

MEDIA & ENTERTAINMENT

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Tech Outlook

MAY 2022

BROADCAST
EQUIPMENT SOLUTIONS
E D I T I O N

The Broadcasting Technology Mavericks

Atul Anandpura,
Founder & CEO

WiseDV

\$15



WiseDV



*The annual listing of 10 companies that are at the forefront of providing
Broadcast Equipment solutions and transforming businesses*

WiseDV

The Broadcasting Technology Mavericks

C O V E R S T O R Y

The modern broadcasting landscape is undergoing a gust of change. Democratization of the internet has made it possible to broadcast live events, movies, or any content on practically any device.

The content itself can now be shared over the air, via cable, IPTV, DTH, MVPD, or OTT - a stark contrast to the early 2000s, where cable/satellite networks held a monopoly in content distribution. As a result, today's broadcasters need specialized solutions that can seamlessly facilitate content delivery in multiple forms while managing all aspects of the service.

Enter WiseDV, a trailblazer in providing specialized broadcasting solutions that enable broadcast modernization.

Founded by engineer and technophile Atul Anandpura, WiseDV is a worldwide leader in Playout technology, Ad Insertion technologies, and media transcoders, delivering end-to-end solutions for seamless viewing and monetization of video assets.

THE ONE-STOP-SHOP FOR MODERNIZING BROADCASTING

WiseDV's strong positioning in the market today is rooted in Anandpura's extensive tech experience. With over 36 years of experience in manufacturing and marketing consumer electronics products, software systems, and video technologies, Anandpura launched Wireless Interactive Sports Entertainment Digital Video (WiseDV) systems in January of 2006 by developing a one-of-its-kind mobile live viewing system—the LVIS. The handheld device was a portable multimedia player

The WiseDV Team

Bozu Virtual Office



**Remote
WiseDV
Teams
Pleasantly
and
Efficiently
Collaborating
on
Bozu Virtual
Office**



With the Bozu App or Web Application you can have as many separate groups as you need at the same time. You can even switch from one group to another with a simple click and drag. Have a sidebar with someone away from the group meeting so you are not interrupting. You can even share presentations, live streaming video or make it personal by watching a movie with friends or family that are far away or just can't make it out. Bozu is a business and personal powerhouse application. Changing the way we interact with one another and communicate, again. Bozu brings you closer to home. Closer to friends, family and business.

capable of receiving up to eight different camera angles at live events. Users could instantly see action replays and slow motion on the mobile TV, making it a huge success at live sporting events. The product was picked up by both the US Open Tennis and Golf tournaments to enhance the viewing experience of their spectators.

Later, WiseDV pivoted from developing products for small venue broadcasting to the professional broadcasting market. The versatility of the company's solutions goes a long way in addressing two significant shifts in the broadcasting space: First, the move from terrestrial broadcast to OTT and IPTV broadcast, and second, the change in broadcast media consumption from traditional TVs to set-top boxes, mobile devices, and Smart TVs.

As satellite and antenna-based transmission give way to internet-based transmission, broadcasters face major challenges in migrating and adjusting to the latter. Broadcasters who still operate in the traditional infrastructure (via satellite or microwave links) struggle with potential interference at downlinks, lack of visibility into data transmission, and a decline in consumer spending. They need to modernize their broadcasting capabilities while retaining the full utility of their existing tech stack. The technology modernization shouldn't hurdle content monetization and ad revenue as well. As such, broadcasters need a sleek, affordable, and multi-compatible solution that can bridge traditional and modern broadcasting.

PURPOSE-BUILT AND COHESIVE BROADCASTING SOLUTIONS

WiseDV provides a new generation of hardware and software-based tools that can extend the lifecycle of existing broadcasting equipment or facilitate a smooth adoption of IP-based broadcasting. WiseTV Box is the company's fully-featured broadcast

unit powered by 1 or 3 RU, 16 Core CPU, and Windows OS. As a high-end playout box for call letter stations, the solution can play both live and stored digital content and apply graphics on each output stream.

At the heart of the WiseTV Box is WisePlay, a pre-configured video manipulation software platform. It can also be installed independent of the WiseTV box—on-premise or in the cloud.

WisePlay can be used to insert analog/digital cue tones, add graphics to broadcast content, automatically create closed captions, schedule the station ID insertion, send emergency alerts, and create PSIP (Program and System Information Protocol) tables. These features can be simply dragged and dropped through WisePlay's interface during broadcasting. The solution can even enable smart ad insertion via WiseAdInserter, which is WiseDV's purpose-built module for all types of ad insertion.

