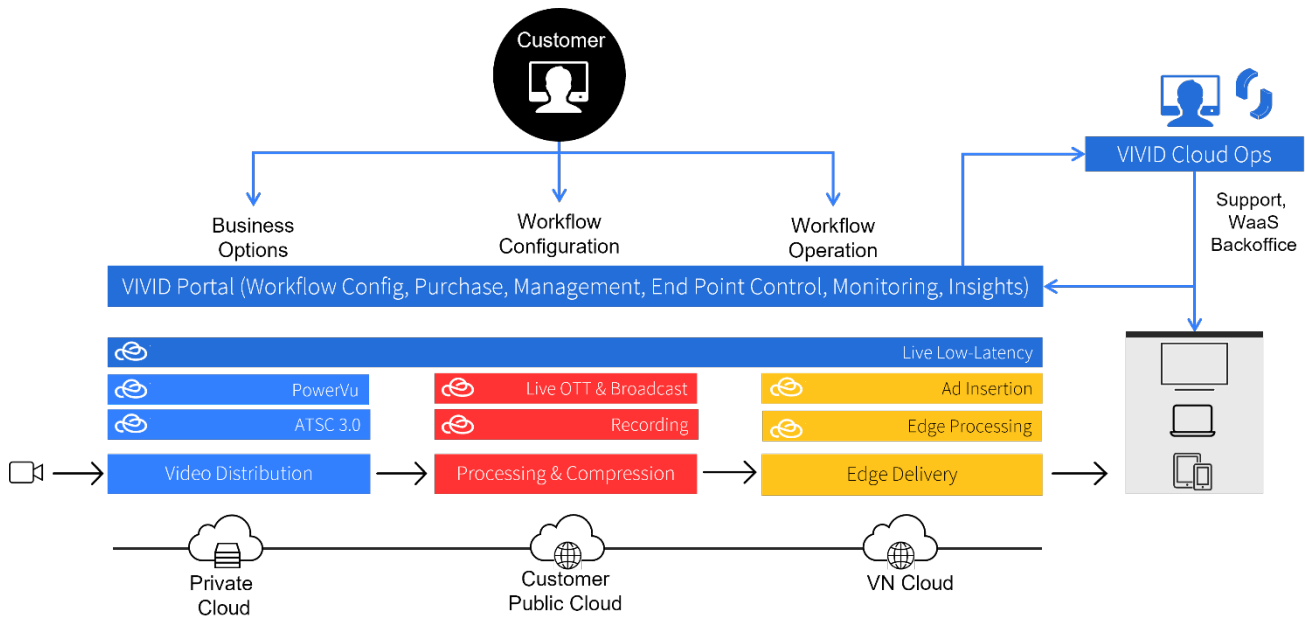
Power to you. VIVID provides a wide range of templated workflows and flexible deployment models which can be customized to customer needs. Combined with a cloud-based control and monitoring portal, the offering meets the most demanding functional and operational requirements.

Highlights

- Manages and monitors cloud-based media processing service – from source to distribution
- Supports PowerVu, Low Latency ABR, Broadcast, Connect and ATSC 3.0 workflows
- Enables workflow self-service via a user-friendly, customer-operated portal
- Offers Synamedia cloud, customer public cloud provider and private cloud deployment options
- Ensures 24/7/365 availability and uptime



VIVID Software-Defined Video Workflows



Features and Benefits



Innovate quickly and reduce time to market

- Supports a large set of templated video workflows
- Gain instant access to the latest innovations in the industry.
- Launch new services in minutes rather than months and accelerate revenue flow



Optimize your operational efficiency and flexibility

- Leverages multiple deployment options to drive business agility
- Portable workflows allow you to migrate at your own pace between private and public cloud
- Add optional operational services for complete peace of mind



Optimize and lower cost

- Pay for actual video consumption to ensure the highest cost-efficiency
- Save on infrastructure and workforce costs to reduce CAPEX and OPEX
- Eliminate dedicated network links and satellite transponders to minimize the total cost of ownership

About Synamedia Video Network Solutions

Synamedia's video network solutions enable media, web and pay TV providers to deliver pristine-quality broadcast and broadband video securely over any network to any screen. Anchored by the industry's most comprehensive processing platform and built with high-quality standards, our solutions ensure outstanding performance and reliability for over 1,000 customers worldwide. Synamedia's solution portfolio covers the entire video network chain – from distribution, through processing, to delivery – enabling you to offer outstanding value-added and personalized experiences while saving costs.

Next Steps

Learn more about [Synamedia's video network solutions](#).

For more information, [contact us](#).