

The background of the top section is a dark, slightly blurred image of broadcast equipment, including what appears to be a camera and various control panels. Overlaid on this is a large, white, sans-serif title.

Sérgio Pinheiro at CDNTV

European and International Institutions benefit from cloud technology for live broadcasting with H.265 over multiple 4G connections

SÉRGIO PINHEIRO is the owner of CDNTV, which provides mainstream TV and live video streaming to social media channels for major European and International institutions. His clients require global video streaming for conferences, governmental meetings and international events around the world. The content of these meetings may necessitate it being secure and so utilizes the encryption functionality, but if not, they can also be broadcast live directly onto the corporations Facebook and Instagram accounts by distribution over ku-band satellites. CDNTV produces public news reports, corporate films, documentaries and institutional video content.

CDNTV is unique as it doesn't just provide corporate audio-visual communications. Pinheiro travels around the world on behalf of his clients. He is often met with surprise by fellow broadcasters and journalists as to how well his technology operates. For example, he doesn't need a laptop for transmissions, he is often able to start broadcasting live before the other people around him have their equipment even turned on. He finds that the Soliton Zao's and his cameras are up and running within 30 seconds, whereas his counterparts may need 3 minutes minimum before they are ready to start broadcasting.

Pinheiro has been working with Soliton Systems since 2016. He first heard about Soliton in 2014, but he was tied into a ka.band satellite system contract. He was frustrated with the limitations and the bulky requirements for satellite. He wanted something more flexible and smaller, with additional requirements such as multiple bonded connections such as 4G, wifi and network, encryption, low latency and importantly, that it could take advantage of cloud technology.

Pinheiro recalls using Soliton for a very important client as part of the evaluation of the system. He explains "We set up the Soliton Zao for a summit in Africa, in a region with very poor reception. We thought, if it works here, it will work anywhere. We had many heads of states in that meeting. It was critical it went well. Our live broadcast back to the European location went so smoothly and the transmission was great with full reliability. After that trial, we decided to implement this everywhere."

Pinheiro has the flexibility of streaming direct to a client or streaming via the cloud directly to social media. Alternatively, Pinheiro can send a license key directly to a client, they can install the HD View (1 channel) decoder software themselves quickly and easily. Sergio can set up multiple licenses in this way and can manage to whom he sends the live streams. He and his clients are delighted with this flexibility. This allows him to work with multiple clients in one day and therefore doesn't need to do a full day rental for each one.

The Zao also has the ability to log information and usage which Pinheiro has adapted for his own needs to help with invoicing. He can see the exact time and date when he broadcast for each client, which makes invoicing transparent, accurate and simple.

Pinheiro explains "I needed a system that was super reliable for live streaming, but also one where I can control the distribution for each and every broadcast. By using a common VPN connection, this gives my clients a global IP address that they can connect to and receive an encrypted live stream."

He continues "Given that fact I can now do H.265 over multiple connections, as oppose to H.264 over my ka-band satellite, I have found my costs go down by 90%,"





and coupled with the flexibility to use the cloud for delivery has made it more beneficial for my customers.”

The initial set up and installation was very easy for Pinheiro. He found the set-up of the transmitter and receiver very user friendly: “Whenever I wanted to change the destination of the broadcast, I could just set it up myself in less than a minute and I could change client. Soliton’s HD View allowed me to do this for free, by myself. It was amazing. I can be more flexible with broadcasting for all my clients anywhere in the world.”

Pinheiro loves to impress his clients: “In 2019 we were once required to have a last-minute change of venue for a very large event. They had been planning to use a cable connection between the different buildings, but there were too far for traditional video cables and it was too expensive to install a fiber. I just picked up my equipment, went to the new location and broadcast live for them. I was able to provide an instant, live, encrypted high quality transmission for them. They were amazed. The picture and sound quality were beyond their expectations. They are considering using this as their permanent solution rather than cable connection. I know that the quality of the broadcast was good as we were able to use maximum speed 10MB quality with H.265.”

Pinheiro has been using Zao in a variety of scenarios. “Recently we used Soliton’s Zao to do a total of 6 hours live broadcast, from Sharm El Sheikh to Brussels. At the Sibiu summit in Romania, we livestreamed directly to a client’s Facebook for 30 minutes every morning and afternoon. There was a very significant number of live viewers for each broadcast.”

Pinheiro concludes;

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I’ve broadcast using Soliton Zao’s from 5 continents. As my business expands and global demands continue, I’m sure that I’ll continue my partnership with Soliton. I need the assurance of high-quality broadcasting, with stable, encrypted transmission.

The fact that I can be flexible with my broadcasting, really ensures my business grows, and my clients stay happy.

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ABOUT CDNTV

CDNTV is a full-service audio-visual production and correspondent services company, located in Brussels and Lisbon. Composed of video professionals with many years of live streaming and production experience, they produce news reports, corporate films, documentaries and institutional video content to a variety of corporate, government and institutional clients. www.cdntv.eu