



Press Release

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SGT provides a new playout automation system to Swiss Broadcaster SRF

- The Swiss broadcast production firm TPC opts for the VEDA solution to be implemented in HD broadcast center in Zurich
- After RTS and RSI, the SGT system will also playout the German-speaking TV channels, SF1, SF2 and SFInfo

Champs sur Marne, France, July 5th, 2011 - SGT, a leading European software vendor in the broadcast and media industry, announced that the Swiss audiovisual production firm **TPC (technology and production center Switzerland ag)** has chosen SGT's VEDA software solution for broadcast center in Zurich. TPC is a subsidiary of SRG SSR and handles the production and broadcasting of the German-speaking SRF radio and television programs in Switzerland.

SGT already successfully provided playout automation solutions for TPC's sister companies RTS (Radio Télévision Suisse) for the French speaking and RSI (Radiotelevisione svizzera di lingua italiana) for the Italian speaking populations in Switzerland. "In order to ensure high homogeneity with the technologies used in other parts of the group, VEDA was a natural choice for the HD broadcast center in Zurich," said Jens Schulz, Project manager at TPC.

In the course of this year, SGT will implement the new playout automation system for four transmission chains, German-speaking TV channels SF1, SF2, SFInfo and one reserve channel (to be used as rescue channel). It will be based on an active/active security cluster to ensure highest security. The system is expected to be on air by first quarter of 2012.

TPC pursues the following objectives:

- Implementation of a playout automation system and digitalization of all media
- Integration of enhanced media asset management functionalities, such as ingest and quality check
- Interaction with the *PROTEUS* traffic system from Supercomputing Systems (SCS)
- Support of HD playout formats and multi-channel sound
- Secure playout

The playout automation solution based on VEDA Automation and VEDA MAM involves:

- **A traffic interface:** Through BXF services, VEDA interfaces with *the PROTEUS* traffic system to dynamically exchange information about program scheduling, media

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descriptions, bidirectional updates and reconciliation data. Information will be made available through an on-air service.

- **Ingest and preparation areas** for video and file ingest and validation, and playlist preparation
- **File management**, integrating a storage interface and a file-based quality check analyzer (Baton system from Interra)
- **Control room areas (SDR - SendeRegien)**, with 5 VEDA automation clients
- **Broadcast management areas (SAW - SendeAbWicklung)**, including playout device control, and eight (4x2) automation servers.

Similar to the requirements for RSI and RTS, TPC put a special emphasis on high-quality audio: VEDA Automation will allow working audio live from the source in order to provide high-quality sound in 5.1 and stereo.

“We are very proud that SRG SSR has confirmed its confidence in SGT and has chosen VEDA also for the playout system of the German-speaking SRF channels”, said **Béatrice Lennoz Gratin, Sales Area Manager at SGT**. “Thanks to its advanced features, adaptability and openness, VEDA integrates seamlessly into the IT broadcast environment at SRF and will interface with all existing and to-be-deployed systems.”

About SGT:

With 20 years of experience in broadcasting, SGT is a leading global software vendor providing innovative solutions for the broadcast and media industries. More than 300 TV channels worldwide use SGT's award-winning software suite, VEDA™, such as Arte, BeTV (Belgium), Canal +, EPTV (Algeria), Eurosport, France Télévisions, M6, ProfMedia (Russia), RTBF (Belgium), RTL, SBS (Netherlands), SWR (Germany), TF1, TSR (Switzerland), TV5 Monde. The solution based on a service-oriented architecture (SOA) features high flexibility and modularity offering seamless integration into each client's environment. The company was founded in 1990 in France. For more information visit SGT's website at www.sgt.eu

About tpc (technology and production center switzerland ag):

TPC, a subsidiary of SRG SSR, is Switzerland's largest audiovisual production firm. As a general contractor, TPC offers all services for the production of television and radio programming and other audiovisual output. In addition to *SRF Schweizer Radio und Fernsehen* and the national Organizational Unit *Business Unit Sport* (BUS), TPC's customers include television channels in Switzerland and abroad, plus companies from the industrial and service sectors, and public administration.

TPC offers broadcast services for News, Sports, Culture, Events and Entertainment, in SD, high quality HD and also in exciting 3D. Studios and OB-Vans, Postproduction, SNG, Engineering and Digital Asset Management. For more information: www.tpcag.ch

About SRG SSR:

SRG SSR is made up of six regional Enterprise Units and three subsidiaries. With approximately 6,000 employees (4,700 full-time equivalents), an annual turnover of 1.6 billion Swiss francs, 18 radio stations and 8 television channels, as well as complementary websites and teletext services, SRG SSR is the largest electronic media organization in Switzerland. Its radio stations lead their respective markets in all four language regions – as do the television channels at prime time. SRG SSR services successfully hold their own against a variety of competing foreign broadcasters with much more financial muscle.

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