

DAIMLERCHRYSLER

SOLUTION AT A GLANCE

ProCast CDN enables DaimlerChrysler to benefit from central management for global content distribution and regional playout at over 30 of its regional offices in South America and Asia Pacific.

ProCast CDN allowed DaimlerChrysler to cut operational cost by replacing expensive satellite links to South America and Asia with video file transmissions across ProCast CDN leveraging the existing internal DaimlerChrysler Corporate Network.

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Reducing Operational Costs by Centralizing Management of Content Distribution

DaimlerChrysler

Scenario

DaimlerChrysler broadcasts a daily internal television program called DaimlerChrysler TV (DCTV) to its worldwide locations.

As a global in-house corporate television production, it is DCTV's mission each day to serve DaimlerChrysler employees with fresh, up-to-date information on every aspect of the company and its operations. DCTV focuses directly on DaimlerChrysler's workforce and is broadcast to a total of 464 locations situated in 40 countries on five continents.

Recently DCTV was mandated to reduce broadcast costs while maintaining or exceeding existing broadcast quality. As a first step, DaimlerChrysler and its partners scanned the market for a solution with which to manage the distribution and scheduling of DCTV video content from a central location in Stuttgart, Germany for play out on terminals across DaimlerChrysler's South American locations.

Eventually, the solution chosen for DCTV's South American broadcasts would be scaled to redesign the global DCTV broadcasts towards a more flexible and cost-efficient media delivery infrastructure, with equal or improved broadcast quality.

Solution

DaimlerChrysler and its partner, T-Systems, selected Omneon ProCast CDN™ to manage the distribution, delivery and playout of video assets for DCTV programs and channels.

ProCast CDN offered DaimlerChrysler an end-to-end solution that included the distribution and delivery of video assets via terrestrial networks; the remote control of distant receivers and play out of content on them; the remote scheduling of video playout; and targeting of video displays to a specific group of receivers or regions.

The ProCast CDN solution seamlessly integrated with DaimlerChrysler's existing infrastructure and existing third-party caching software already running on the network.

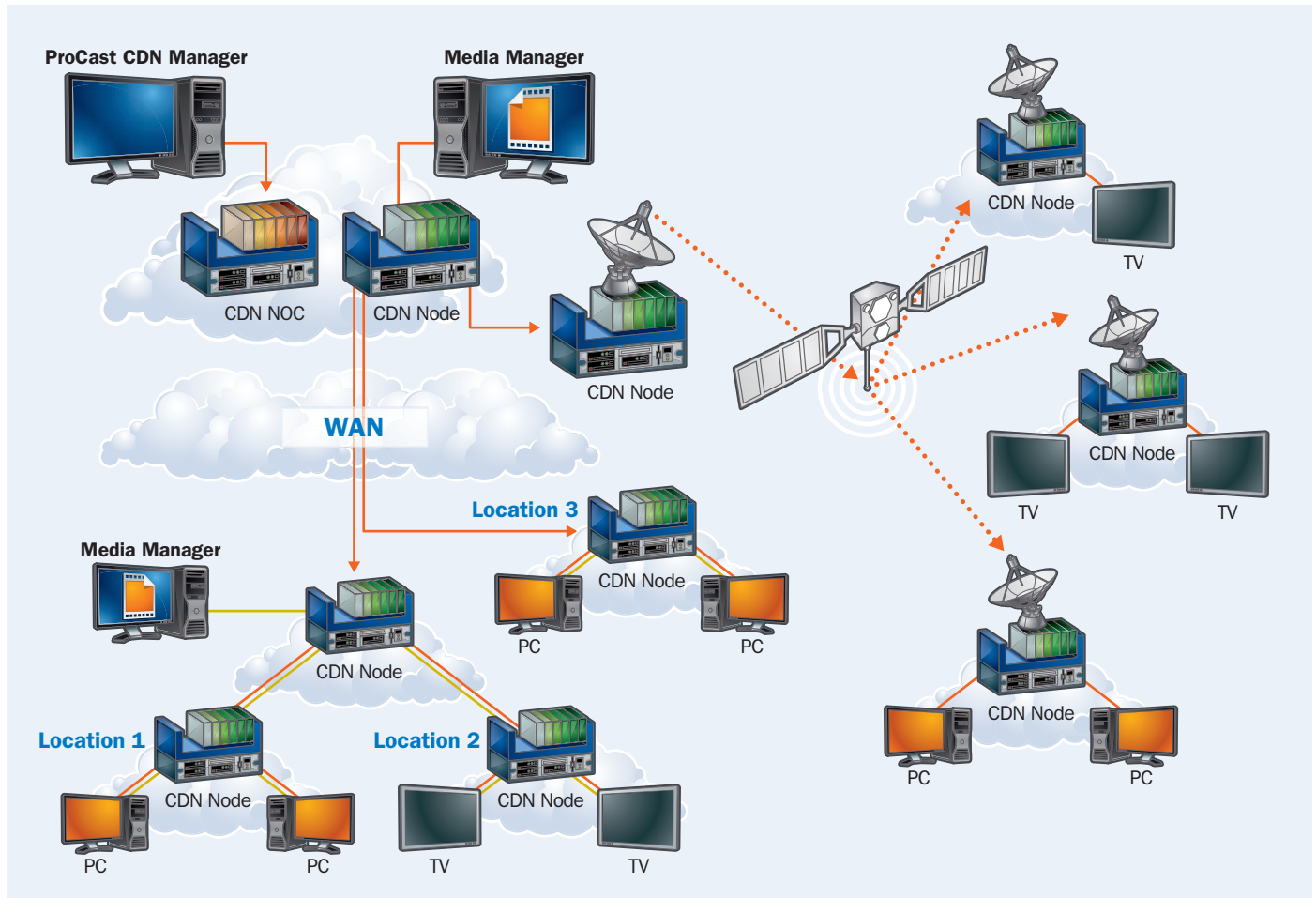
■ CASE STUDY

Benefits of ProCast CDN

DaimlerChrysler's implementation of ProCast CDN provides valuable benefits to DCTV operations and services, including:

- Reduction in the cost of DCTV distribution to South America by switching off satellite distribution and replacing it with ProCast CDN Internet media delivery across the DaimlerChrysler Corporate Network (DCCN).
- Single central network control of all remote CDN Nodes located at faraway sites in a different hemisphere.
- Ability to further reduce distribution and operational costs by using the same ProCast CDN platform for DCTV distribution to Asia, thereby replacing satellite distribution with terrestrial delivery, and by allowing the same operators to manage distribution for both regions.
- Ability to target the distribution of playlists and manage play out of video assets differently for different regions.

How it works: ProCast CDN




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