

# :update



# ENTER OUR TIME CAPSULE

## 15 Years of :update

It's the spring of 2008. Barack Obama is well on his way to becoming the 44th President of the United States. Preparations for the Summer Games are Beijing are in full swing. And in the city of Wuppertal, Germany, the Riedel team is hard at work laying the finishing touches on some brand-new intercom innovations... as well as the very first Riedel :update magazine!

15 years later, you are now looking at :update #30. A lot has happened since the first edition: technologies came and went, the number of Riedel employees almost tripled, and our company transformed from a small force to be reckoned with to a global technology leader in the media, sports and entertainment sectors.

So enter our time capsule and join our small tour down memory lane... Take a look at some of our favorite articles over the years, with some oracular predictions for the industry's future, some quotes that aged exceptionally well... and some Riedel colleagues who look like they didn't age at all.



### #RIEDEL faces Thurid Wagenknecht



"You might think that this job is all about traveling the world and proudly working on the most prestigious sports and events. But, it is not as single-sided as that :)"

This job also truly gets you in touch with a world unvarnished, with a multi-dimensional view of places, people, mentalities and all the ups and downs, light and shade, which come along with it. It makes you test your limits, and to re-adjust them. Regularly. We'll, you've got to like that. We do!"

Thurid Wagenknecht,  
RIEDEL Communications  
Programme Manager Global Events

### IT-based Media Infrastructures in Broadcast?

...a question for Jiou-Pahn Lee  
Riedel's Director Research and Development

### WHAT ARE YOU DOING ARNE?



As head of the IP research team at RIEDEL, I am involved not only in product development, but also in our continual search for the latest advances in network technologies. This includes the transport of audio and video (compressed and uncompressed), mechanisms for the intelligent control of IP data streams, and safety aspects such as authentication, authorization, and encryption.

"MediorNet offers valuable functionality for many facilities today, as well as a smooth path into working with IP interfaces. The IP research team is committed to ensuring maximum interoperability with products from industry partners."

Arne Bönninghoff,  
Head of IP Research

Thomas, what philosophy will you always hold on to?

That with hard work and close attention, anything is possible. How about you?

That by finding great people and giving them the tools to do their jobs, great things can happen.

And how do you find great people?

A lot of it is trial and error. Not everyone will be a fit for your company or its culture. By setting a good example, rewarding success, and allowing people to make mistakes and learn from them, good people will find YOU. The best piece of advice I can give to you is that you have great instincts. Trust them and you'll be fine. Do you have any advice for me?

### THOMAS ON THOMAS

In a conversation that spans the ages, learn a bit more about the man who started it all and how he's changed in the last 30 years. (80s Thomas and Thomas today)



A question for Lars Höhmann  
What's the RIEDEL difference?

We are involved in projects worldwide. Big ones, small ones, each with its different characteristics. Being present in so many industries, we have a global view. This provides us with strong feedback on these projects from our customers, which we include in our product development roadmaps. Product Management, Research & Development and Rental Services, all work closely together to build the most flexible solutions.

BE BOLD  
BE LIGHT  
BE ITALIC  
BUT NEVER  
BE REGULAR

"We are ready"

# THE STORY TELLER

A few questions for Christian Bockskopf

**What inspires you?**  
Not so much is surprising these days but I am really inspired by people who act and think differently than you might expect. It is easy to go along with the current. I'm inspired by those who dare to go it alone.

**How would you value RIEDEL as a brand?**  
RIEDEL is a very strong brand within the realm of broadcast communications and related technologies. We may not be McDonald's, but you will find us hard at work at events around the world every day.

**What does the 30th anniversary mean to you?**  
We are already well into the planning for a huge celebration in December. But personally, I am proud of what we have accomplished in the first 30 years and I still enjoy coming to work every day. The entrepreneurial spirit of the company is as strong now as it was in the beginning and I can wait to see what the future brings.

### How would you explain RIEDEL to your grandma?

...a question for Jake Dodson  
RIEDEL's director of product management



**Jake:** Imagine the most amazing show you have ever seen: full of drama, excitement and creativity, or your favourite tv show such as the news. RIEDEL makes products that enable such productions to be imagined helping the creative teams to communicate and run the production.

**2. If you could describe the new RIEDEL solutions as people, how would you describe them?**

**Jake:** The Smartpanel is like a post graduate student just starting on their career ladder. It has a solid foundation, is full of the latest youthful thinking and full of promise and personal growth potential. Tango is like a Masters student. Mature, full of capability but a little understated. You won't see it making a big song and dance about its capabilities but you know it will deliver when you need it. MicroN is like a Civil Engineer, helping build foundational bridges in video point-to-point but able to expand and grow its structure to suit its surroundings.

### I REDUCE THEREFORE I AM

Interview with Alessandro Reitano

Sky prides itself on delivering great content that continues to raise the bar both in terms of the technology behind it and the stories that are told. They pioneered things like 4K interactivity and steady cam so when the opportunity came up to streamline workflows in their new SNG vans, Alessandro Reitano chose RIEDEL's MediorNet, Artist, and Smartpanel to help prepare Sky for the future.

Innovation helps Sky to differentiate their services and their end products. With the introduction of the MediorNet Control app, Sky has a single interface that can provide both comms and control of their MediorNet signal transport and processing backbone. This allows them to be more efficient by saving valuable space in the vans, saving money on not having to have separate interfaces, and allowing them to handle larger productions. And Smartpanel is app-driven, they will be able to realize even more future capabilities to realize even more.

### #RIEDEL faces CFO FRANK EISCHET ABOUT CHANGE



"RIEDEL Communications has seen tremendous growth over the last years, and I am convinced that the key drivers for this growth have not only been customer-oriented innovations and a strong market reputation, but also our strong commitment to maintaining the culture of a family company."

Frank Eischet,  
RIEDEL Communications  
CFO

### ANDY'S GALLERY OF VISION



When did you meet Thomas for the first time?

It seems like we've known each other since high school but, in reality, it was sometime in the 90s. The first time we worked together intensively was during our time together at O3B with myself as the Technical Director of O3 and Thomas as the innovative technologist who wanted to change the world.



## SIMPLYLIVE PRODUCTION SUITE SETS EMG ITALY APART

■ **EMG Italy, a leading provider of broadcast and media production services, is utilizing Riedel's Simplylive Production Suite in its Broadcast Center dedicated to Italy's most important sport broadcasters and media producers. Deployed in support of Italian soccer, volleyball, field hockey, and basketball leagues, the All-in-One production solution has enabled the company to remotely produce and distribute up to 1500 events per season.**

"The beauty of the Simplylive solution is its scalability and the flexibility it gives us to achieve the highest product quality, both from the technical and — of course — editorial point of view," says Francesco Donato, Chief Technology Officer at EMG Italy. "Certainly, one of the additional benefits is its capacity to manage TV productions and related workflow that previously required a higher commitment of resources."

