



# ST2110 Enabled Centralized Production

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# broad·cast<sup>3.0</sup>

[ 'brɔːdkæːst<sup>3.0</sup> ]

Broadcast 3.0 is based on the cornerstones of IP transport, software-defined processing, orchestration and seamless control of network resources, and automated workflows. This 3<sup>rd</sup> generation of broadcast infrastructure solutions raises production capabilities to a new level, enabling more efficient utilization of resources and smarter content creation.

What is ... ?



ST 2110

Centralized  
Production

**REMI**

Remote Production  
Cloud  
Production

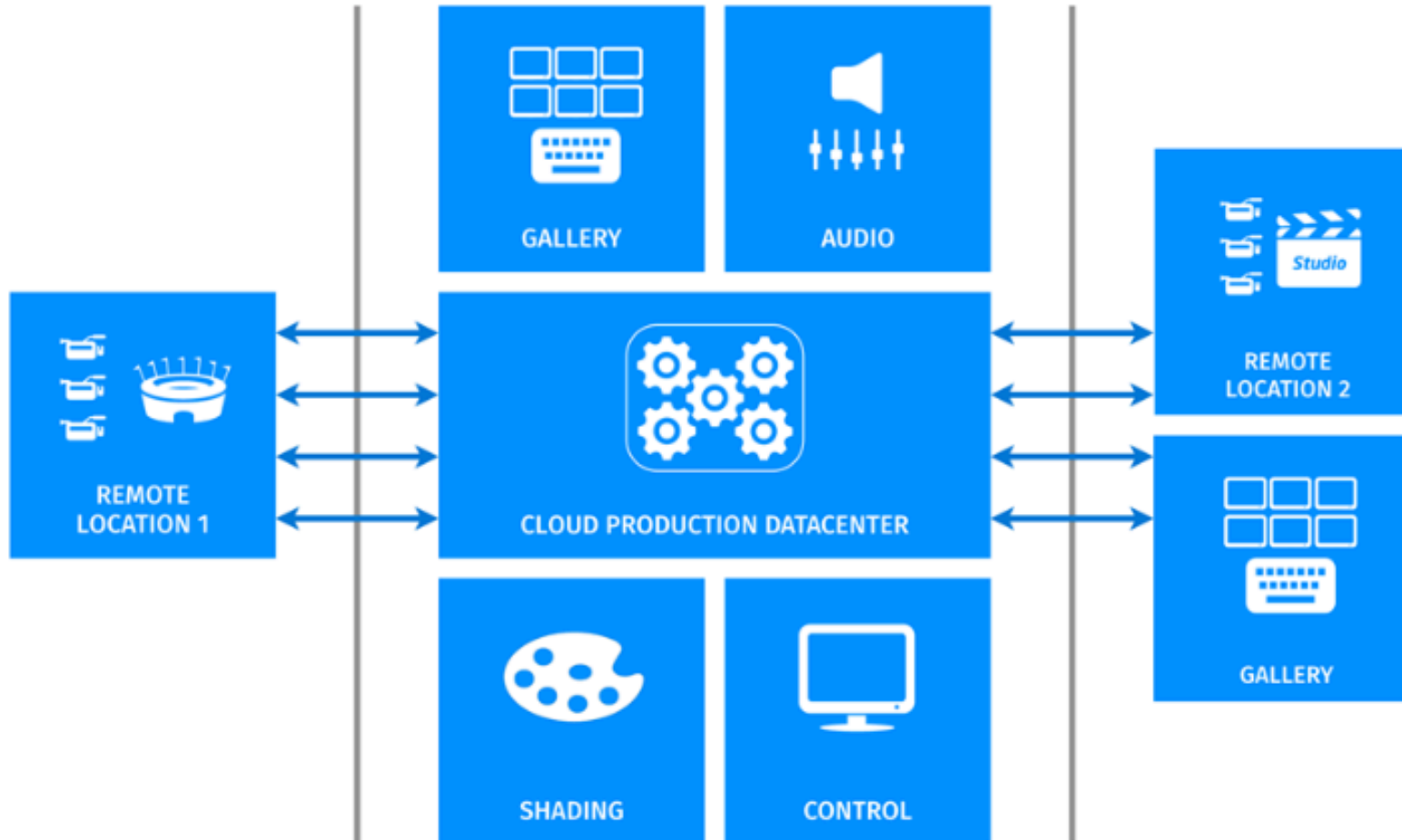
# Centralized Production

## NEP The Netherlands



# Centralized Production

## NEP The Netherlands



# Centralized Production

## NEP Data Hotel



# Centralized Production NEP AV Stageboxes





# Centralized Production NEP Production Control Room

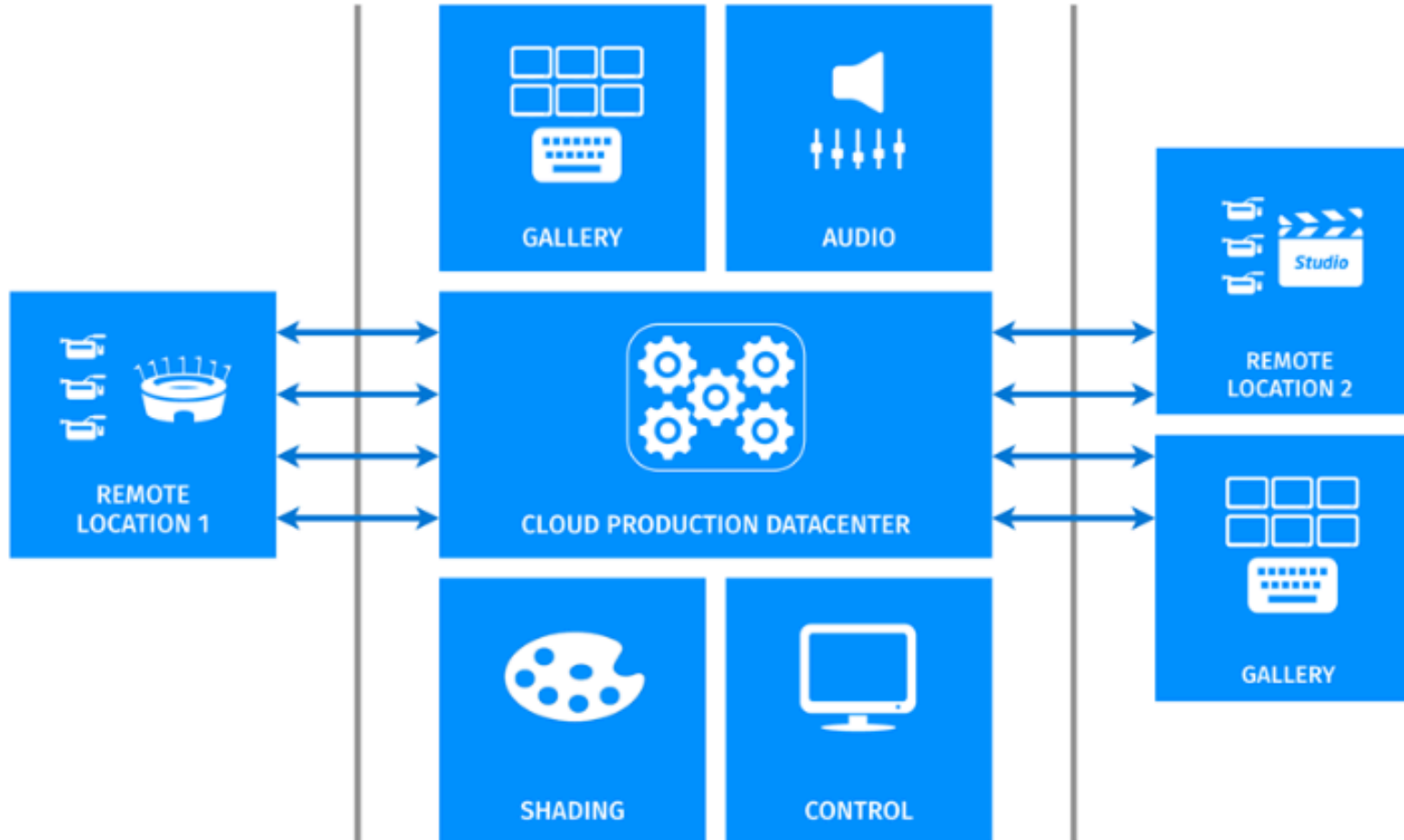