WiseAdInserter facilitates static/dynamic ad insertion at both server and client sides using AI-based media processing. It enables the pre-marking of breakpoints for easier ad insertion. The solution also employs a blockchain-based ad insertion log that ensures that once the ads are inserted, they cannot be modified by anybody. WiseDV also brings purpose-built solutions for secondary streaming (as a backup to primary stream failures), stream monitoring, and generating video matrices or video mosaics.

On the streaming front, WiseDV enables broadcasters to harness the full power of IP and deliver high-end OTT content via WiseOTT, a customizable, fully secured, cloud-enabled middleware for set-top boxes, Android, iOS, Roku, and other smart TV platforms. The solution enables Cable, OTT, and IPTV operators to bring up a full-featured subscription service from source to end user. It allows broadcasters to convert any streaming format into the required

**I DON'T WANT TO
SOLVE SYMPTOMS;
I WANT TO SOLVE
ROOT CAUSES, AND
I WANT TO HELP
OUR CUSTOMERS
TRANSFORM**

destination format and even transport the stream using HLS, HTTP, and error correction technologies, like SRT or Zixi. Videos can also be recorded (in addition to broadcasting) with metadata and closed captions. The platform is also versatile enough to facilitate remote sports production. Feeds from multiple cameras can be synchronized from the stadium and sent over to a remote studio. It can also convert the analog legacy cue tones into digital cue tones and integrate the ad insertion capabilities from WisePlay. It is scalable from 50 to 5,000,000 users and can be integrated with a payment gateway for easy subscription packages.

Evidently, WiseDV's suite of solutions contains all the required software and components for future-ready broadcasting. As a result, traditional broadcasters can use most of WiseDV's solutions atop their existing stack and adopt cost-effective, efficient, and modern ways of acquiring and delivering content. As Anandpura puts it, "Our mantra is simple: If you can sell it, we can make it, as long as we don't need to bend the laws of physics."

WiseDV prides itself on having a

WisePlay Output with 7 Layer Graphics



WisePlay EPG for Vizio TV, Sling TV, WURL, Plex TV, Kapang TV and Many More!

strong line of communication with its clients and a clear understanding of the market needs firsthand. In addition, the company ensures that they operate with a very agile engineering team, solving the most complex problems for their customers. They also run a very responsive support team that provides 24/7 technical support.

A CULTURE OF CURIOSITY, TEAMWORK, AND INNOVATION

WiseDV's innovative and problem-solving culture is driven by its energetic and dynamic engineers, who are inspired to create value, both internally and for the clients. For instance, the WiseDV team has been remotely working since the first day of the pandemic and has faced several challenges in collaboration. None of the commercially available solutions fostered a sense of togetherness in their virtual 'office.' Its

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workforce engaged in discussions to build an apt solution. "As a result, we developed Bozu, a multi dialogue virtual

event creator that can host all the meeting rooms on one screen. We have used it for our remote office every day since," recalls Anandpura. Bozu is now a highly successful video conferencing solution with several practical features, such as having separate rooms spread across different groups on the same screen. People can 'walk' over from one room to the other by simply dragging and dropping themselves from one tileset to another. It made WiseDV's daily office more interactive, enabling zero-latency communication between customers' requirements and the development team.

"Our innovation lab is powered by contributors, creators, and value creators. We always emphasize on creating long-term value. And teamwork is the most crucial aspect," Anandpura emphasizes. This philosophy has made WiseDV very efficient in its product development methodologies.

RIDING THE WAVE OF BROADCAST TECHNOLOGY MODERNIZATION

With a wide range of products and solutions for the broadcast and streaming space, WiseDV is well aware of the video content market's trajectory. Anandpura believes that there is plenty of room in this field for creative entrepreneurs to innovate - blockchain, augmented reality, and virtual reality, which can enhance content viewing experiences. With Bozu, the company is working on integrating virtual and multi-group events for live sports competitions, movie/series watch parties, and even eSports streaming. WiseDV is expanding its technologies for this market segment while exploring ways to become part of the metaverse trend.

With strong technical chops and an eye for creating value, Anandpura is confident in WiseDV's capacity to capture the future video content distribution market. **ME**

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