Remote production is one of the most important parts of EMG Italy's extensive catalogue of TV production services, which also include a wide fleet of OB van vehicles, tv studios, live graphics and data management, connectivity and digital services. As a one-stop shop for the Italian market, EMG Italy can remotely produce and distribute a basis of 40 live events per weekend handling up to 30 live matches simultaneously, making it far more essential to program each setup and manage requests quickly. With built-in video and audio mixers, live replay, file creation & live streaming and video review, the Simplylive Production Suite covers all the workflows required by television production, enabling EMG Italy to maximize both efficiency and effectiveness. In fact, the solutions offered through the Simplylive platform have allowed the company to feasibly handle low- and mid-tier live sport productions along with high-profile events, in turn expansion of the business and its clientele.



EMG Italy recently installed 13 fully equipped Simplylive workstations for a total of 30 workstations that remain active throughout the year. As a modular, software-driven live production platform, the Simplylive Production Suite ensures flexible setup and ease of use that allow the company to manage sport productions with smaller budgets and fewer people on site. The suite has also enabled EMG Italy to centralize and optimize its crews while reducing CO2 emissions through limited travel to live event venues.

Overall, Riedel has provided a toolset that empowers EMG Italy to achieve consistent high-quality workflows without investing in and deploying larger, more complex production facilities. With this flexibility, the company is helping to redefine the future of remote production and set a new standard for the broadcasting industry.

"With our live production platform, EMG Italy can provide flexible and optimized remote workflows for live multi-camera productions that also include video & audio mixing, live replays, managing highlights, graphics mixing and video review. This is clearly a cost-saving investment that allows EMG to take a hybrid approach to sports productions, expanding their operational capacity and greatly improving the quality of their product."

**Harry Kapros**

Business Director  
Live Video Production  
Riedel Communications



"We're proud to see how EMG Italy is redefining the future of remote production and setting new standards in the Italian broadcasting industry. As one of our long-term clients, the company truly fulfills its mission of offering innovative and efficient remote production solutions for such a large volume of events. We look forward to continuing our collaboration, delivering solutions that help our clients accomplish far more tasks with far less complexity."

**Giuseppe Angiello**

Regional Sales Manager Italy & Malta  
Riedel Communications



# SUPERB NOVA TV

MediorNet Future-Proofs NOVA TV's  
Award-Winning Broadcast Facility

Named the 2022 Building of the Year in TAL Engineering's Office and Corporate Buildings category, the Nova Broadcasting Group's newest facility in Sofia, Bulgaria impresses with its innovative design, functional layout, architectural aesthetics, and attention to detail in both its exterior and interior elements. Wholly dedicated to broadcast television and radio production, the seven-floor, 10,000-square-meter building houses nine TV channels, six of which are broadcast live, and boasts a state-of-the-art newsroom tailored for online content.



The building's efficient use of space is evident with the placement of the four studios on top of one another. By stacking studios vertically, with each studio occupying 3,000 square meters, Nova TV optimizes the available area, demonstrating efficient use of resources and enhanced collaboration among the different studios. Moreover, the inclusion of dedicated service rooms such as installation areas, hardware rooms, and audio booths highlights a thoughtful consideration for the operational needs of a modern broadcasting facility. These specialized spaces are crucial for maintaining smooth operations and high-quality production.

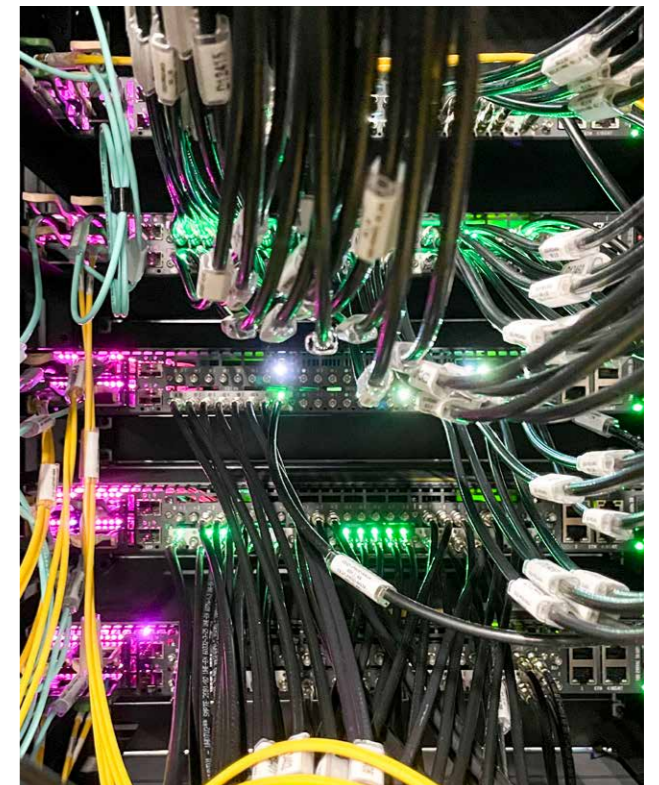


Seamlessly integrated into this ambitious project is the Riedel MediorNet decentralized real-time media network, as well as Riedel's Artist, Bolero, and SmartPanel systems for flexible intercom communications. Leveraging a decentralized network infrastructure and intelligent nodes, the MediorNet network enables Nova TV to place physical I/Os around the facility seamlessly. This innovative approach has significantly reduced the complexity of cabling and setup during deployment, making signal management far more flexible.



The MediorNet system also incorporates integrated processing functionalities, including frame store/frame sync, embedders/de-embedders, test pattern generators, and sample rate converters. This integration substantially diminishes the facility's requirement for external processing equipment, thus optimizing NOVA TV's operational efficiency throughout the production environment.

Moreover, Nova TV has incorporated 52 MicroN UHD units within the network, with 42 dedicated to production routing and the remaining 10 serving playout purposes. These MicroN UHD units are thoughtfully distributed across the network to cater to one master control room and three additional control rooms. This strategic distribution empowers Nova TV with potent decentralized processing capabilities, effectively streamlining workflows and elevating the overall broadcast capabilities.



Finally, the state-of-the-art facility also integrates Riedel's advanced technologies, such as the Artist-1024 node, Bolero wireless intercom, and the 1200 Series SmartPanels. Collectively, these technologies deliver versatile and crystal-clear communications, playing a pivotal role in Nova's production of exceptional content.

Thanks to Riedel's decentralized network and cutting-edge suite of communication technologies, Nova's team of approximately 1,000 employees can focus to delivering top-quality content to millions of viewers, with Bulgarian and international programming that ranges from news and sports to popular TV series, children's entertainment, game shows, and reality shows. If the facility's format requirements or signal volume should ever change, MediorNet will enable NOVA TV to scale and expand their system. And as the facility grows, MediorNet will provide the roadmap for migrating toward an IP-based architecture.

# REACH THE HORIZON

New Hybrid Processing Platform Blurs the Boundary Between SDI and IP

At IBC 2023, we unveiled MediorNet HorizoN, our latest addition to the MediorNet family of video networking and processing devices. In addition to providing extensive and powerful video processing capabilities such as UHD up/down/cross conversion, SDR-HDR conversion, and color correction, the innovative hybrid processing platform blurs the boundary between SDI-based and SMPTE ST 2110 infrastructures with a dense array of UHD gateways. With its software-based app concept, HorizoN is set to bring next-level flexibility and simplicity to video ecosystems in the broadcast, entertainment, sports, corporate, and government sectors.

