

Getting the story fast with the TVUPack

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Today's world is increasingly mobile and fast-paced, and newsgathering is no different. When events take place in remote locations, often the time and expense it takes to send a broadcast vehicle and book satellite time, resulting in missing crucial footage opportunities and providing competitors with an edge to be first to market with breaking news. The TVUPack mobile live broadcasting solution from Graphic Image Technologies (GIT) is the ideal solution to this challenge and is a cost-effective alternative to traditional outside broadcasting technology.

"The TVUPack enables broadcasters to deliver professional broadcast-quality Standard Definition (SD) or High definition (HD) video of live news and events over mobile networks, instead of having to rely on satellite or microwave solutions. With TVUPack, broadcasters can cover live breaking news from locations that are costly or difficult to reach with traditional methods. This is particularly relevant in the African market where traditional infrastructure is often lacking," said Mark Chertkow, MD of GIT.

The TVUPack is an easy-to-use, portable and lightweight solution that delivers support for multiple 3G/4G wireless uplink connections and low-latency transmission. Using this highly mobile backpack, cameramen can easily capture and record or transmit live broadcast-quality footage from locations that Electronic Newsgathering (ENG) or Satellite News Gathering (SNG) trucks cannot reach. Even in areas where these traditional methods are feasible, the TVUPack is a flexible and affordable solution, lowering the cost of entry in terms of infrastructure for broadcasters.

Can be carried as hand luggage

"The TVUPack is quick to deploy and can be carried as hand luggage by a cameraman on an aeroplane, which makes overseas or interprovincial broadcasting much more cost-effective. The infrastructure itself is also far less of an investment, as all you need to broadcast is the backpack, which the camera is plugged into for video input, along with a number of 3G modems with SIM cards, and a server in studio or at the destination for broadcasting," Chertkow added.

With simple, one-button set up, the TVUPack is easy to use, requiring no manual in-field configuration - the camera is plugged in and the green button is pushed to go live. The system also boots in less than 20 seconds and automatically establishes multiple connections for the fastest possible time to live transmission. A flexible, modular design means the packs can also be used in studios as well as vans and even helicopters, and the detachable modem tray allows modems to be placed for optimal signal strength, including on the outside of moving vehicles.

Proprietary technology uses advanced encoding for a stable, resilient and reliable live transmission feed for continuously

superior picture quality. Transmissions can be broadcast with less than a one second delay, and optimised pre-set latency and bit-rate options can be used to adjust the settings based on network conditions and shooting setting. An onboard Solid State Drive (SSD) hard drive completes the package, enabling up to five-and-a-half hours of continuous footage to be recorded in HD, for scenarios where live broadcasting is not possible.

"At a fraction of the price of purchasing a SNG van, the TVUPack is a highly affordable solution for broadcasters. It also has applications in a wide variety of other markets, including areas such as insurance assessments, geo-explorations, police investigations and more. Mobile is the future, and broadcasting and video capture are no different. The TVUPack is the next evolution in this technology, and opens up many opportunities for both traditional and non-traditional uses," Chertkow concluded.

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