Synamedia

Media Edge Gateway
Content Hand-off for Satellite, IP, CDN and cloud networks

Powerful and Flexible Edge processing for Affiliate Hand-off

With the transition from Satellite to IP, making the switch is no easy task. You must not only replace satellite infrastructure but also ensure seamless delivery over IP networks and CDNs, while managing complex affiliate hand-offs across diverse environments. As distribution models evolve, you need a solution that adapts to your workflows, whether centralized or decentralized. Synamedia's Media Edge Gateway is built for this flexibility, bridging satellite and IP workflows, streamlining affiliate content hand-off, and enabling scalable, reliable CDN delivery at the edge.

The Media Edge Gateway is your perfect partner for Satellite, IP, or Hybrid Distribution.

Flexible Edge Processing

The Media Edge Gateway (MEG) is a flexible, software-defined receiver equipped with powerful edge processing functions such as transcoding, regionalization, time delay, and blackout across satellite/CDN/IP networks. The platform provides cloud-to-ground and ground-to-cloud connectivity and tailors content handoff to meet the needs of affiliates and MVPDs

Satellite and Hybrid Reception

As broadcasters modernize their distribution infrastructure, the transition from satellite to IP is no longer a question of if, but how smoothly it can be achieved. Synamedia's Media Edge Gateway (MEG) is engineered to support this evolution with hybrid input switching that enables seamless reception from satellite, IP, or CDN sources. Its flexible architecture allows broadcasters to maintain satellite reception while gradually introducing IP-based delivery—enabling a frictionless, phased migration without service disruption

CDN Delivery

CDN delivery has become a cornerstone of scalable, high-performance video distribution. The Media Edge Gateway plays a pivotal role in this transformation—acting as a flexible, intelligent device that bridges traditional broadcast infrastructure with modern CDN architectures. By enabling localized content processing, caching, and adaptive bitrate support, MEG ensures low-latency, high-quality delivery across distributed networks. Whether feeding regional affiliates for passing through the signal or turning it around, MEG empowers operators to optimize bandwidth, reduce operational complexity, and scale CDN delivery with confidence.

Centralized Control & Monitoring

The Media Edge Gateway provides powerful local processing and offers centralized fleet control and monitoring via Quortex PowerVu to remove operational complexity.

Highlights

- Flexible content processing for Satellite-to-IP and CDN workflows, enabling seamless affiliate hand-off and regional customization.
- Modular architecture supports diverse deployment models—from centralized to distributed—ensuring adaptability across broadcast and broadband environment.
- Regionalization features with HTML5 graphics, ad insertion and format conversion.
- Advanced uncompressed and compressed handover formats covering SDI, ASI, SMPTE 2022-2, SMPTE 2110 and ARQ protocols .
- Advanced edge transcoding and format conversion.
- Centralized control and monitoring when combined with Quortex PowerVu.

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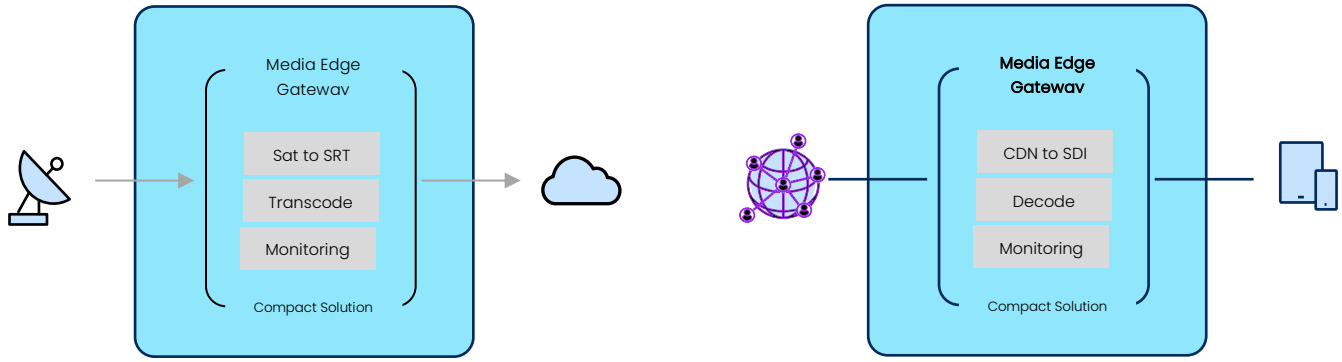

Features and Benefits

Flexible I/O and conversions

- Satellite, ARQ (SRT, RIST, Zixi), ABR (HLS, DASH) inputs
- Low latency transparent TS distribution over CDN
- Decode and transcode any resolution from UHD, HD and SD
- SDI, ST 2110, ASI outputs

Edge Processing

- Single 1RU unit or compact half 1RU form factor
- Utilize high availability (1+1) deployment to ensure continuous operations
- Decode or Transcode receive format for onward distribution
- HDR to SDR Tone Mapping, BT.2100 PQ (HDR10) > BT./BT.601

Regionalization

- HTML5 moving graphics overlay
- Regionalized ads
- Time Delay
- Format conversion

Control and Monitoring

- Powerful user interface
- Managed centrally using Quortex PowerVU

About Synamedia

Synamedia Iris is transforming advertising across the video industry. Synamedia delivers, enriches, and protects video. Our cloud-native and SaaS solutions empower customers to scale and monetize video services efficiently, ensuring low-latency delivery and exceptional image quality. Our Video Network portfolio includes video distribution, streaming, Edge CDN and multi-CDN management, monetization, ad insertion, cloud DVR (cDVR) and time-shift TV, video compression and processing, and cloud and IP transition.

Next Steps
To learn more about the Synamedia Iris advertising solution or to book a demo, contact us.