

## Syrian TV streamlines news operation with VSN

Dubai Media Inc. recently awarded a \$7m project to Middle East systems integrator Salam Media Cast to undertake the deployment of a news production facility at Syrian TV. The news facility, powered by VSN solutions, includes two studios, a newsroom system, non-linear editing suites, a graphics system, video servers and a data tape archive solution.

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The Syrian national TV channel had previously selected VSN as the desired newsroom and automation solution, as some other private channels in this country were pretty satisfied after optimising their workflow with the Spanish company's solutions. A good interoperability with Arabic fonts also helped to make the difference. Both studios are equipped with six Sony BVP E30 standard definition cameras although wired for eight, Sony vision mixers, Sony VTRs, Evertz multiviewers, Miranda graphics equipment as well as solutions from Harris and Tektronix.

VSN products are commanding various areas, programmed lines ingest **vsnautorec**, asset management, network editing (60 workstations with FC infrastructure), redundant studio layouts, 60-seat NRCS system (**vsnnews**), teleprompter, complete digital archive (**vsnarchive**, HSM plus a 132TB LTO-4 robotic tape library) will be supplied by VSN. The Spanish company also guarantees a full integration with graphics and other third parties' equipment.

The news centre is connected to Syrian TV's main centre via microwave link and fibre optics. The master control room will be run by the powerful **vsnmulticom** automation solution, in a fully redundant configuration, driving two parallel **VMax** videoservers.

Sami El Shafai, executive director of Salam Media Cast claims the systems integrator always seeks to provide state-of-the-art solutions to comply with industry standards and clients' requirements. "Our goal has always been to provide our clients with flexible and upgradeable solutions that are state-of-the-art but also cost effective. We couple this with our in-house competence in terms of providing the most appropriate design, workflow, engineering, training and after sales support," he said.

ORTAS management selected VSN for a fast roll-out for their brand new facilities. As they point out: "having one single company in charge of most systems guarantees a painless commissioning process and minimises the training cycle for our staff".

### About VSN

**VSN (Video Stream Networks, S.L.)** offers broadcasters and media companies the most complete end-to-end automation solution currently available. **vsn** systems include ingest, MAM, videoservers, graphics, newsroom, network editing, teleprompter, playout, archive, master automation, smsTV and legal compliance. Off-the-shelf hardware, standard software and smart workflows conform a modular and expandable automation platform that increases efficiency and production, while decreasing the running costs.

**vsnPtransfer**, the latest addition to the **VSN** family, is changing the pace in the broadcast content transfer world. **vsnPtransfer** enables content providers and broadcasters to exchange high quality files through standard IP networks, such as DSL, 3G, ISDN, etc, at around 15-20 times faster than standard FTP technology, thus providing dramatic cost reduction in comparison with today's tape transfer process or satellite transmission.

**VSN** optimizes the entire workflow of a TV station by building a fully automated tapeless TV station with truly integrated applications. The company develops over 50 modular and expandable solutions for a digital and profitable production infrastructure. Over 700 customers in 65 countries are operating **VSN** systems today on 24/7 basis.

For further information on **vsn**, please contact us at: [info@vsn-tv.com](mailto:info@vsn-tv.com)