# Centralized Production NEP Sound Control Room



# Centralized Production

## NEP The Netherlands





# Centralized Production

## NEP – Behind Powerful Production

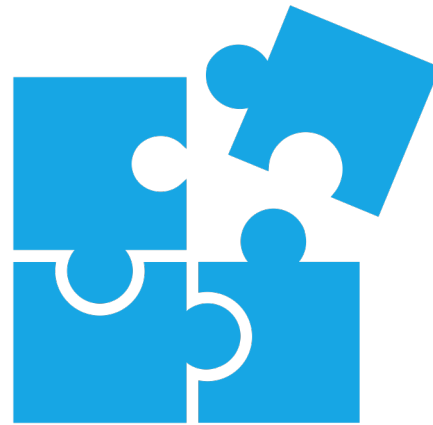


# Why does it matter?



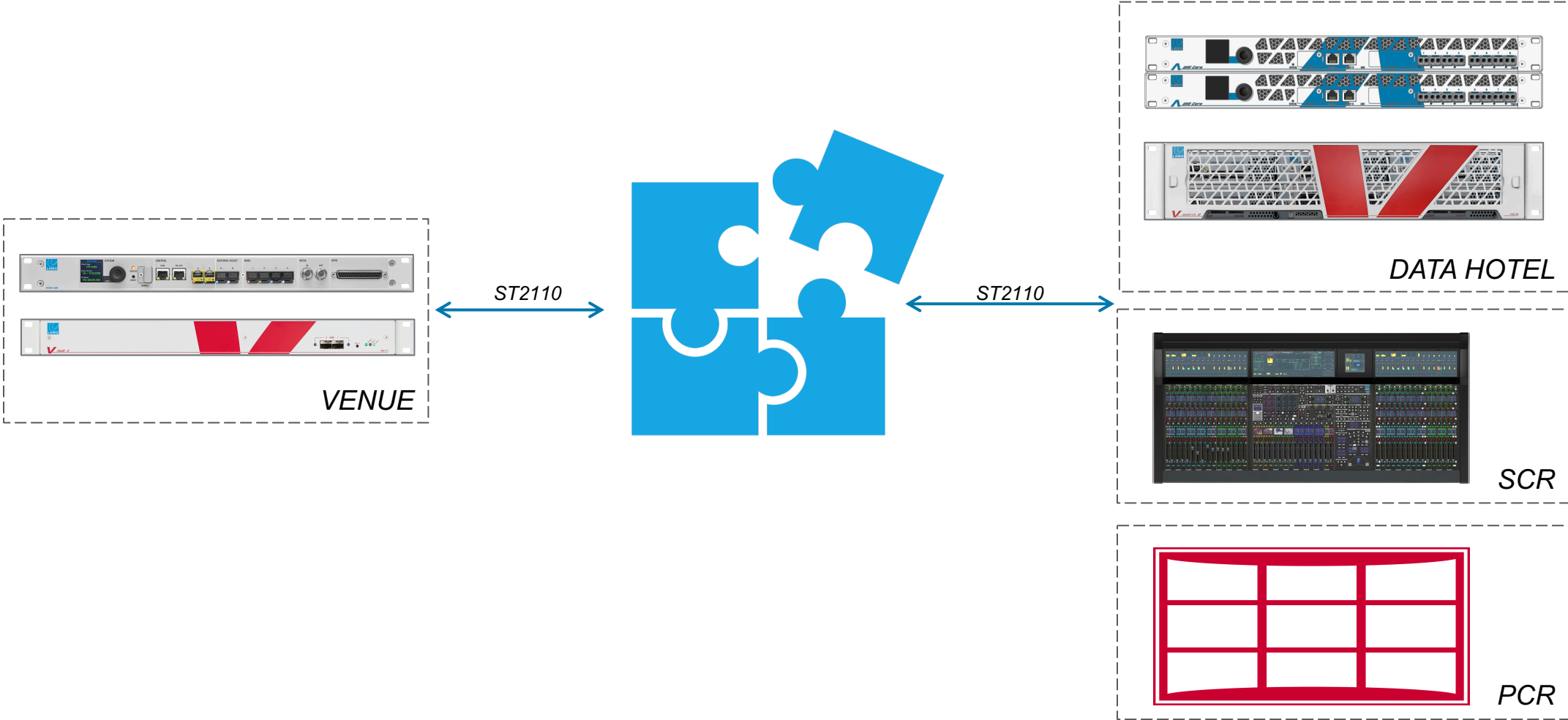
ST 2110

# Why does it matter?



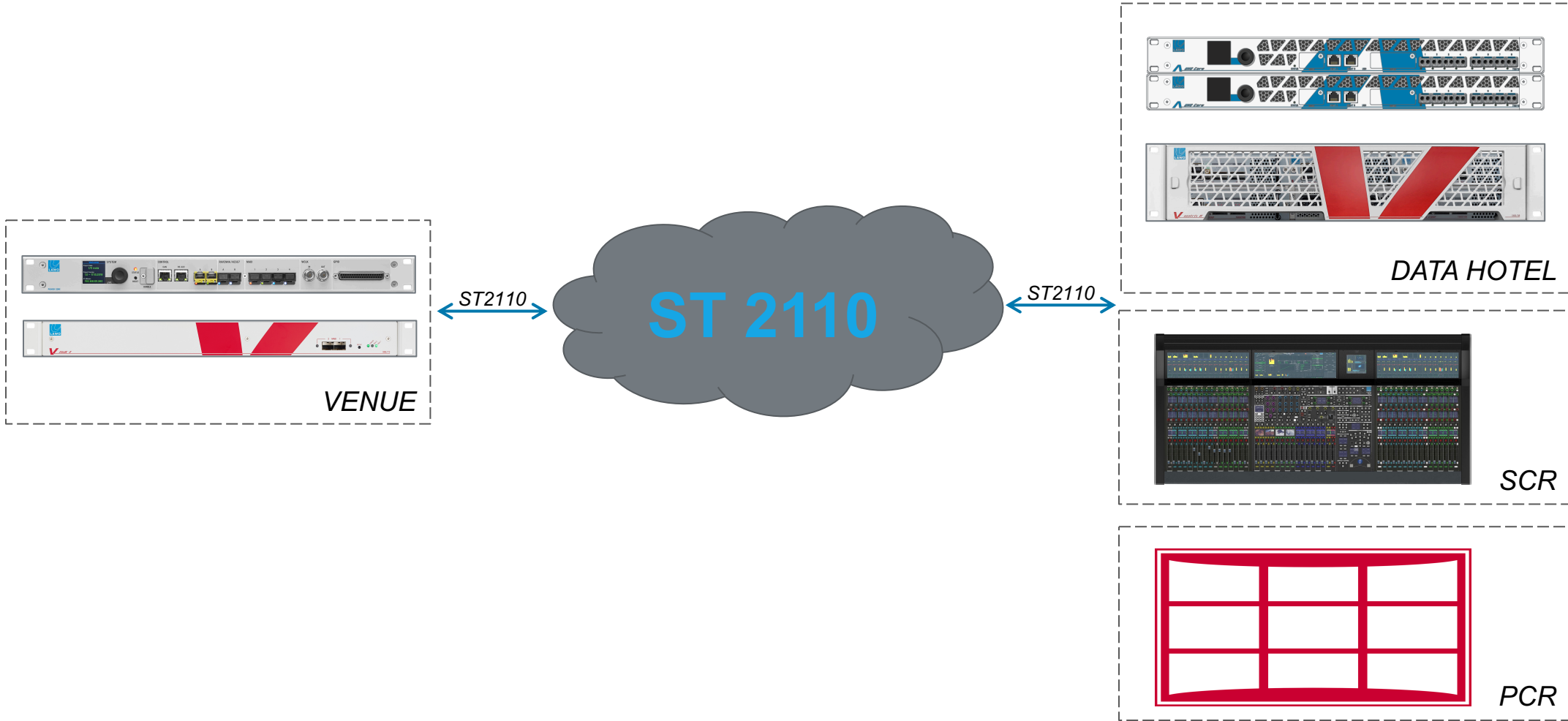
# Why does it matter?

It is one piece in the puzzle!



