

## SUCCESS STORY



### Profile

In 2009, when building an Albanian television network optimized for distributing programming all over the world, TV Pro Gear needed an easy to deploy streaming media system. They selected ViewCast's Niagara 2120 because it was both cost-efficient and provided high quality, failure-free streaming media.

Since then, TV Pro Gear has outfitted its entire line of rental Flypaks and some of the most professional encoding centers with Niagara 7550 systems, enabling the live broadcasting of events such as sports competitions and musical entertainment.

### Industry

Broadcast

### ViewCast Corporation

3701 West Plano Parkway  
Suite 300  
Plano, TX 75075-7840  
800-250-6622  
[www.viewcast.com](http://www.viewcast.com)

## ViewCast® Enables Superb Quality and Reliability for TV Pro Gear's Live Streaming and Production Services

### The Challenge

#### TV Pro Gear Selects ViewCast Niagara® Streaming Media Solutions

In need of the highest quality, failure-free streaming media systems for his production and systems integration service, Andrew Maisner, president of TV Pro Gear, turned to ViewCast.

TV Pro Gear crew and equipment enable live streaming of high-profile events via Flypak™ mobile production studios, while another branch of the business provides consultation and builds IPTV encoding centers for call letter stations. Because of the nature of their clients, TV Pro Gear cannot afford failure or anything less than perfect video quality.

TV Pro Gear was building an Albanian television network in Detroit optimized for distributing programming all over the world, and needed an easy to deploy streaming media system. TV Pro Gear engineers scoured the video encoding market for hardware to meet their quality and reliability standards. They decided to install a ViewCast system, as the Niagara 2120 was the most cost-efficient product compared to the alternatives.

"Although the television network had a limited budget, TV Pro Gear would not build a system that did not meet high quality standards," said Maisner. "After much research, TV Pro Gear chose ViewCast."

### The Solution

#### ViewCast's Continued Service Delivers Cost-Efficient Encoding

Since his initial selection of ViewCast in 2009, TV Pro Gear has outfitted its entire line of rental Flypaks and some of the most professional encoding centers with Niagara 7550 systems.

Together, ViewCast and TV Pro Gear facilitate the live broadcasting of high-profile events. Over the last year, TV Pro Gear streamed a wide range of events, such as US Polo Association matches, boxing matches, the Annie Awards show and a J.Lo concert.

"Many of the events we cover are pay-per-view or sponsored streams with hundreds of thousands of dollars invested. Poor quality or interrupted streams are completely unacceptable," says Maisner. "Niagara encoders provide maximum reliability and are easier to use than many of the competitive products."

TV Pro Gear even installed several Niagara 7550 systems into the encoding centers used for streaming the Vancouver Winter Olympics and at NBC centers to broadcast NFL games.

"TV Pro Gear clients expect excellence. That's why we specify ViewCast," continued Maisner. "Their products may not be the least expensive, but compared to the cost of production failure, they're worth it."

