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IP AND CLOUD TECHNOLOGIES FOR BROADCASTING: CHALLENGES AND OPPORTUNITIES

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Do you want to
shape your business
from end to end?



We are leader in Italy and an European player in
ICT services and solutions.

We operate with distinctive expertise on six vertical markets,
offering innovative **proprietary products, digital** and
technological solutions, granting a unique end-to-end
approach.

440

M € FY2019

+3000

CUSTOMERS

FINANCIAL
SERVICES

22%



PUBLIC SECTOR
& HEALTHCARE

19%



TELCO
& MEDIA

16%



MANUFACTURING

23%



ENERGY
& UTILITIES

9%



FASHION
& RETAIL

11%



LUTECH **PRODUCTS**

Our products and solutions for vertical markets meet the characteristic and distinctive needs of each Industry, distinguishing for innovation and continuous evolution.

LUTECH **DIGITAL**

We create the best customer experience with the combination of strategies, delivery capabilities and technological innovation.
We integrate and value data about customers, products and company performances to build a digital transformation path based on specific business objectives.

LUTECH **TECHNOLOGY**

We design, build, secure and manage Hybrid Cloud Technology solutions, identifying the best innovative, scalable and flexible architectures, ensuring operational continuity.

Expertise

- Technology Advisor
- End-to-End solutions design for A/V contents distribution
- Multi Vendor End-to-End System Integration
- H24 operational support on Mission Critical network and systems

Solutions

- Low latency A/V signals contributions
- Cloud based content management and distribution over landline networks (OTT)
- Content broadcasting on both terrestrial and satellite networks (DVB-T/S)
- IP migration of legacy systems (IP Video matrix, SDItoIP)
- Satellite uplinks
- Network management systems

Market

- Broadcasters
- Video content providers
- Terrestrial Network operators
- Satellite Network operators

Partner



Broadcasters Challenges

- Cost reduction
- Offer the customer better perceived quality content
- Offer an unique and customized experience to the customer

What

Is it interesting?
Is it engaging?
Is it trendy?

How

Easy/Immediate?
Complete?
Accessible?

Which technologies to...

... increase the performance using less resources

- Increase infrastructure efficiency
- Increase systems flexibility
- Enable new business opportunities

... increase the customer experience

- Higher resolution
- Higher definition
- Better audio
- Higher enjoyment
- Higher engagement
- Better direct interaction

Infrastructure evolution

Today technologies that allows for increased **flexibility** and optimizations needed to enable the implementation of **new business model and content enjoyment** :

- **IP Protocols**

They are not only a drop in replacement of specialized protocols but they enable the end-to-end convergence of signals and stream essences transport (LAN+WAN+internet)

- **Functions virtualization**

These allows for an infrastructure efficiency increase through function implementation in software and firmware, without the need for dedicated and specialized hardware