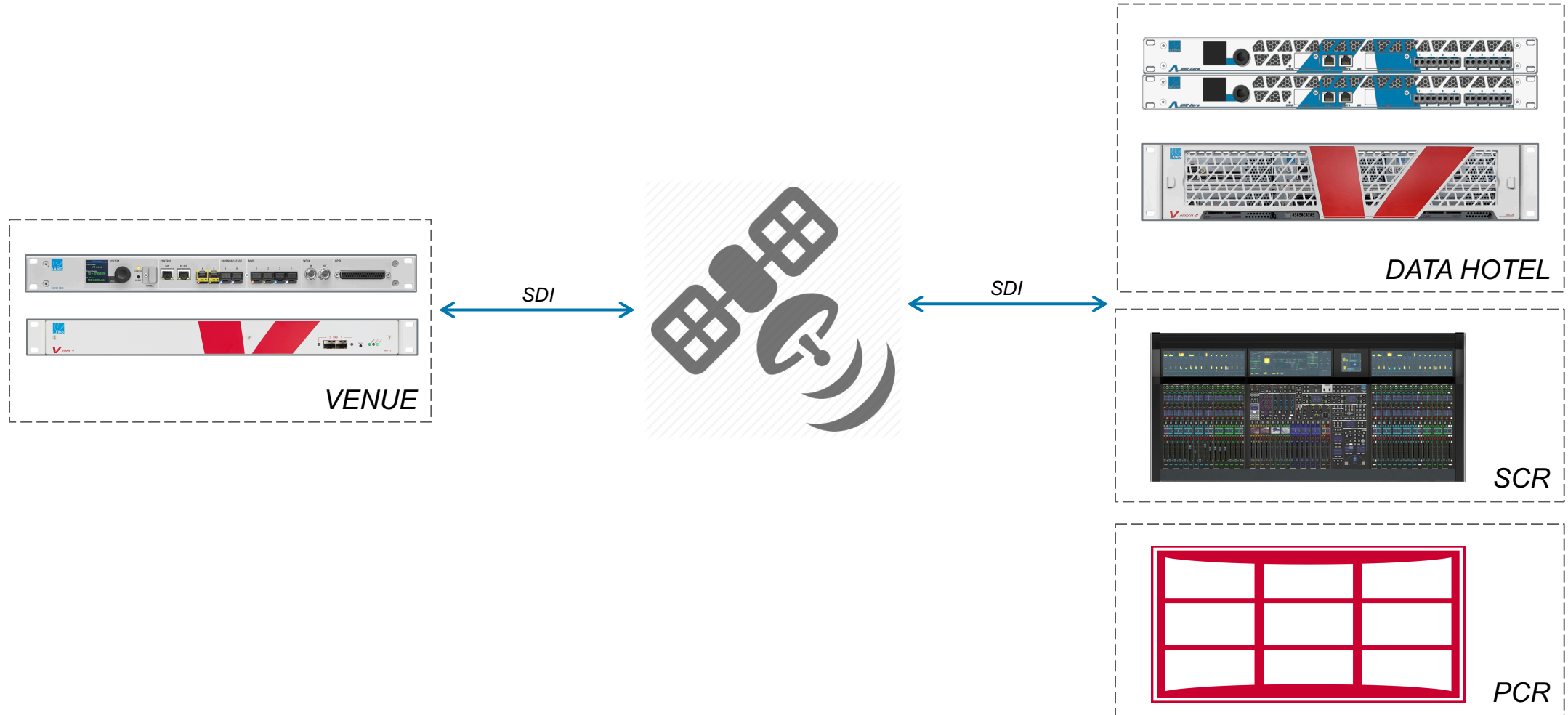


# Centralized Production ST2110 Enabled



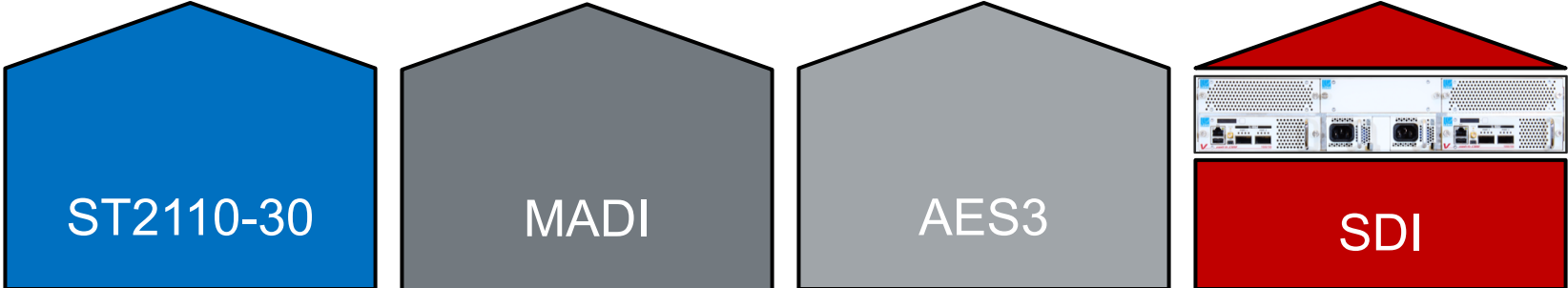
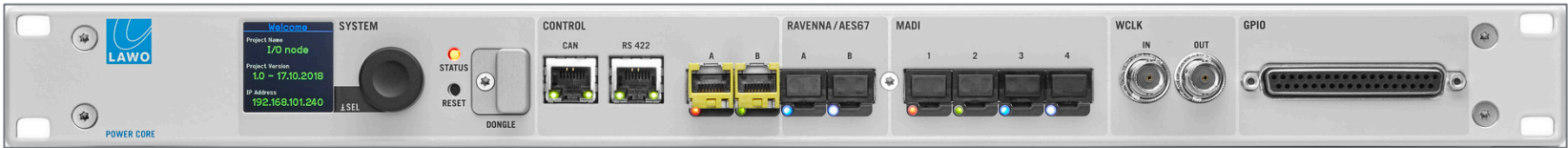
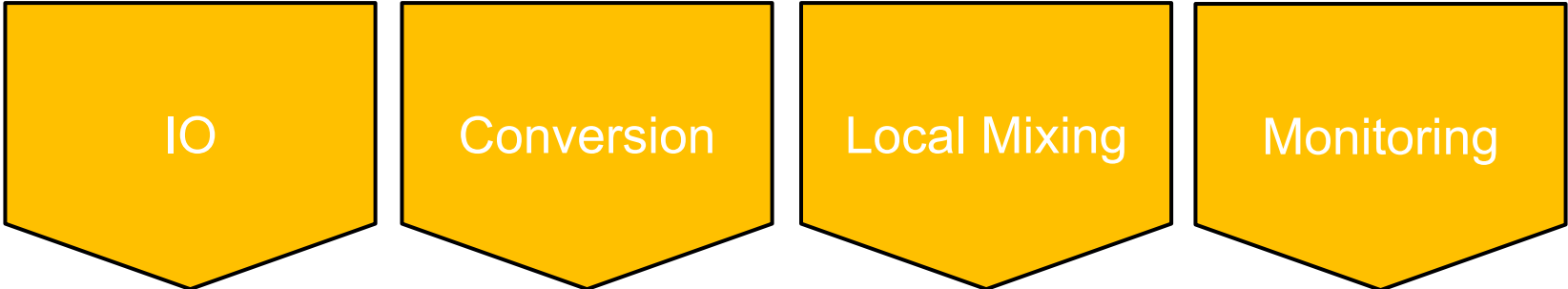
# Centralized Production