Designed to adapt and empower, HorizoN houses an impressive array of 16 independent and individually configurable processing engines within a single rack unit, facilitating flexible processing while seamlessly bridging the gap between baseband and IP systems. The platform provides up to 128 SDI - IP gateways, up to 32 channels of SDR-HDR conversion and color correction, or up to 16 up/down/cross conversions and color corrections. SFP-based baseband video I/O completes the package, making HorizoN a complete platform capable of handling even the toughest challenges in a modern production environment.



"As a highly dense gateway and processing solution, HorizoN not only combines the simplicity of SDI with the interoperability of ST 2110, but also provides all the key processing functionalities modern broadcast workflows require. Because these capabilities can be distributed across the decentralized MediorNet TDM network, HorizoN reduces the need for external processing devices as well as deployment complexity and costs. And with its flexible licensing scheme accommodating user-specific combinations of processing and gateway capabilities, users pay only for the functionality they need."

**Patrick Mandl**  
Product Manager Video  
Riedel Communications

"Hybrid infrastructures have never been easier to achieve. MediorNet HorizoN enables customers not only to interface with ST 2110 infrastructures in a plug-and-play manner, but also offers an elegant way to gradually transform their baseband SDI installations to IP-native systems, at their own pace and within their budgets," said Drew Martin, Head of Video Product Management, Riedel Communications. "Thanks to its app concept, this software-defined hardware solution easily scales with customer needs and is an indispensable appliance for any state-of-the-art video infrastructure."



# SMALL FORM FACTOR BIG IMPACT

NEW HYBRID PROCESSING PLATFORM

# UNITING THE WORLDS OF SDI & IP



## MEDIORNET HORIZON



Hybrid infrastructures have never been easier to achieve. As a highly dense **IP gateway** and **processing** solution, HorizoN combines the simplicity of SDI with the interoperability of **ST 2110** and provides powerful **UHD** video processing such as **SDR/HDR** conversion, **UDX** conversion and **color correction**. Thanks to a flexible application concept, HorizoN scales with your needs and is an indispensable appliance for any state-of-the-art video infrastructure.



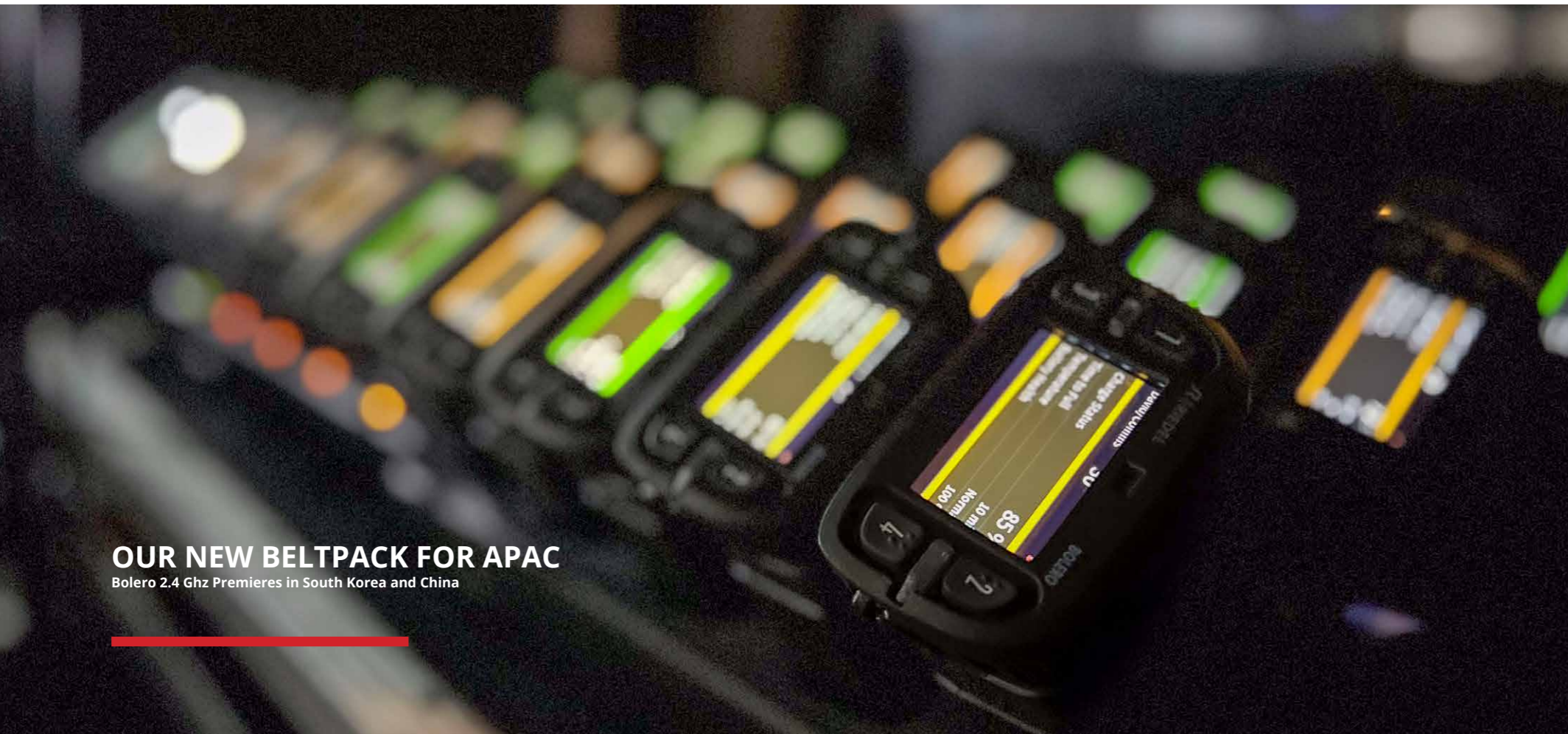
SDI/TDM



HYBRID



IP



## OUR NEW BELTPACK FOR APAC

Bolero 2.4 Ghz Premieres in South Korea and China

■ **The Hermès Parade Seoul 2023, a prestigious home fashion extravaganza held at the Yangjae AT Center in Seoul from March 31 to April 4, featured a breathtaking display of artistry and craftsmanship. But behind the scenes, another star made its debut.**

To enable stable, reliable communications throughout the event, distributor Dasan SR Inc. launched Riedel Communications' Bolero 2.4GHz wireless intercom system to the South Korean market. The team at Dasan SR showcased its potential throughout the immersive event, where dancers in a dynamic choreography presented pieces from the brand's home collection.

The Bolero 2.4GHz system was deployed with speed after a previous system produced unacceptable levels of RF and audio dropout during rehearsals. In total, the event used 35 Bolero belt packs, 10 Bolero antennas, and one NSA-002A Network Stream Adapter with stage announcement output and program input, including a Standalone/AES67 setup. In addition to extending antenna coverage to ensure incomparable sound quality, the Riedel system also facilitated flexible audio routing for seamless roaming from antenna to antenna without dropouts.



