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USER REPORT

Streambox Delivers Live Webcasting

by Jeff Hill
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Onstream Media

POMPANO BEACH, FLA.

Onstream Media provides encoding, live Webcasting, and on-demand video streaming for more than 75 percent of the Fortune 1000 companies, as well as many federal and state government agencies.

A wide variety of clients use Onstream to provide a high-quality pathway from remote meeting venues back to our encoding centers, where the content is then streamed to the Web.

FORMERLY RELIED ON ISDN

In the past, we relied on video conferencing units connected to ISDN lines to provide these services. However, with the evolution of broadband, we've found that this type of access is increasingly less available.

We're also faced with situations where clients want to transmit live video and audio via videoconferencing units over IP. The downside to this is that packet loss can be substantial—as much as 40 percent in some cases—making real-time transmission extremely difficult.

Alternatives include installing ISDN lines into a venue prior to the event or using satellite trucks. However, these options sometimes aren't feasible.

Our solution is the Streambox SBT3-2100 transport system. We are continually impressed by its performance and reliability. Hands down, it's the only system that we've found capable of supplying the high-quality video and audio we need over bandwidth-limited IP connections.

Streambox's technology has solved our connection problems beautifully by allowing us to use 1.5 to 2.0 Mbps of connectivity to transmit broadcast video signals without incurring time-based connectivity costs.

The SBT3-2100 video transport system is part of Streambox's ACT-L3 family of real-time video transport solutions optimized for interlaced and progressive display systems.


Jeff Hill

GOOD FEC CAPABILITY

One of the features we've found absolutely key in the SBT3-2100 is its robust FEC (forward error correction) capabilities, which means quality streaming even when there are irregularities in our IP connection.

There are always issues such as latency, packet loss and bandwidth inconsistencies, so the ability for us to tweak settings has been enormously beneficial. Our technicians are able to quickly and easily adjust target bit rate, frame size, frame rate, buffering size, FEC and keyframe interval to match the characteristics and requirements of each venue. This flexibility and ease-of-use have been paramount to our success.

I recently tested the Streambox system using an iffy hotel Internet connection. After 90 minutes of live streaming, I checked the system's FEC readings—two packets lost and recovery of more than 35,000. We are particularly impressed with its performance in this respect.

Without a question, Streambox has increased our ability to deliver high-quality video Webcasts in settings where this would not otherwise be possible. Clients cannot always control where their events will be held. In the past, difficult venues may have required taping the event for non-live streaming or relying only on audio. The Streambox system enables us to deliver the kind of video events that our clients truly want, with very little concern about the type of IP connection available.

The bottom line is that with the SBT3-2100 integrated into our live Internet video streaming, we're able to bring on a variety of new customers that we would not otherwise have been able to acquire. And at the end of the day, I really couldn't ask for more.

Jeff Hill is the vice president of Webcasting for Onstream Media Corp. in Pompano Beach, Fla. Jeff has been with Onstream for 10 years and has helped to develop the company's Webcasting division. He may be reached at jhill@onstreammedia.com.

For additional information contact Streambox at 206-956-0544 or visit www.Streambox.com.