What if there is no network transmission channel?



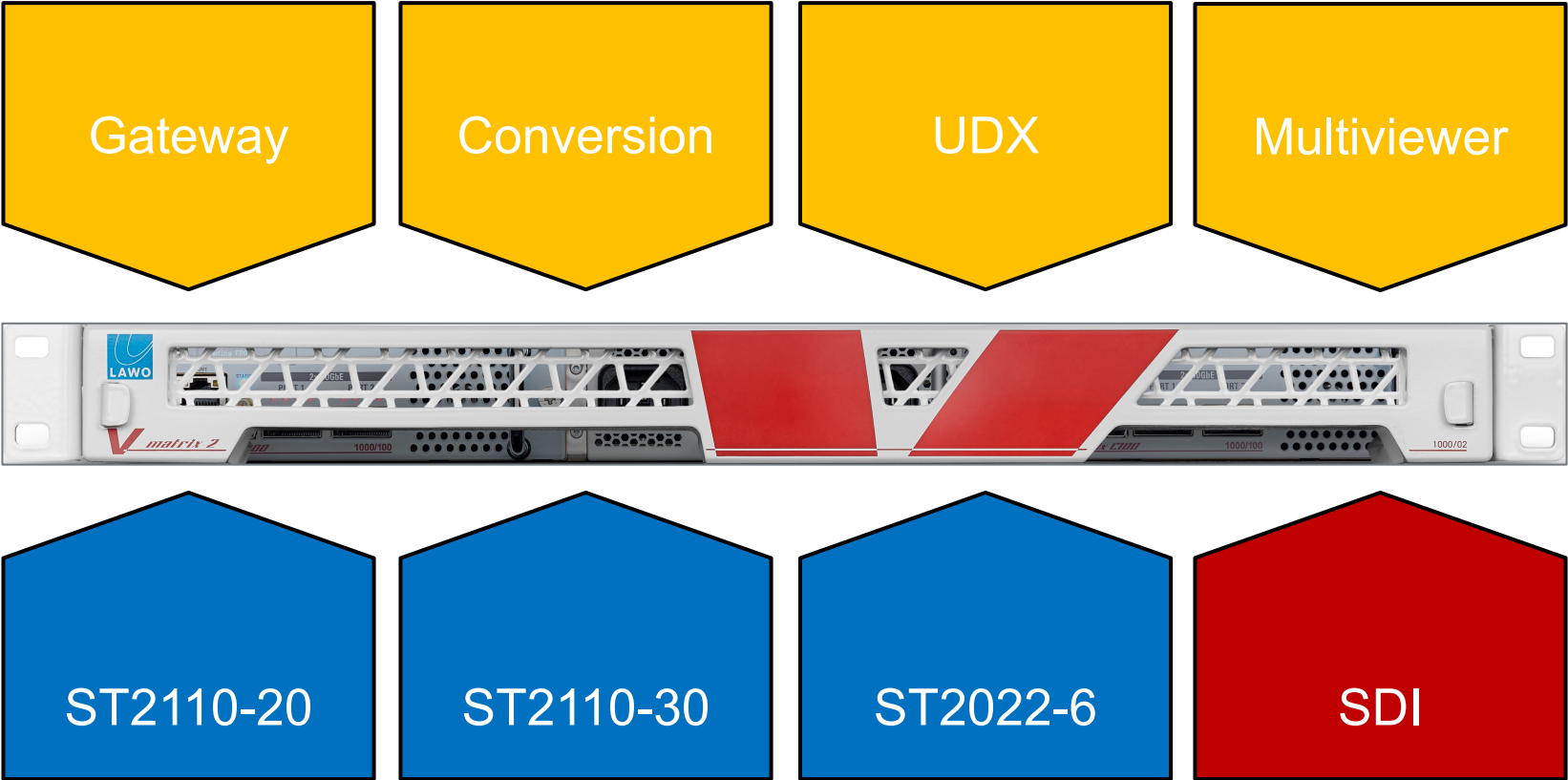
# Centralized Production

Avoid dedicated hardware!



# Centralized Production

Avoid dedicated hardware!



