

## CBS News

Satellite news gathering from remote locations

### Organization

CBS News

### Industry

Broadcasting

### VBrick Products

- VBCast VBxStream
- MPEG-4 Decoder Appliance

### Applications

Live Broadcasting

CBS News uses a variety of methods to gather video from the field. Traditionally, a satellite truck, a camera crew, and a reporter arrive on location, set-up, and begin broadcasting.

### THE CHALLENGE: Broadcast live remotes, quickly and easily, from anywhere in the world

In many locales, satellite trucks or satellite uplinks are hard to locate or rent. In these remote locations, network news organizations have turned to satellite videophones in lieu of the satellite truck, but the video quality and call-reliability has been low and unreliable.

During the Anna Nicole Smith tragedy, CBS News needed a way to broadcast live from the Bahamas without a satellite truck. The solution needed to be portable, reliable and as high-quality as possible.

### THE SOLUTION: A rolling case, no bigger than a carry-on bag, that transmits video over a digital satellite connection to the CBS IP network

VBrick's founder and CTO, Rich Mavrogeanes immediately came to the rescue. Using a small Inmarsat® BGAN satellite internet connection, and a VBrick MPEG-4 Encoder Appliance, CBS could now stream live video over the internet directly to the CBS News Satellite Operations Center.

At Sat Ops, the Engineers installed a VBrick MPEG-4 decoder that automatically begins receiving the video and audio as soon as the VBxStream package is turned on. The VBrick encoder needs no configuration on location minimizing the time it takes for the crew to set up. As soon as the live feed passes the engineering check, the video feed is patched into the CBS news control room where they can now interact with the news anchor, live.

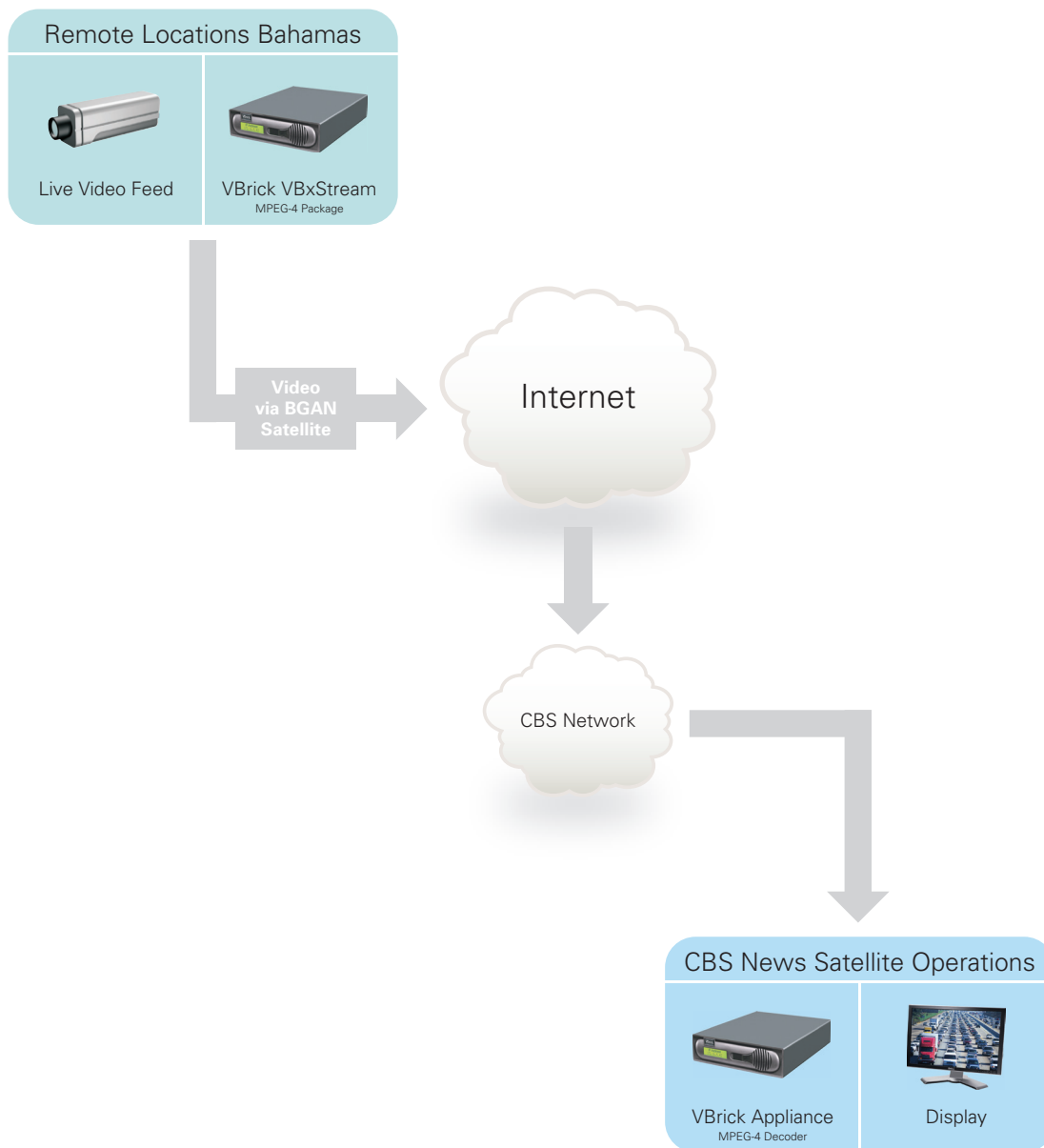
### THE BENEFITS: Fast, easy to set-up and reliable, VBxStream takes satellite newsgathering to new levels

CBS News used VBxStream to broadcast live from the Bahamas for their morning news program, *The Early Show* during the Anna Nicole Smith tragedy.

With the reporter in the field, a camera man and an audio technician, they simply boarded a plane with the VBxStream case. As soon as they arrived, they set up the camera, and microphone, powered up the VBxStream and began broadcasting live to New York.

"In minutes they were up and running. What used to take thirty to forty-five minutes for a satellite truck, now takes minutes, if not seconds," said Rich Mavrogeanes.

## System Integration



### About VBrick Systems, Inc.

VBrick is the leader in Enterprise IP Video solutions, with over 6,000 corporate, education and government customers and 60,000 installations worldwide. VBrick solutions work over standard IP networks and the Internet to deliver rich media communications that connect people everywhere -- from employees and customers, to partners and shareholders. Our comprehensive product suite and end-to-end solutions are used in a wide range of live and on-demand applications including meeting and event broadcasts, distance learning, digital signage, TV distribution, video surveillance, and Web-based marketing campaigns. Headquartered in Wallingford, CT, VBrick's products and services are available through industry-leading value-added resellers.

For more information, visit [www.vbrick.com](http://www.vbrick.com)