



3xScreen Media – the online video experts

# HD Livepack

Uplink your HD broadcast from anywhere - conveniently and affordably

Connectivity is a constant constraint for live productions. Satellite trucks guarantee quality connectivity as long as the satellite can be seen – which can be problematic in downtown locations. Plus satellite trucks are expensive and inconvenient. Broadband satellite connectivity reduces costs and makes the satellite truck marginally smaller – but broadband satellite bandwidth is constrained and the satellite still needs to be seen, the truck needs to be parked, cabling needs to be run to the truck...

For live streaming applications, a good quality internet connection is all that is required – but often live productions are held where good quality internet connectivity is not available, where it is shared with photographers and other bandwidth hogs or corporate firewalls get in the way. Even if the bandwidth is available, a pre-event site visit is always a must to confirm everything is OK.

**3xScreen's** HD Livepack service sorts your live production connectivity for you. HD Livepack enables **3xScreen** to broadcast live from anywhere and everywhere without the need for dedicated internet links or satellite trucks. Redundancy is provided by spreading the required bandwidth over seven separate links and multiple Mobile Operators. In the UK we always use SIMs from at least 3 different operators. Outside the UK we use pre-paid mobile broadband SIMs from at least two different operators. Utilising sophisticated smart-antenna technology, **3xScreen's** HD Livepacks can transport HD quality video signals even when the nearest 3G basestation is more than 9 miles away – and from moving vehicles in and out of town. Even smarter, if the closest 3G basestations are subject to high traffic as they sometimes are for large events, the HD Livepack will simply connect to other basestations that are further away and are not overloaded by the event's attendees.

**3xScreen** integrates HD Livepack connectivity in the majority of our projects (although we also stream from onsite sometimes and can downlink and stream from satellite at our Master Control Room too). Recent applications of HD Livepack connectivity include:

- o Festivals
- o Sports Events
- o Press Conferences
- o Mobile Productions
- o Red Carpet Streaming
- o Roving ENG Cameras....





## DISCOVER MORE

Discover more about how **3xScreen** Media's HD Livepack can uplink your HD broadcast from anywhere – conveniently and affordably at [www.3xscreen.co.uk/service-offerings/hd-livepack/](http://www.3xscreen.co.uk/service-offerings/hd-livepack/)

## ABOUT 3XSCREEN

**3xScreen** Media provides live and on-demand online video services for Agencies, Corporates, Events and Sports. We specialise in HD live streaming, HD live production, HD live webcams and on-demand HD streaming. Utilising our HD Livepacks we live stream from anywhere without the need for an internet connection or satellite truck.



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