

## News Release

For Immediate Release

# Ross Video and Cisco Demonstrate Virtualized News Production

Joint whitepaper to be released at NAB New York highlights successful proof-of-concept

**Thursday, October 12<sup>th</sup>, 2017 [Ottawa, Ontario, Canada]** - Today, Ross Video® and Cisco announced the availability of a joint whitepaper at NAB New York, entitled “Newsroom in a Box... in a Data Center”, which showcases a virtualized news production Proof-of-Concept (PoC) that the companies produced together. The PoC successfully demonstrated how a workload that is formally defined in human-readable text files can be transformed into both a Cisco® Cloud Center GUI for control, monitoring and life-cycle management; and a Ross news production workflow comprising OverDrive (automation), XPression (graphics), Inception (news authoring), and Streamline (MAM). The end result was 14 rack units of Ross gear virtualized into 2 rack units of Cisco’s Unified Computing System (UCS) with a workflow that looked and behaved exactly like a non-virtualized newsroom production system. The key highlights from this whitepaper will be presented in a jointly hosted [webinar](#) on November 16<sup>th</sup>, 2017 at 11am ET.

“The promise of virtualization including increased equipment utilization, flexibility, and resilience is undeniable,” stated John Naylor, Technology Strategist, Ross Video. “Our virtualized newsroom PoC with Cisco highlights that a dual technology solution where data center technology combines with SDI infrastructure is the next practical step for most broadcast operations today.”

“Our work with Ross Video to produce and present a cloud-based newsroom workload demonstrates our commitment to driving innovation in this industry,” said Roger Sherwood, Director of Business Development, Service Provider Business, Cisco. “Despite the challenges involved with virtualizing live video production, we are demonstrating that the cloud is well-suited to manage primary and secondary broadcast distribution today.”

Ross Video participates in the Cisco Solution Partner Program.

[Register](#) to receive your copy of the whitepaper and to participate in the upcoming webinar.

Visit Ross at NAB New York, booth #N253.

## **Ross Video is Smart Production**

Ross powers video productions for billions of global viewers daily with the industry's widest range of smart production solutions. Ross makes it easy to create compelling news, weather and sports broadcasts, engaging material for sports stadium screens, entertainment shows and rock concerts, educational institutions, legislative assemblies, corporate applications, and inspiring content for houses of worship. Ross solutions have impressed the audiences and marketing partners of NBC Sunday Night Football, Google YouTube Space London and China's eSports powerhouse VSPN. Ross delivers an unrivalled range of products and services comprising virtual studios, real-time motion graphics, cameras, robotic camera systems, production switchers, video servers, infrastructure and routers, social media management, newsroom systems and mobile live events.

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