

Connecting bigger audiences through immersive video experiences

“HPE and Synamedia share a common commitment of always putting our customers’ needs first. When our customers are successful, we are successful.”

– **David White**, Head of Global Strategic Partnerships, Synamedia

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Solution:
OEM

Industry:
Media and
communications

Country:
United Kingdom



Synamedia is trusted by service providers and content owners to protect, enrich, and deliver video. The flexibility and agility of its cloud products enable customers of all types and sizes to launch, monetize, and scale services at speed. The company’s award-winning portfolio includes intelligence-led anti-piracy, advanced advertising, business analytics, broadband and streaming video platforms, along with video network cloud and software solutions.

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Objectives

- Provide secure, reliable delivery of video to any screen globally, with the best possible quality
- Eliminate issues with memory and throughput that have compromised video quality in the past
- Enable more than 100 million viewers around the world to experience immersive, personalized video experiences on their televisions, tablets, and phones

Requirements

- Bring to market a solution with a very low-profile server footprint and deliver truly amazing 8K video on a single chipset
- Access to a broad technology ecosystem, go-to-market capabilities, and global support network
- Flexibility to acquire server platforms with custom configurations that match each customer's content portfolio, delivery requirements, and end-user expectations

Solution

- Industry-leading video content delivery solutions, providing immersive, personalized video experiences on any screen, delivered anytime and anywhere around the world

Hardware

- HPE ProLiant DL385 Gen10 servers
- HPE Apollo 4200 systems

Software

- HPE iLO
- Synamedia 8K real-time encoding and streaming
- Synamedia vDCM—Virtual Digital Content Manager
- Synamedia TSTV and Cloud DVR Suite
- Synamedia Edge Media Streamer
- Synamedia Edge Media Broadcaster
- Synamedia Edge Media Director



Benefits

- Delivers 8K video streaming at scale, with uncompromised quality
- Strengthens Synamedia's market agility and technical capacity for innovation
- Provides responsive global technical support to help Synamedia's customers assure their customers of a great video experience