# Centralized Production



**PUSH THE LIMITS**

# Centralized Production

## NEP Mobile Datacenter Unit



# Centralized Production NEP iOB11



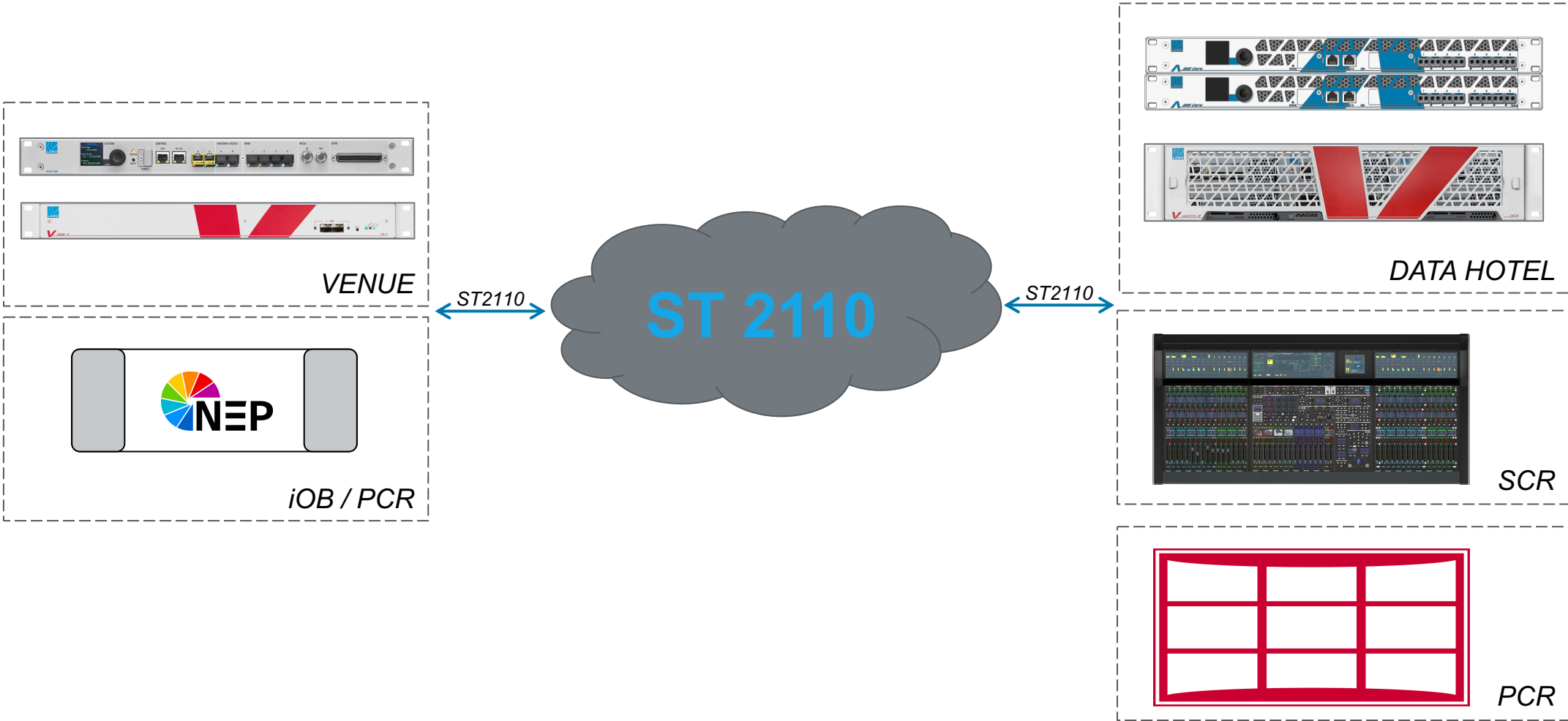
# Centralized Production

## NEP iOB11





# Centralized Production ST2110 Enabled



# OB Trucks