With its long battery life, sturdy design, and intuitive UI, the Bolero system reduced the time and cost of setup — even with many change requests regarding the party line and the function of keys and rotaries of each belt pack — and the Riedel team provided near-instantaneous technical support.

The success of the Hermès Parade Seoul 2023 did not go unnoticed. Thanks to a recommendation from Korea Seoul Sound, the Riedel Bolero 2.4GHz intercom system was also used at the Louis Vuitton Pre-Fall Event in Seoul at the beginning of May. Held in the very middle of the city, where WiFi and cellular networks are packed like nowhere else in the world, the Louis Vuitton show further demonstrated the Bolero system's unmatched capacity to handle outdoor events.

And so, the spotlight of Seoul shone not just on the Hermès Parade and the Louis Vuitton Pre-Fall Event, but also on the first deployments of Riedel's Bolero 2.4GHz intercom system in South Korea.



And Bolero 2.4's global success story goes on! Not long after the first deployments in South Korea, Bolero 2.4's first large-scale live event in China followed suit. During concerts for a popular Taiwanese band in Shenzhen and Shenyang, Riedel distributor Jiangsu R&J Electronic Co. rented out the Bolero system to provide high-

quality audio, ensure easy setup and deployment, and guarantee high-quality and high-coverage radio frequencies for the production house. This event demonstrated to the Chinese live event industry that Bolero 2.4 GHz can be used efficiently in a large-scale environment without being affected by other wireless devices on the same frequency in the same environment.

"We've been a Riedel distributor for over five years, and we could not imagine recommending another company's solutions for this occasion," said R&J General Manager Zhu Rongjun. "Their cutting-edge Bolero system has enhanced communication infrastructures all over the world. We took great pride in delivering this seamless solution and watching it elevate the production experience for both artists and audiences alike."

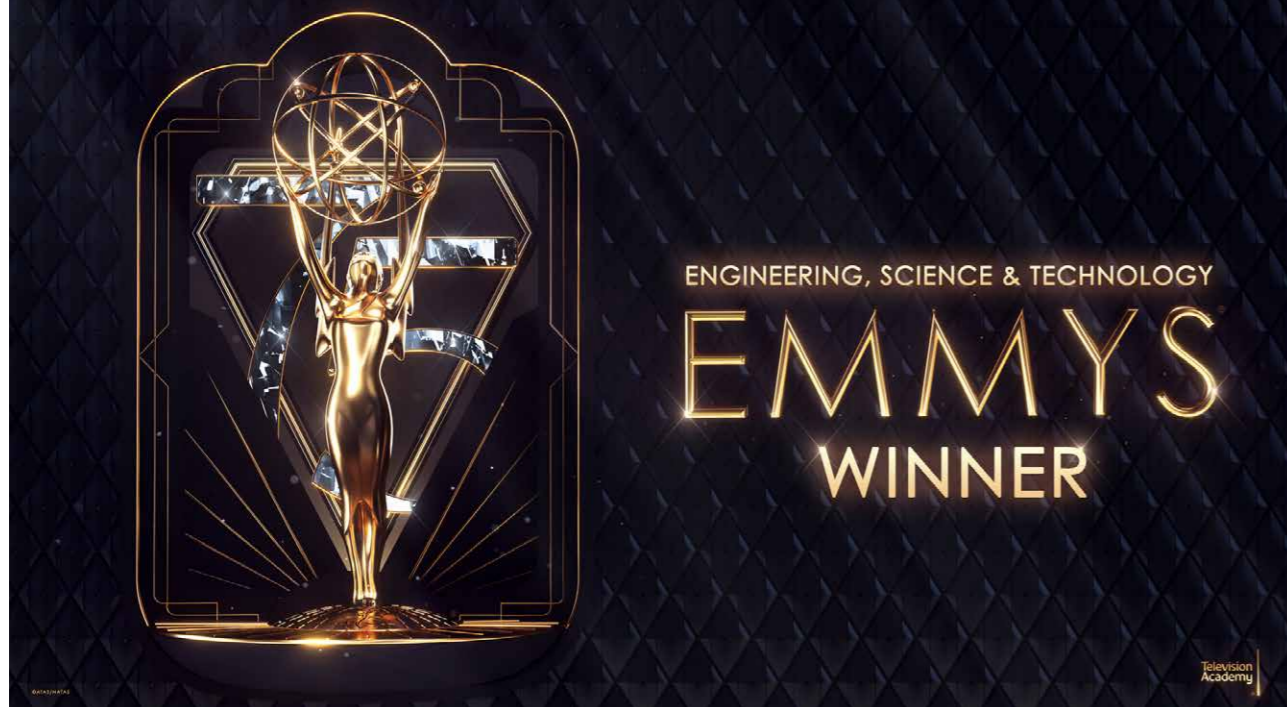


Working in a stadium with a capacity of 50,000 spectators, the concert's director and crew in charge of lighting, sound, and video needed to communicate seamlessly throughout the venue. Although there were many wireless devices in the environment, such as cameras and high-power Wi-Fi hotspot devices, the Bolero 2.4 GHz wireless belt packs used by the production team provided high-quality audio and reliable communications, overcoming the issue of wireless co-frequency interference.

Additionally, the production house had successfully achieved an integration between wired and wireless intercom systems by connecting Bolero to their Artist intercom via Riedel's NSA-002 network stream adapter. This integration reduced costs by limiting the number of antennas needed, and it also enabled operators to work in both integrated and standalone mode with greater flexibility. The outside broadcast team used a MediorNet MicroN high-density signal interface to run frame sync and video signal distribution while also combining all their broadcasting video tools in one RU, significantly reducing the rack space.

"The Bolero 2.4 GHz has changed users' perspective, deploying with ease, and providing exceptional performance. Having demonstrated the system's availability in a real-world environment, we have accomplished what other competitors cannot achieve, once again solidifying our position as the leading provider of reliable wireless communication solutions."

**Peter Shen**  
General Manager China  
Riedel Communications



AND THE EMMY GOES TO...

# BOLERO!

■ Our award-winning Bolero Wireless Intercom has bagged yet another prize for us... and it's a big one.

The Television Academy has named Riedel a recipient of 75th Annual Engineering, Science & Technology Emmy® Award, recognizing Bolero's contributions to and impact on television production. Bolero has been used for numerous productions and has led to new workflows and use cases.

Thomas Riedel, Jake Dodson, Wolfgang Fritz and Jiou-Pahn Lee will be among the 25 individuals recognized with an Engineering, Science & Technology Emmy by the Television Academy this year, and are set to receive their Award at a ceremony taking place in Los Angeles later this year.

"We have been in the communications business for a long time, and we saw a need to build a better communication device, the Bolero. This award is an incredible recognition of our hard work, research, design and innovation, which led to the development of this incredible game changing technology. It further cements Riedel's position as an innovative leader in professional communications technology and underscores our commitment to continuing the evolution of better products that enable our customers to create better events and tell better stories."

**Thomas Riedel**  
Founder and Owner  
Riedel Communications





## DREI, ZWEI, EINS – MAINZ!

Bolero S Improves Coach Communications for Germany's 1. FSV Mainz 05 Soccer Team

■ In the German football's top-tier league, the Bundesliga, the 1. FSV Mainz 05 team faced communication challenges that hindered its strategic prowess on the field — until the team deployed the Riedel Bolero S wireless intercom system.

