



HP CMETV: HP & OmniBus Partnership
Featuring: Ian Fletcher, CTO, OmniBus

Martyn	Hello and welcome to this special edition of CMETV, the program from HP for the Communications, Media and Entertainment industry.
Martyn	<p>This time we are focusing on some of key challenges that face the broadcast industry today. Broadcasters are being kept awake at night worrying about the ever-increasing competition in their market place; they fret constantly about maintaining high quality of service and being agile enough to run a cost-effective and green organization.</p> <p>Ian Fletcher, the CTO of OmniBus, the broadcast automation and media management company, told us about the changes that are convulsing his industry.</p>
Ian Fletcher	The broadcast industry is going through a tremendous transition at the moment. Like many industries in the past they are moving away from dedicated broadcast bespoke hardware and moving more towards a software model.
Martyn	<p>To help the industry with this transition, HP has partnered with OmniBus to provide a solution that enables flexibility and scalability combined with a low total cost of ownership of multi-channel broadcasting.</p> <p>The solution is called iTX and is a software product that combines all video and audio processing and schedule automation functions in one.</p>
Ian Fletcher	What iTX does is it replaces a lot of this generic broadcast hardware that requires lots of power, lots of rack space. We have been able to collapse all of that feature function into a single software application. So that application gets deployed onto a standard HP 1U server, and then those servers can run many, many channels of HD television if required at the same time. When we introduced iTX to the broadcast market we knew that there was going to be a lot of initial nervousness from the broadcasters about bringing IT technology in to such a mission critical operation. So we needed a partner that could provide us with extremely highly reliable hardware, hardware that came in a variety of form factors

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	<p>that met our criteria, and also a global partner; someone who could provide the high degree levels of support that are needed by broadcasters and support us in introducing this technology to the marketplace. And HP fitted that bill perfectly. And so we have worked with HP since the introduction of this product and it's been an extremely successful relationship for us.</p>
<p>Martyn</p>	<p>The iTX OmniBus solution leverages HP ProLiant Servers and Storage Intelligent Transmission solution for broadcast automation, and features the DL365 ProLiant Server.</p> <p>It sounds impressive, but what are the real benefits for broadcasters?</p>
<p>Ian Fletcher</p>	<p>A product like iTX has a massive impact to the broadcaster. Firstly it reduces the capital cost of buying the equipment needed to run a television channel. It requires less space. It requires less power. And that in turn requires less air-conditioning. And what it does is it enables them to launch new services very, very quickly. I mean traditionally it could take months or even years to build a sophisticated broadcast channel. Now we can do it in days and weeks. And with the major transition we are seeing to new services such as HD, IPTV, video on demand that means broadcasters are being faced with huge challenges, which means they have to be very agile. And iTX just fits into that perfectly.</p>
<p>Martyn</p>	<p>Well, Omnibus iTX when working in concert with HP's solution for broadcasting a enables not only traditional broadcasters but also cable companies and other carriers that offer IPTV service drastically to reduce the expense, complexity and also the ongoing maintenance costs of the transmission chain and offer new channels at incredibly economic rates.</p> <p>It also opens the door to new market entrants to launch cable, terrestrial and IP broadcasting streams without all the costly investment in equipment and systems that were, for so long the hallmark of the broadcasting industry and that kept so many would-be players off the field.</p>



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	<p>The fact is the together the OmniBus and HP solutions combine to produce immediate positive returns on investment and the cost structure achieved using the solution is between 30 per cent and 50 percent lower than that associated with traditional hardware-based solutions.</p> <p>And, to prove the point, the solution has already been deployed at leading content distribution networks, cable operators and telecommunication companies.</p>
Ian Fletcher	<p>Many of our initial deployments have been to very large national broadcasters, both satellite and terrestrial. But we have also seen effectively across the spectrum we've seen it being used for IPTV; we have seen it being used for mobile television to mobile phones, as well as conventional broadcasting. And we are also seeing telecoms companies coming into the marketplace as well. And we're currently working on a couple of very large projects with telcos, who are providing effectively broadcast services through the IP network into the consumers' home.</p>
Martyn	<p>So, broadcast executives, make sleepless nights a thing of the past! OmniBus and HP provide real peace of mind and let you get your beauty sleep. And, let's face it. Some of us need it.</p>
Ian Fletcher	<p>The HP-OmniBus partnership provides peace of mind for the executives because they know they're dealing with a world-class broadcast software company in OmniBus, backed by a world-class IT hardware company in the form of HP, which will support them and give them access to the technology they need when they need it on a global basis.</p>
Martyn	<p>For more information about how the HP and OmniBus solution, please visit www.hp.com/go/itx.</p> <p>Thanks for watching CMETV and, until the next time, goodbye for now.</p>