



WIRED BROADCAST • CLIENT STORIES SERIES

Wired Broadcast and partner Tividoo collaborate to give a major German broadcaster the agile connectivity solution of its dreams

Tividoo, a Wired Broadcast channel partner with deep experience in broadcast engineering, provides solutions and consulting services in IT, telecommunications, and broadcast/TV. Based in Langenlonsheim, Germany, Tividoo serves radio and TV broadcasters throughout Germany, such as Berlin Radio and Bavarian Broadcasting.



Challenge

In 2016, Tividoo had a key business opportunity: helping one of Germany's largest TV broadcasters find a more reliable and streamlined way to keep reporters and production personnel connected at remote broadcasts and live events.

Typically, these teams used laptops to create VPN connections to their corporate network, which is feasible from hotels but can be a significant challenge in the field. Phone calls were also a challenge because teams travel worldwide without roaming SIMs in their mobile phones. Instead of a complex kit of multiple devices, the client wanted a single convenient device to enable all types of communication for mobile teams and support their complete workflow as if they'd never left the office.



Solution

Already acquainted with Wired Broadcast since a 2013 industry event in Germany, Tividoo managing director Tobias Gramm contacted them to discuss possible solutions. Gramm knew that an ultra-portable multi-WAN device like Mediaport® could be ideal, if customised to meet the client's requirements.

Following a successful two-week demonstration, the client was convinced that Mediaport had the potential to meet its unique needs. After gathering requirements, Tividoo collaborated with Wired Broadcast in a year-long iterative process of prototyping and testing customised versions with the client. "We gave Wired Broadcast a wish list, and they made it happen," said Gramm. Together, the two companies decided on the hardware to include, and Wired Broadcast determined how to implement it. Gramm notes that, when the client changed its mind about features after development had begun, Wired Broadcast was highly responsive, even adding new features to the already-shipped product.

The customised Mediaport is a portable extension of the client's office infrastructure, thanks to special features that enable users to easily monitor and optimise signal strength, connect to a variety of networks, and perform every type of communication necessary to their workflow.

Results

Tividoo's client sends teams to cover news and events in the Americas, the Middle East, Africa, and the Asia-Pacific region. Mediaport has become indispensable to them, not only because of outstanding performance but also because of convenience: nothing beats a single multi-purpose box enclosed in a durable Peli™ case they can stow in aircraft cabins, knowing video, voice, and data communications will be up and running minutes after they land. What's more, Tividoo and the client have created a roadmap in which Mediaport will become an essential part of the client's IT strategy.

Wired Broadcast's flexibility, responsiveness, and vast expertise in broadcast engineering were key to making all this possible. "We were able to get a customised high-quality product at a cost that makes sense. Wired Broadcast is an agile company that can work on the scale we require, enabling us to meet far more of our customers' requirements," says Gramm.

This client is Tividoo's most significant to date. The company's excellent work has laid the groundwork for opportunities within the client organisation and has strengthened Tividoo's reputation as an expert in innovative connectivity solutions for broadcast clients.

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TOBIAS GRAMM, MANAGING
DIRECTOR, TIVIDOO

About Wired Broadcast Wired Broadcast is an international provider of agile connectivity for mission-critical applications and a trusted provider of end-to-end broadcast and live event facilities and services. Since 1992, we have served hundreds of influential clients in broadcasting (BBC), construction (RG Group), banking (Royal Bank of Scotland), live events (Live Nation Entertainment), defence, and more.

We manufacture Mediaport® multi-WAN solutions and distribute related products. Our wide range of multi-WAN solutions provides reliable connectivity for mission-critical applications in fields as diverse as security, law enforcement, the military, construction, education, live streaming, and of course, TV and radio.

To learn more about our multi-WAN solutions for remote broadcasts and live events, contact us at sales@wiredbroadcast.com or give us a call at +44 20 3376 7710.