“As an analyst, you not only get a bird's-eye view of the area but also special camera scouting feeds that allow you to see everything on repeat,” says Tijan Nije, Video Analysis Specialist for Mainz 05. “All this data would be wasted if we couldn't reach the rest of our team to advise the coaches on strategy or to clarify something for the athletic trainer. Fortunately, Riedel has provided us with more communication capabilities than we thought were possible, whether it's during technical setup, throughout the game, or in our post-match wrap-up analysis.”

Since it began using Bolero S, the team has not faced any issues with connectivity. In fact, the system's capacity for crisp communication enables analysts to reach coaches quickly to discuss players' performance throughout the course of the game, including where they are having problems and how they can adapt to their opponents' strengths, giving them an edge over the competition. With six Bolero S belt packs spread across the team's analysts, assistant coach, athletic coach, and physiotherapists, Mainz 05 now enjoys much improved strategic and tactical preparation, athletic training and warmups, and diagnosis of injuries.

For example, Mainz 05 physiotherapists can communicate with one other on a separate channel from the analysts, coaches, and trainer. This allows physiotherapists from inside the player cabin to be informed directly about everything that occurs out on the field, such as an injury on the pitch, so they can respond immediately and with the appropriate gear. Moreover, the coach can tell the athletic trainer that a certain player will be needed in the game in the next few minutes, giving the trainer more than enough time to warm up the player.

With its strong wireless connection, ease of use, and sharp audio quality, Bolero S allows all members of any team to remain in the know — about events on and off the field — and to respond accordingly.



## AV TECH THAT JUST WORKS

Riedel Partners with AV Worx South Africa

■ Riedel is redefining the audio, video, and communications landscape in Southern Africa, and the latest major step towards this vision is a strategic partnership with AV Worx. As a leading audiovisual distributor in the region, AV Worx is now poised to enhance accessibility and streamline support for Riedel's solutions, helping professional systems integrators discover and deploy state-of-the-art technology without breaking their budgets.

“We are thrilled to partner with Riedel Communications,” said Lee Brune, audio product specialist at AV Worx. “Riedel's reputation for delivering high-quality and reliable solutions aligns with our commitment to provide professional systems integrators with advanced and innovative products. This partnership strengthens our position as a trusted industry authority in Southern Africa.”

The Riedel product portfolio features an extensive array of solutions like the popular Artist and Bolero intercom systems, designed to optimize communication workflows across broadcast, live events, sports, theater, and corporate applications. Through engagement with the local Southern African market and an on-the-ground presence, Riedel will offer greater accessibility to and streamlined sales support for its solutions. This strategic approach solidifies Riedel as the ideal and cost-effective choice for communication, video distribution, and video production.

“AV Worx is a welcome addition to the Riedel partner family — a longstanding expert in the region with remarkable expertise and a proactive approach that will give us the flexibility needed to adequately service the African continent,” said Adrian van Rooij, Regional Sales Manager, Riedel Communications. “With the help of the AV Worx team and our other strong regional partners, Inala Broadcast and ApexPro, we're well positioned to extend awareness of our state-of-the-art solutions and services while making them more readily accessible to customers across Southern Africa.”





**RACE OF CHAMPIONS GEARS UP  
WITH MEDIORNET, ARTIST AND BOLERO**

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■ **The Race Of Champions (ROC), a yearly international motorsport event featuring some of the world's best racing and rally drivers, has now used Riedel solutions for over 12 years, beginning with radios and transitioning to intercom communications across departments.**



ROC is the only competition in the world where stars from Formula One, World Rally Championship, IndyCar, NASCAR, Le Mans, Rally X, and more, compete against each other, going head-to-head in identical vehicles. It's a knockout tournament where drivers must demonstrate their skills by competing in a diverse range of vehicles across a series of high-intensity elimination rounds. As a result, the live broadcast crew, track crew, drivers, and marshals all needed to be prepared for quick changes and updates to the rest of the team.

This year ROC used Riedel's MediorNet, Artist, and Bolero systems to run communications for its second snow and ice track, located in northern Sweden just 100km from the Arctic Circle. And once again, Riedel's solutions helped ROC reduce infrastructure costs, communicate clearly and quickly across teams, and provide on-site technical assistance.

With 10 of Riedel's MediorNet frames, ROC was able to transmit all radio comms, video, audio, and other data over one fiber-optic cable, making the workflow far more cost-effective and flexible throughout the whole venue. Furthermore, ROC's Riedel Artist ecosystem included 36 intercom panels and an integrated Bolero system with 24 belt packs and five antennas to cover its whole organization. With six full duplex channels per belt pack, multiple users were able to speak over the intercom at the

same time, helping team members to update each other quickly and clearly. The Riedel Managed Technology team also remained on-site during the event's duration to offer setup and support.

"Beyond the Race Of Champions, many of us work with other large-scale sporting events, so we are familiar with Riedel's products and use them on more than one project," says Dominic Oliff, Owner and Director of Operations at ROC. "Race Of Champions has its own unique set of challenges — it's very dynamic, things change all the time, and communication is absolutely key to that. You don't realize the importance of communication until you don't have it. Fortunately, we've been able to bring Riedel's experience and knowledge to this event, having the confidence that if something does go wrong, they'll have it solved within just a few seconds."



# "CULTURE EATS STRATEGY FOR LUNCH"

INTERVIEW WITH DREW MARTIN, HEAD OF VIDEO PRODUCT MANAGEMENT

■ Drew Martin joined Riedel early this year, taking over the helm of our rapidly growing Video Product Management. In this capacity, he is responsible for our video product strategy and roadmap. He also oversees the MediorNet TDM/IP and Live Video Production portfolio, as well OEM Products & Workflow Tools from a product management perspective.

He can look back at close to twenty years of experience in the broadcast industry, most recently serving as Director of Product Owners at Grass Valley. We sat down with him to talk about his motivations, his favorite failure, and his predictions for the future of the broadcast industry.

**Tell us a bit about yourself. What got you where you are today?**

I started in broadcasting in high school and never looked back. I worked in radio, local TV channels, cable TV channels, news stations, and some of the largest dignets in America. In 2016, I moved to the vendor side of things because I was sick of combining lack-luster products together to make something work, thus I started a new passion in creating awesome products that make people smile.

**Which of your qualities - or quirks - do you think helps you create these awesome products?**

I think that having worked on the customer side certainly helps. Given my past, I always imagine being the employee handed this equipment and asked to make it work and "sell" it to others. I will always strive to make the product easy to set up & operate and to create standout features that make the end users smile, because in the end, I have been in their shoes.

**In retrospect, failures often have something positive about them. What was your "favorite failure?"**

Back in 2017 I worked on a system that would automatically upload live video to the cloud, download it into the media asset management and send it to playout, all live without stopping the recording.