NEP UHD2

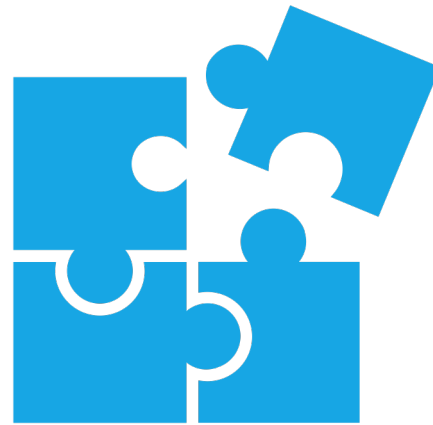


# Why does it matter?



ST 2110

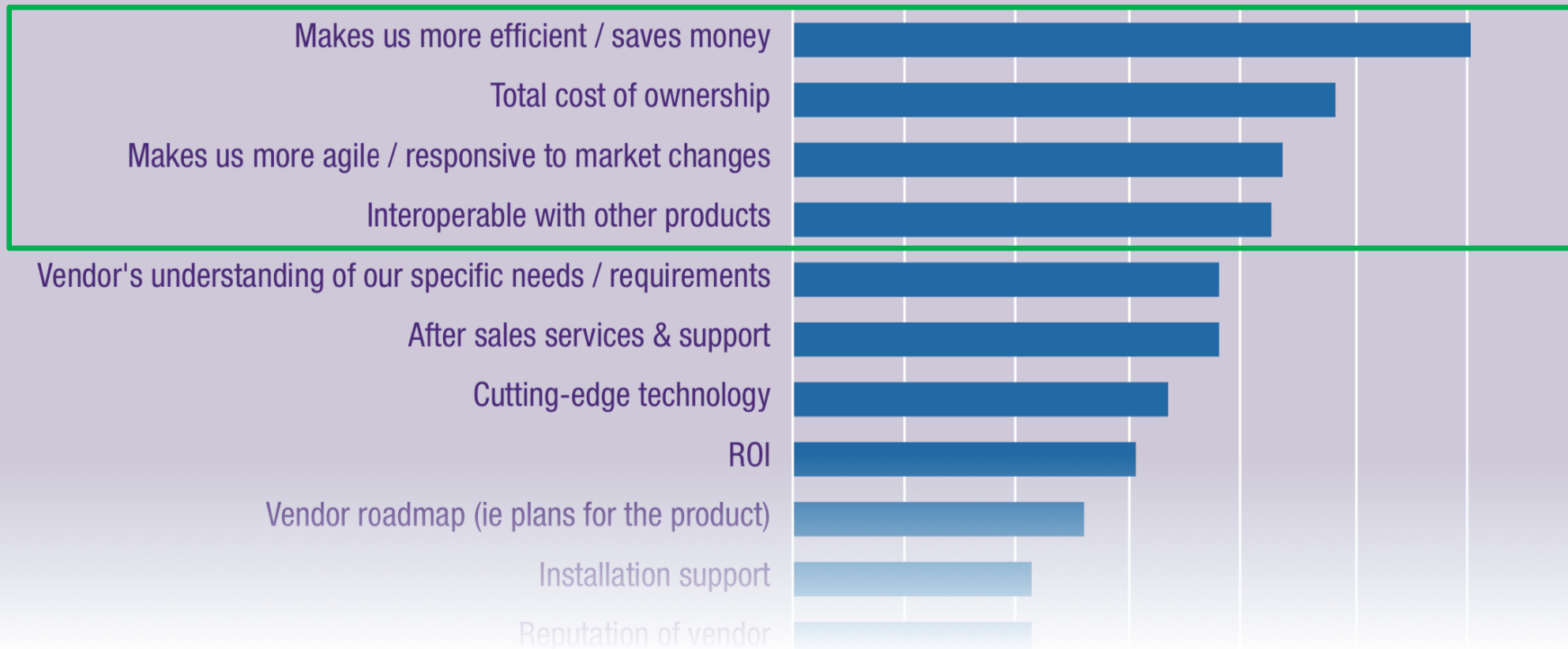
# Why does it matter?



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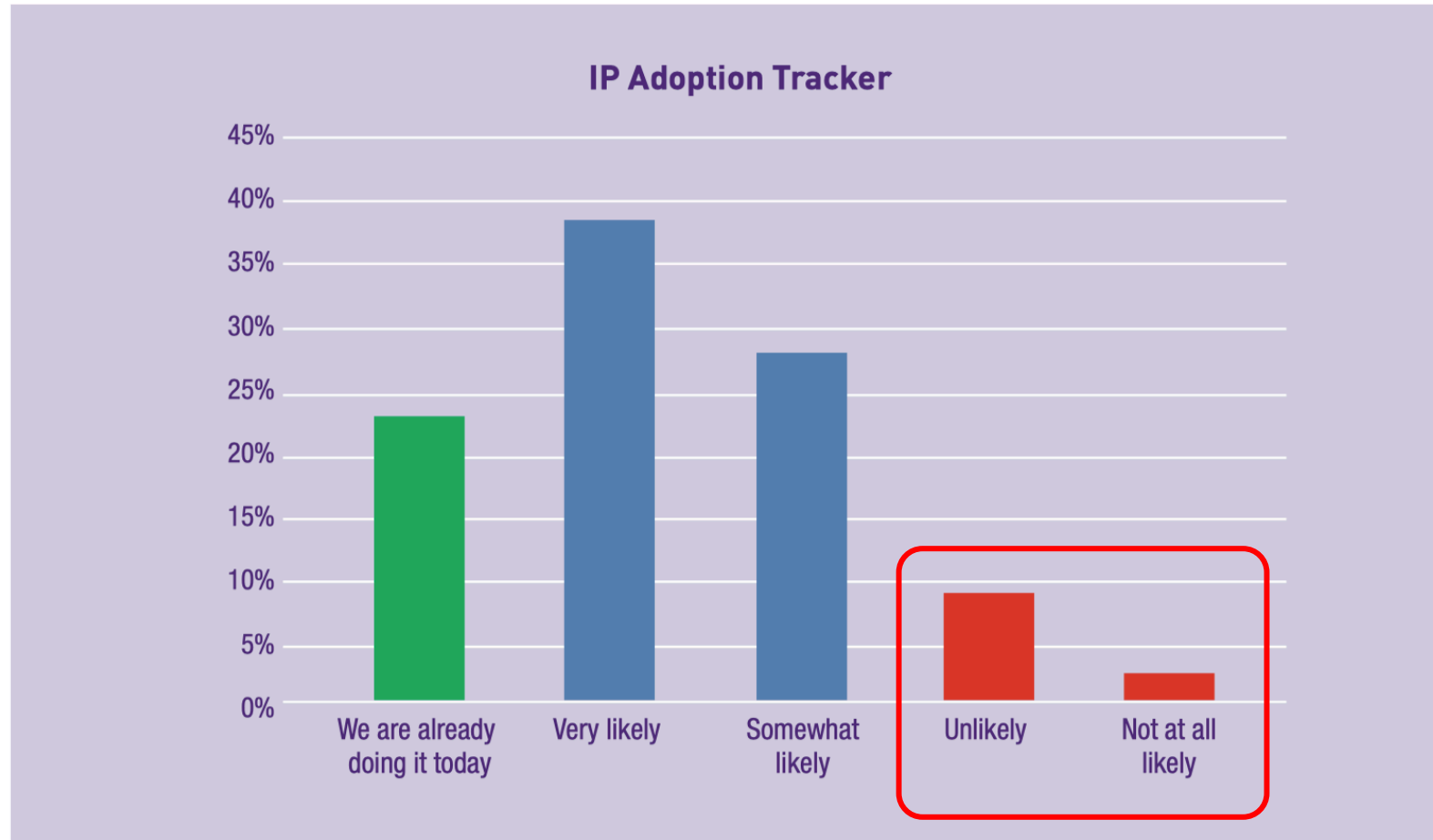
## Strategic Drivers of Purchase

