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StreamGuys to Highlight New Cloud-Based Encoding and Uncompressed IP Audio Delivery Solutions at IBC2018

Demonstrations to feature European debut of audio processing and distribution workflows powered by Uncompressed Reflector Service, jointly offered by StreamGuys and Barix

BAYSIDE, CALIFORNIA, August 29, 2018 – Next month's IBC2018 exhibition in Amsterdam will mark the European debut of two new workflows for radio broadcasters powered by the partnership between SaaS-based streaming solutions pioneer StreamGuys and IP audio innovator Barix. Leveraging new support for uncompressed audio streams with metadata in the companies' joint Reflector stream delivery and management service, the first workflow enables cloud-based encoding architectures that reduce customers' costs and expand their output capabilities, while the second improves audio quality for point-to-point transport such as studio-to-transmitter links (STL). The new offerings will be showcased from September 14-18 in stand 8.A59 at the show, where StreamGuys will co-exhibit with partner ENCO.

Developed by Barix and hosted, operated and supported by StreamGuys, the proven Reflector managed service allows broadcasters and content producers to easily create IP-based audio delivery links without time-consuming network and firewall configuration effort. Audio from a Barix hardware endpoint is transported across StreamGuys' robust and reliable content delivery network, while link management is simplified through an intuitive, cloud-based portal. The new Uncompressed Reflector Service builds on this foundation with support for uncompressed PCM audio accompanied by associated metadata, enabling flexible new workflows with superior sound quality.

Encoding and packaging audio streams for multi-format, multi-bitrate distribution has typically required customers to buy and manage full-featured encoding systems, many of which are Windows-based and need frequent operating system patches for security. StreamGuys' new cloud-based encoding solution combines the dependability of dedicated Barix hardware with the reduced maintenance burden of a managed service and the virtually unlimited resources of the cloud, lowering users' total cost of ownership while dramatically expanding their simultaneous, multi-format output capabilities.

The cloud-based encoding workflow starts with a current-generation Barix Exstreamer 500

encoder/decoder unit, which uses the Uncompressed Reflector Service to transport uncompressed audio to the Barix Uncompressed Gateway running on StreamGuys' broadcast-grade cloud infrastructure. Support for accompanying metadata allows the transmission of program data such as song and artist information alongside the audio, and can be used to trigger downstream systems such as server-side ad insertion. StreamGuys' virtualized Remote Encoder software then transforms the uncompressed audio into any desired combination of compression formats, bitrates and profiles for multi-format, multi-point distribution applications including live Internet broadcasting, multi-station radio networks, program syndication and more.

The Reflector service was previously best known for streamlining point-to-point audio transport for STL, studio-to-studio, station-to-station syndication and remote contribution links, and the Uncompressed Reflector Service offers benefits for these delivery architectures as well. Uncompressed PCM audio with metadata can be transported between two current-model Barix Exstreamer 500 hardware endpoints, combining robust reliability and operational simplicity with unparalleled audio quality. The flexibility of the Uncompressed Reflector Service also allows a single Barix Exstreamer 500 unit to simultaneously serve as the source for both cloud-based encoding and point-to-point delivery to Barix receiving devices, maximizing customers' investments.

"The Uncompressed Reflector Service makes uncompressed remote contribution and backhaul much simpler and more reliable, forming a critical foundational element as the industry moves towards a fully-virtualized studio in the cloud," said Kiriki Delany, president, StreamGuys. "Our new cloud encoding workflows enable customers to minimize on-site hardware at the studio, maximize their output capabilities and avoid the headaches of maintaining their own encoding systems, while our uncompressed point-to-point delivery architectures ensure that IP audio is transported between sites at optimal quality. We received tremendous response to our preview of these new workflows earlier this year, and we are looking forward to showcasing them to IBC attendees."

About StreamGuys, Inc.
In business since 2000, StreamGuys is an industry-leading service provider of live and on-demand streaming, podcasting delivery, and software-as-a-service (SaaS) toolsets for enterprise-level broadcast media organizations. The company brings together the industry's best price-to-performance ratio, a robust and reliable network, and an infinitely scalable cloud-based platform for clients of any size to process, deliver, monetize and playout professional streaming content. StreamGuys supports many of the world's largest Podcasts, global TV and radio broadcasters, video and audio production companies, houses of worship, retail and hospitality businesses, government organizations, medical and healthcare services, and live venues for sports and entertainment. The company excels in developing and deploying technologies for business growth and revenue generation, including dynamic ad insertion, Alexa Skills, mobile streaming and detailed business and data analytics.

About Barix

Barix supplies simple and reliable solutions and components to systems integrators and end users worldwide. We move high-quality audio across IP networks, adding value to customer solutions for more than a decade with hundreds of thousands of devices installed worldwide. Background music distribution with dynamic advertising insertion for retail shops, bars and hotels; public address solutions for schools and public spaces; and intercom and entry systems for facility surveillance, protection and security are among the many applications of Barix solutions. Barix also supports OEM projects for a number of Global 500 listed companies serving many industries worldwide. www.barix.com

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