A VERY large customer was interested and we set up a meeting room to demo the feature. Right before the demo, I cleared out the old test footage from the camera by pressing the "Reformat SD Card" button on the camera. Little did I know, that actually wiped out all the cloud settings! In front of everyone, I held up the camera and said: "watch this screen as footage automatically comes into the system without doing anything!" Nothing ever showed up and the entire company looked at the non-existent progress bars for 10 minutes and eventually walked out. This experience has certainly fueled my ambitions to make my products "idiot-proof" (laughs).

**What was the single most emotional moment in your career up until now?**

I think that'll be the 2020 Olympics and finding out that our cloud native system was able to do all the events without issue. After having spent 14-16 hours a day for years building this thing, seeing it work flawlessly was a very reaffirming feeling.

**How and when did you meet Thomas for the first time?**

I met Thomas in 2022, was immediately impressed by his passion, and wanted to join to create something new. When I was invited to the office, he gave me flowers, and really went out of his way to make me feel like family. I have never met someone at such a senior level care so much about everyone.

**Describe the Riedel brand in a nutshell. What makes us stand out from the rest?**

A friend once said to me: "Culture eats strategy for lunch." And I couldn't agree more. For me, it isn't about the products, it is about the people that make the products. I have several friends who were working here that really made me feel this company cares about their employees and their customers. This stood out to me, as other companies that size often are more cutthroat and care about revenue and nothing else. After meetings with Rik (Hoeree) and Jake (Dodson), and them sharing their vision for Riedel's future, I felt this was the right place.

**What do you think the future of the broadcast industry will look like?**

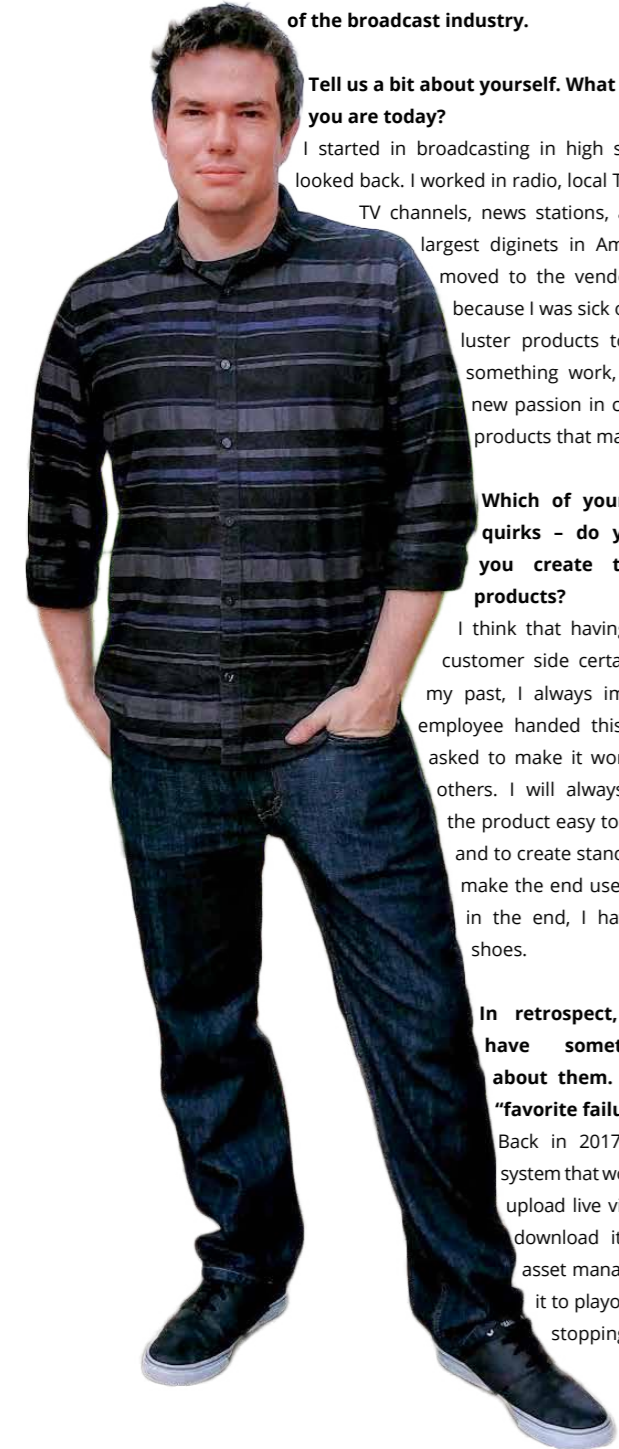
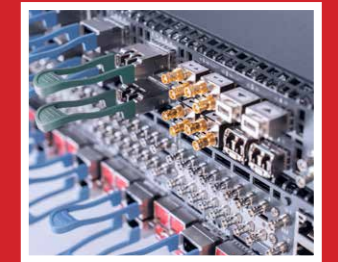
I see the broadcast industry focusing on more of the creative content rather than the technical feasibility. Traditional broadcasting always had the creative department work based on the constraints of the available equipment. I see that equipment becoming more capable, but also more flexible and elastic to cater to the majority of the creative needs. But with this flexibility comes a new age of complexity which the industry will have to deal with.

**Where do you see Riedel in 5 years?**

I see Riedel continuing its heritage in world class, industry standard products, however it will morph into one of the top 3 broadcast companies in the world. This includes a strong focus on video, infrastructure, cloud, and comms. With our positive culture, passionate leader, and amazing people, I know we can make this happen and have fun along the way.

# PROJECT PICTURES

YOUR DAILY UPDATE



# MEDIORNET AMPLIFIES VISUALTV OB FLEET

■ A specialist in TV coverage, AMP VISUAL TV maintains one of the most extensive European fleets of OB vans for filming on location, as well as approximately 40 studios in the Paris region. The company has expanded that fleet with yet another state-of-the-art OB van equipped with a Riedel MediorNet real-time media network and Riedel's wired and wireless intercom systems. Launched just in time for the Rugby World Cup in France, Millennium Signature 19 leverages Riedel technology to facilitate flexible interconnection between mobile production trucks and to enable an agile, fully modular approach to any kind of live production.



"With Riedel's MediorNet technology built into the DNA of our OB van fleet, we've been able to achieve amazing flexibility, scalability, and resilience. Our interconnectable Millennium and Millennium Signature fleet now allows us to reliably produce any event, both remote or on-site," said François Valadoux, Executive Vice President and CTO at AMP VISUAL TV. "Completion of this new OB van is yet another step forward in a larger technological transformation — along with Riedel deployments in our media center and TV studios — that enables our business to leverage smart concepts and solutions to raise the bar both for live production and quality of service for our customers."

For AMP VISUAL TV, the MediorNet network's TDM/IP SMPTE ST 2110 hybrid capability has proved extremely valuable in supporting a smooth transition to IP. Moreover, the decentralized nature of the network enables numerous advantages for AMP VISUAL TV, including plug-and-play interconnection of different production vehicles in a powerful and highly agile operational workflow.

Millennium Signature 19 is outfitted not only with the MediorNet TDM network, but also with the latest Artist-1024 node from Riedel, as well as the company's game-changing SmartPanel series concept, where a user interface can be turned not only into a comms panel but also a control panel and an audio monitoring panel. Providing reliable, high-quality wireless communications, Riedel's Bolero intercom system likewise plays a critical role supporting in daily production operations.