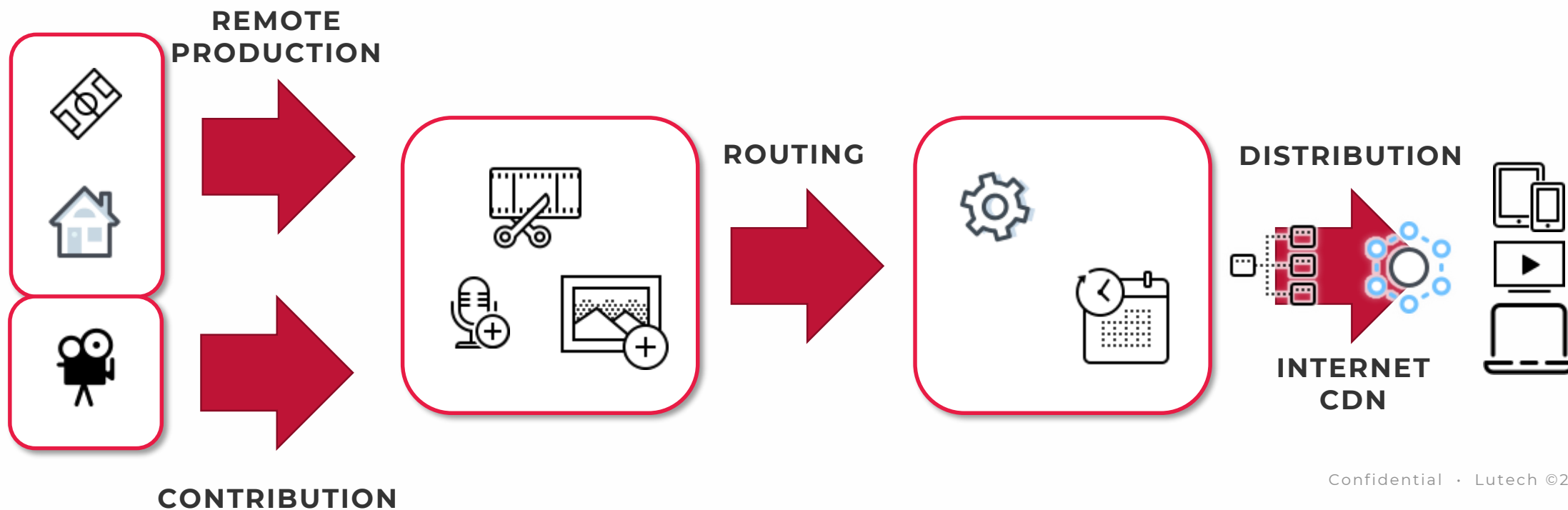
- **Cloud**

Cloud adoption allows to evaluate which functions can be performed efficiently, technically and economically, on an external premise following a pay per use approach.



IP = integration of the content production and processing chain independently from the geographical location

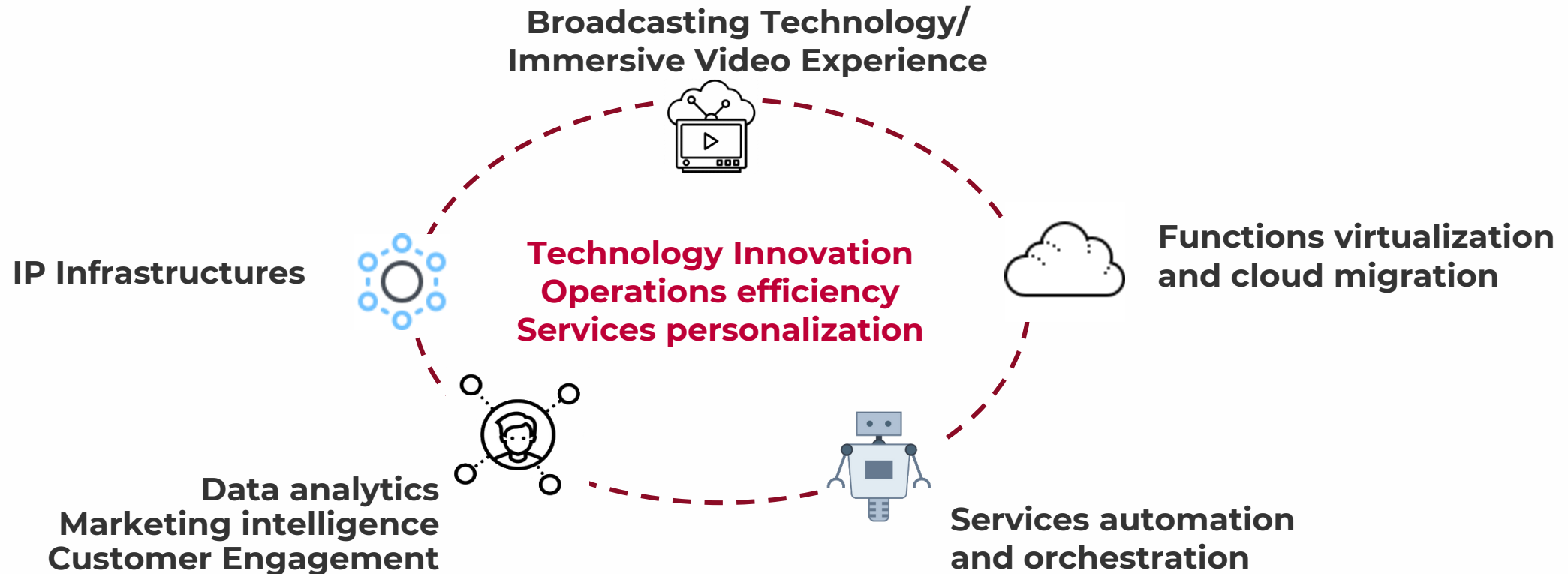
- Facilities remotization
- Production remotization
- Internal routing
- Distribution



Lutech, The technological partner to face challenges

The introduction of new technologies require a competence shift that cannot be improvised.