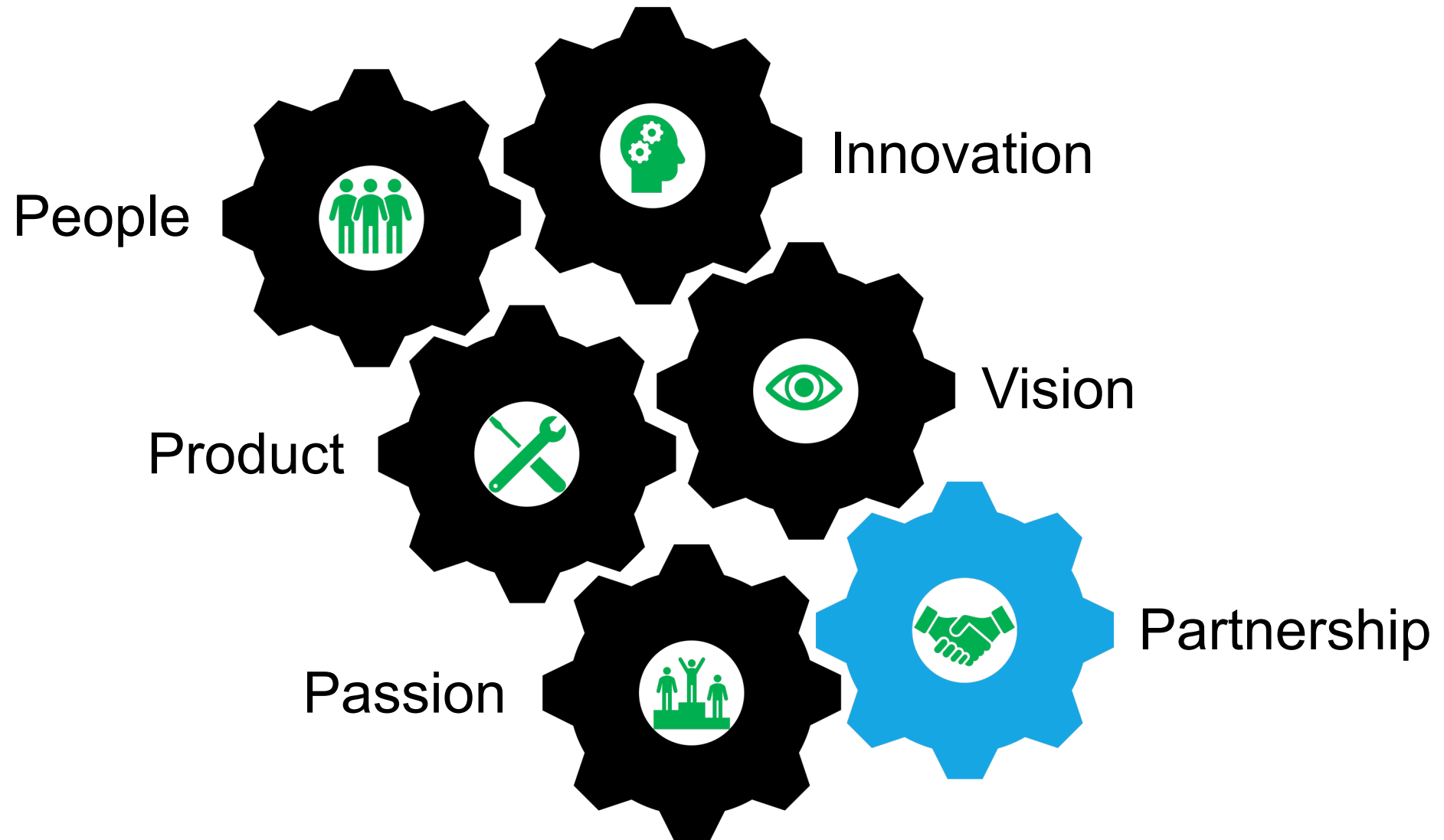


# Technical Recommendation JT-NM Tested Program



**JT-NM TESTED** : IP devices submitted for testing – passed, approved and published at IBC!







Wabeeja  
 Medawagse  
 Mersi  
 unalchéesh  
**Tingki**  
 Komapsumnida  
**Shukuria**  
 Paldies  
 Hatur  
 aniha  
**Maake**  
 Denkauja  
 Fakaau  
 Spasibo  
**Ekhmet**  
 gozaimashita  
 hui  
 Sanco  
**bolzin**  
 Maketai  
 Tashakkur  
 Baiika  
 Yuspagaràtam  
 Minmonchar  
 Atto  
 Gaejtho  
**Mehrbani**  
 Nenachahya  
 Yaqhanyelay  
 Efcharisto  
**Arigato**  
 Dankscheen  
 Maiteka  
 ekoju  
 Tavtapuch  
**suksama**  
 Sikomo  
**Gracias**  
 Gui  
**Gracias**  
 Merastawhy  
 Dhanyabaad  
 Chaltu  
**Shukria**  
 lah  
**THANK**  
 Merastawhy  
 Chaltu  
**Biyangrazie**  
 Snachalhuya  
 nuhun  
**Juspaxar**



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