AMP VISUAL TV's implementation of Riedel technology extends beyond its OB vans, as the company's brand-new Media Center relies on a redundant telecom backbone — also built on Riedel technology — around Paris. All of these resources are vital as the company takes on some of the world's largest, and most popular, sports competitions throughout the year.

"Thanks to its roots, its own story, and its corporate culture, Riedel fully understands the technological challenges on the ground and manages to translate them into smart technologies aimed at serving live content coverage," adds Valadoux. "Riedel solutions are conceptualized, designed, and built to enable unique user experiences. The company itself has been a trusted technology partner for us over the years — part of our past success and a contributor to our ongoing transformation."





Benjamin Mariage



Kevin Collins

## RIEDEL SEES GROWTH ACROSS THE AMERICAS

■ With new appointments across the Americas in 2023, Riedel has increased its presence in key markets to meet existing customer need and to drive further adoption of innovative real-time video, audio, data, and communications solutions.

Expanding Riedel's presence in the Americas, with an emphasis on growth in Central and Latin America (CALA), the company appointed Benjamin Mariage to the role of sales director, CALA. In this new role, he is overseeing business development and sales growth, including support for both resellers and customers, and re-establishing a local presence for the company. Mariage has lived in Latin America for the past 20 years, working extensively in the live production and broadcast industry, dealing with workflows for small to large broadcasters. He is currently based in Mexico. Mariage served in the role of business development manager, LATAM, for Simplylive when it was acquired by Riedel and took on the additional role of sales director at the time. Prior to Simplylive, he spent more than 14 years with EVS as the vice president of sales for LATAM.

"I'm passionate about LATAM and love the challenge of this complex market," said Mariage. "The Riedel brand is recognized for its state-of-the-art technology, and it is an exciting and rewarding challenge to bring its solutions into the Central and Latin America region."

With the appointment of Kevin Collins to the position of senior vice president of sales, North America, Riedel welcomed a new leader for the company's entire North American sales team. With his strategic vision and executive experience in business development, he plays an instrumental role in steering the company's ideas from inception to successful execution.

"As a thought leader, change agent, and consultant, Kevin has demonstrated his ability to forge and scale valuable partnerships, driving growth and increasing influence in the market. Moreover, his adaptability to embrace ever-changing technology and solutions will ensure that Riedel remains at the forefront of innovation."

**Joyce Bente**  
President and CEO Americas  
Riedel Communications

Collins joins Riedel after nearly 30 years at Diversified, where he was one of the founding members. He maintained an executive management role throughout his tenure and was instrumental in the strategy and growth of the organization, which ultimately became a billion-dollar powerhouse. He held management roles at Diversified including vice president of sales, executive vice president and chief operating officer, president and chief operating officer, and president of the company's international business unit.



Marion Dimayuga



Peter Shen



Guillaume Mauffrey

## BUILDING LEADERSHIP CAPACITY

■ Riedel employees drive the company's growth and innovation by developing cutting-edge solutions and ensuring superior client experiences. To continue its ongoing market leadership, the company recently expanded its leadership team and presence in the Asia-Pacific (APAC) region.

Marion Dimayuga has been named general manager for Southeast Asia while Guillaume Mauffrey takes on the role of sales director, APAC. Peter Shen has been appointed China General Manager.

With a rich background spanning over two decades in the and pro AV industry, Dimayuga brings invaluable regional expertise to Riedel. Reporting to Mauffrey, he will primarily oversee the sales and profit of the Singapore sales unit, including support of key accounts, contract negotiations, and business generation for current channels and new clients in related segments. As part of Dimayuga's role, he will develop and monitor the division's key performance indicators and collaborate with other divisions and units to implement actionable strategies.

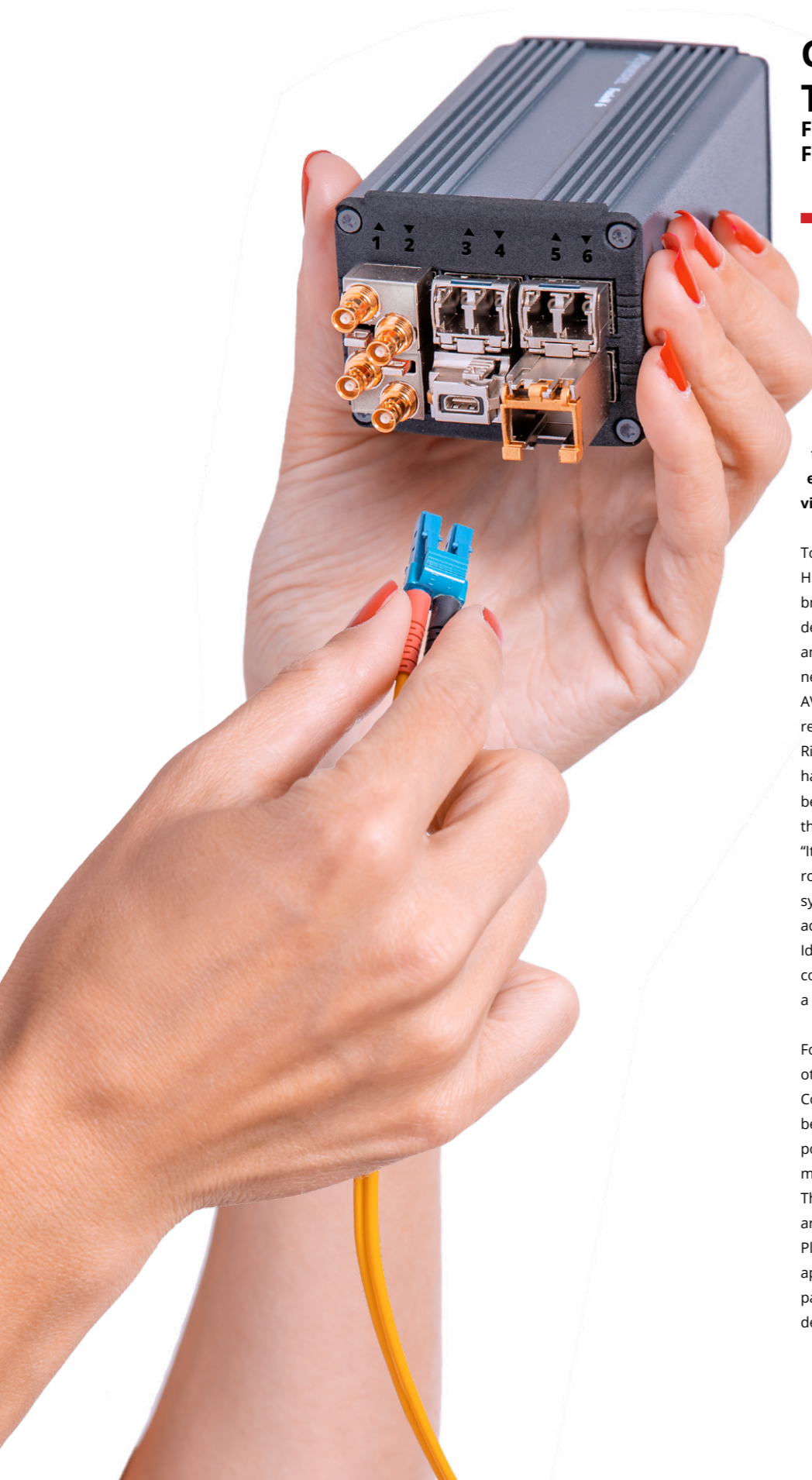
"I'm excited to join Riedel and embrace the challenge of strategically expanding our channel sales network in the ever-competitive and complex SEA region," says Dimayuga. "I look forward to growing our key channels by helping our clients pursue their goals in broadcast, media, entertainment, and beyond."