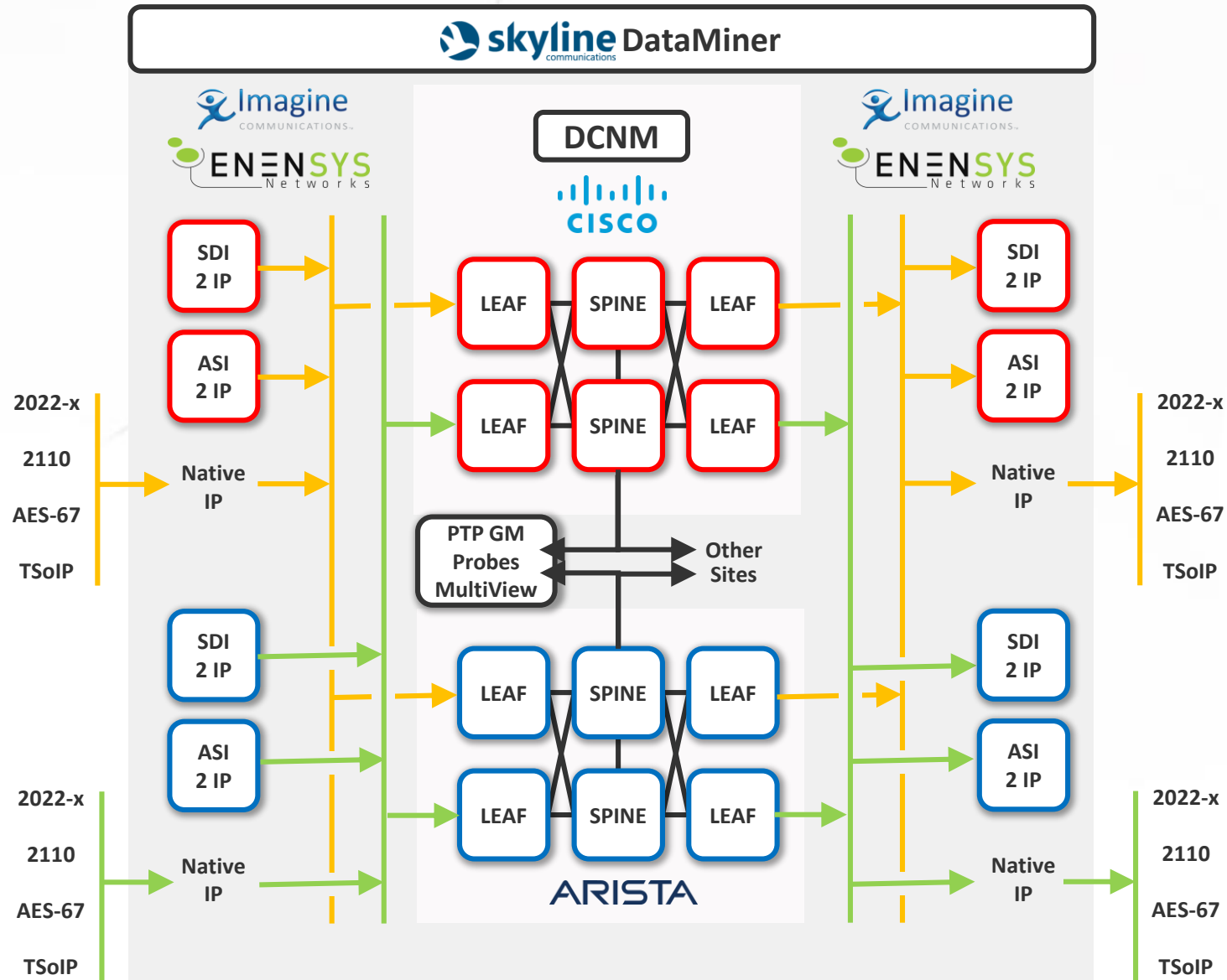
Lutech and DIEM specific competences integrate and complement each other to provide our customers with the support needed to exploit the potential made available by the new approaches.



