

On-Demand Interactive Broadcasting

HD Content Acquisition and Interactive Broadcasting through a Managed Service Solution

Glowpoint provides IP-based broadcast solutions for leading sports broadcasters, sports leagues, news outlets, cable stations, and collegiate conferences. Glowpoint's "always-on," managed service and exclusive video-network exchange service reduces transport costs and program operations by up to 80 percent as compared to traditional satellite feeds and associated operations. Glowpoint enables ultra-clean HD- and SD-interactive broadcasts, provides real-time communications, and two-up capability for live-to-air and live-to-web broadcasts, all delivered through proactively maintained flexible solutions.

In addition to major broadcast events, such as the professional football and basketball drafts, Glowpoint provides broadcast services to a host of clients, including Comcast's Mountain West Sports Network and the NFL Network.

A solution with 4 simple components ... and unlimited possibilities.

The Benefits:

- **Cost-effective** - up to 80% less expensive than traditional methods
- **Greater flexibility and strategic value** - Always-on IP economics provides instant access to remote talent, reporters, and analysts
- **High quality and reliability**

1. Remote-Cam HD



Broadcaster or Affiliate Field Operations

2. Head End Control Software



Broadcaster Operations + Head End & Control

3. Turn-Key Broadcast Operations Managed Service & Program Support



**ALWAYS ON
365 x 24**

4. High Quality IP Network

Web



TV & Affiliate Networks



Remote-Cam HD

"Remote-Cam HD" provides media and entertainment outlets with the ability to acquire live, two-way content – on-demand – for broadcast live-to-air and to the web, in HD, at up to 1080i at 60fps. Remote-Cam HD is equipped with the components necessary for remote content acquisition and delivery, offering a host of unique features and capabilities, including head-end broadcast studio remote management, camera operation, streaming, and IP network monitoring.

Once installed, the solution is available 24/7 and requires no advance scheduling. Remote-Cam HD is designed to provide significant cost savings to media outlets by replacing the need for satellite truck time, for satellite booking, and for other associated costs. Remote-Cam HD can be connected via any high-quality IP network, and can be managed through Glowpoint's broadcast operation managed service support.



Interactive Broadcasting Solution

Remote-Cam HD - A portable, self-contained, fully integrated and customizable unit that can be deployed at events or for permanent, on-location use. The unit includes: video encoder / decoder, fixed and external HD camera capabilities, A/V switchers, multiple input / outputs for audio and video, native HD-SDI workflow, and store and forward options.

Head End Control Software - A software-based, hosted control panel can be loaded onto any PC or MAC. The head end control enables the full management of remote location camera pans, tilts, zooms, lighting, audio controls, and a/v switching.

Managed Service and Program Support – Glowpoint provides "always on" 365x24 support for broadcast operations and Remote-Cam HD, in addition to: solution design and engineering support, program / project management, proactive monitoring and IPSLA management, on-demand production support, field-service cam support, a cam-solution parts depot, warehousing, bench testing, quality assurance for cam technology and component fulfillment, and detailed usage and performance reporting.

High Quality IP Network – To ensure a steady, clean connection at all times, any high-quality IP network can be certified and managed, or fully delivered by Glowpoint as part of the broadcast solution.



The Alternative to Satellite Transmissions

Glowpoint combines four components and delivers a fully managed solution so broadcasters are able to capture critical live broadcast feeds where real-time, low latency, two-way signal acquisition is required.

- SD or HD (1080 X 60i, 720p x 30 fields, 720p x 60 fields)
- 44kHz Full Duplex Stereo Audio
- Instant access to remote talent
- Always-on IP economics
- Live-to-air reliability
- Cost-effective - up to 80% less expensive than satellite

To learn more about Glowpoint's Broadcast Solutions, visit us at:

www.glowpoint.com/Broadcast

Contact us today at:

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