

Magna Systems and Engineering to work with Switch Media

Innovative end-to-end new media platform provider for the broadcast industry

Switch Media specialises in providing scalable end-to-end new media platforms for the broadcast industry. Their engineers develop integrated media asset management, analytics, content protection, storage and delivery systems that enable the distribution of programming via the internet. A Switch Media platform enables clients to manage and monitor the delivery of their content to PCs, mobiles, iPads, Android devices and connected TVs. Switch Media use a hybrid of cloud-based infrastructure and private tier-one facilities to leverage scale, maximise security and control costs. They also use a redundant topology to ensure continuity of service. Switch Media services can integrate with current broadcast and online media operations or can be provided as standalone solutions. Switch Media is the online technology partner to a variety of broadcast, educational and corporate entities including



Christopher Stenhouse, CEO Switch Media and David Bowers

AUSTAR, the Australian Broadcasting Association (ABC), INSEAD, Disney, Fairfax Media and The Cable and Satellite Broadcasting Association of Asia (CASBAA) and has its hubs in Sydney, Mumbai and Singapore.



Magna Systems at Broadcast Asia, SMPTE and IBC 2011

For those of you who just can't get enough of going to conferences and exhibitions, please join the Magna Systems and Engineering team at Broadcast Asia on stand 4L2-01, SMPTE on stand C44 and at IBC 2011.

As we all know Magna Systems is an Asia Pacific focussed systems integration company. We have offices in Sydney, Auckland, Singapore, Hong Kong and Indonesia. A large part of our business is in South East Asia and Broadcast Asia is where most of the clients in the region go to see the latest in terms of our technology, products and service offerings. It's a good show as everyone in the region can easily and relatively cost effectively be in one place at the same time. Broadcast Asia has always proven to be a very successful show for Magna Systems and Engineering. From our point of view we can have a big stand at Broadcast Asia where most of our key principals are represented. From our clients' point of view they can travel to and stay in Singapore more cost effectively and conveniently than the USA or

The Netherlands. Thus it's a win-win situation. As we represent over 50 key industry technology companies and have a significant SI business, we have major installations right across the Asia Pacific region in some of the most prestigious broadcasting facilities including ESPN Star Sports, CNBC, Sony Pictures, Turner, Astro, Ascent Media and many more.

You can expect to see representatives and demonstrations from the following key principals on our stand at this year's Broadcast Asia: Anystream/Telestream, Artec, Blueshape, Cambotics, Chyron, Dalet, Front Porch Digital, Interra, iPV, Pebble Beach Systems, Penta, RGB Networks, SeaChange, Signiant, Strategy & Technology, Switch Media and TVU Networks.

At this year's SMPTE show Magna Systems and Engineering will be showcasing a wide range of IP-based systems, workflows and media asset management solutions directly targeted at changing the way broadcasters do business and how they monetise their assets. As usual we will have the entire