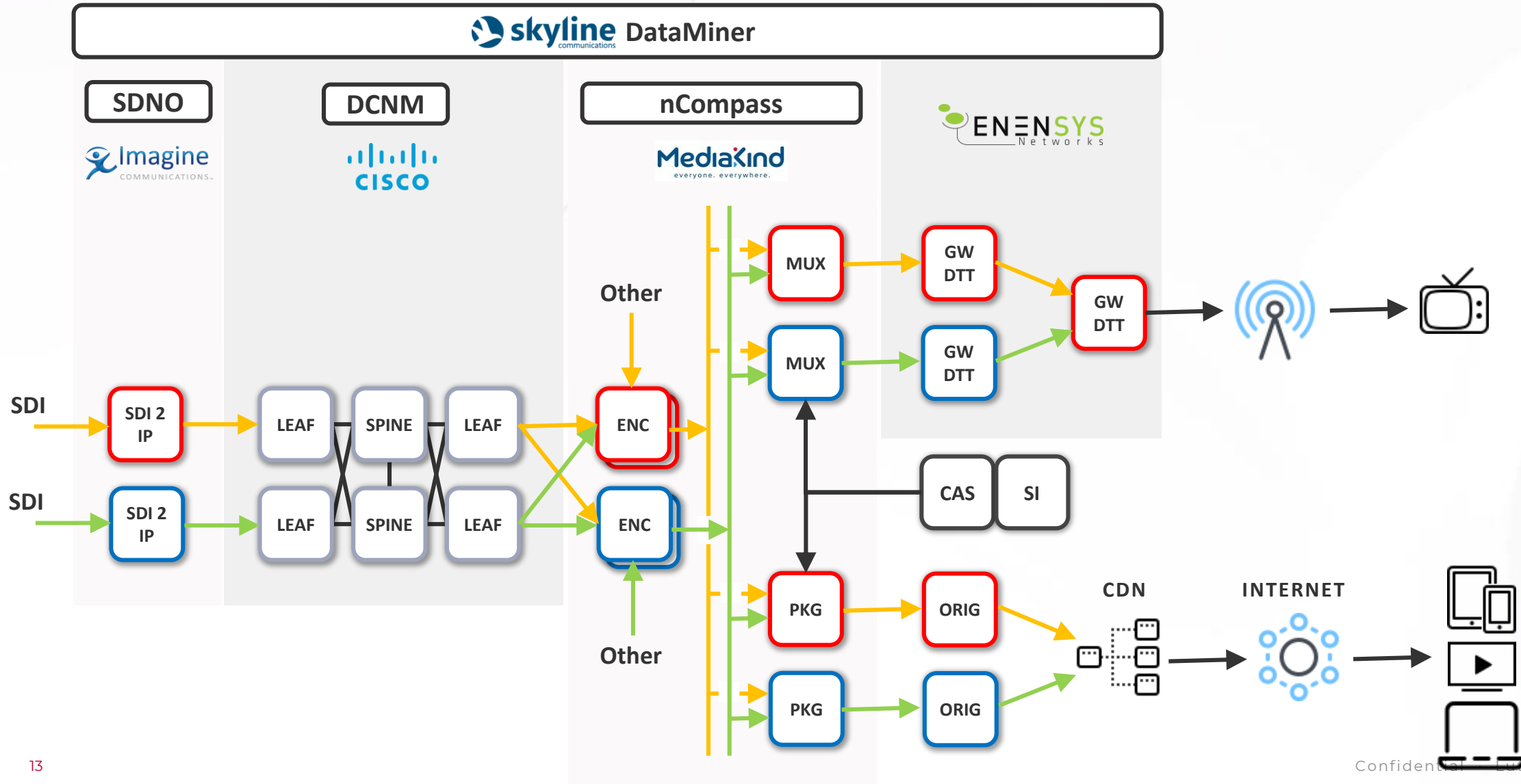


CASE STUDIES

IP distributed routing matrix



IP content workflow





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