Mauffrey, who started in his new role at the beginning of 2023, is responsible for Riedel's business growth across the entire Asia-Pacific region. His extensive background includes nearly nine years with Ideal Systems Asia Pacific Limited, where he managed global operations across the region, and he brings a deep understanding of the industry and a track record of successful leadership roles. He emphasizes the importance of a broader presence for Riedel in China and India, and Shen's appointment reflects the company's commitment to the region.

In his role as China general manager, Shen rounds out Riedel's APAC leadership team. Reporting to Mauffrey, he oversees the sales and profitability of Riedel's Chinese operations. With his extensive business development and sales experience, Shen plays a vital role in executing specific measures to achieve corporate planning sub-goals. By managing and developing existing channels while acquiring new clients in various markets, he assists key accounts, conducts contract negotiations, and expands business opportunities for Riedel.

"I've always welcomed the challenge of exploring new technologies and markets, so I'm thrilled to join Riedel and help expand our channel sales network throughout China. I look forward to enhancing our company's visibility and reputation throughout the region by helping show how much our solutions can accomplish."

**Peter Shen**  
General Manager China  
Riedel Communications



## GREAT MINDS THINK FORWARD FORWARD THINKING DESIGN FINDS RIEDEL A PERFECT FIT

■ Corporate boardrooms, network boardrooms or suites, hospitality areas, and even houses of worship, traditionally use highly compressed video and more “AV” quality solutions in their spaces, so when they upgrade their facilities with broadcast-quality equipment, for them, the result is stunning video and audio.

To bring this broadcast-quality, uncompressed HD/UHD, video into these non-traditional broadcast spaces, required a specially designed system. Forward Thinking Design, an audio, video, and control design specialist needed to accomplish this feat, but at an AV comparable price. That challenging requirement led the design team to select Riedel's MediorNet FusioN edge devices, which have a full-featured, open API allowing them to be controlled by third party systems, such as the Q-SYS audio, video, and control platform. “It's awesome! Being able to control the FusioN routes, while also controlling the whole AVI system within one platform, is a tremendous advantage”, stated Evan Hall, Chief of Big Ideas, Forward Thinking Design. “Being able to control the routes down to a granular level is a bonus.”

Forward Thinking Design assessed several other solutions, but ultimately found Riedel Communications' SMPTE ST 2110 solution to be the best option, due to its product portfolio, powerful, open, RESTful API, and history of making mission critical robust products. The company deployed a solution centered around Riedel MuoNs, which are Small Form Pluggable (SFP) devices loaded with processing applications, packed into a Virtu 32 frame, and paired with Riedel MediorNet FusioN edge devices for signal conversion at the edge.



The MuoNs provide processing such as embedding, de-embedding, up/down/cross conversion, gateways and more – that can be controlled and changed per SFP. The FusioN edge devices provide signal conversion, including SDI or HDMI to IP ST 2110 and IP ST 2110 to HDMI conversion right at the source or monitor, reducing cabling and the need for additional devices.

This combination of MuoNs and FusioNs provides SMPTE ST 2110 routing throughout the site via the Q-SYS controller and enables easy embedding and de-embedding of audio into the AES67 ecosystem. One other essential requirement was that the solution would also allow Forward Thinking Design to control which ST 2110 streams were available to which user via each wall mounted touchscreen in their area.

“Using Riedel's open API, we are able to build highly customized control systems that work for the customer– controlling details down to the area, the user, and even down to the time of day”, stated Hall. “Through the API we can control the audio, the video, the intercom and even GPI signals. We can control embedding and de-embedding AES67 signals seamlessly.”

Pairing the SMPTE ST 2110-capable solution from Riedel with Q-SYS controls, Forward Thinking Design was able to build a cost-effective solution for audio, video, intercom, and even GPI control that enables its customer to have ultimate control along with stunning images. The solution has been a game changer as its price point and ease of use, enables Forward Thinking Design to bring ST 2110 and its many benefits, including high-quality video, into the corporate and hospitality space.

“Riedel has been a great partner over the years, from sales, support, and even the access to their leadership team”, said Hall, “They are always available to help us with our bespoke projects. They are a company that is really focused on what they do well.... Which is great – it means they know what they do, and they do it well. And that is also where FTD can help – as we can take Riedel into areas and supply the solutions that are tangential to their focus.”



“Being able to bring uncompressed SMPTE ST 2110 network video to the corporate and hospitality market isn't something you see a lot and we applaud Forward Thinking Design for designing a cost-effective way to accomplish this goal”, stated Rich Zabel, VP of Sales, North America for Riedel Communications. “Having our products work seamlessly with other platforms is important and we are looking forward to working closely with FTD on future projects.”



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## STEEPED IN HISTORY, GEARED TO THE FUTURE

Productions at Bavarian State Opera Sing, Thanks to Riedel Intercom

■ Theatre productions are growing larger and more complex all the time, making reliable communications all the more essential. To enhance its communication capabilities, Bayerische Staatsoper — the renowned Bavarian State Opera that stages performances at Munich's National Theatre — replaced a variety of radio communications systems with an Artist digital matrix intercom system and Bolero wireless intercom system.

The Bavarian State Opera has set technical standards not only artistically, but also in stage communication for all trades, such as extras, costume, makeup, props, decoration, stage technology, mechanical, gallery, video, sound, lighting, event management, and stage management. This integration of Riedel intercom technology introduces a new era of seamless real-time communication, pivotal for both backstage operations and on-stage presentations.

Completed with the assistance of systems integrator Zeiler-Technik, the unified Riedel installation provides comprehensive coverage of the opera house, serving as a future-proof solution for clear, reliable communication even as the available frequency band becomes narrower. This visionary collaboration has redefined communication norms not only within the artistic world but also across various trades at the Bavarian State Opera. And at the heart of this transformation lies the vision of Nico Sutter, Technical Director at Bayerische Staatsoper.

"The unification of all our communication equipment, thanks to Riedel's Artist and Bolero, guarantees that all commands now reach involved users intelligibly and without delay," says Sutter. "More effective communication of safety-related information has improved our ability to perform stage-related activities safely and efficiently, and better communications allow for a less-stressful daily working environment for individual employees working on stage."

Prior to installation of the Riedel intercom system, communications among technical and artistic team members on the main stage during technical installations, alterations, rehearsals, and performances were carried out via four different communication systems with four separate interfaces. With its deployment of 45 Artist intercom panels and a Bolero system supporting more than 90 beltacks, Zeiler-Technik installed completely independent network cabling with fiber backbone for intercom, building a comprehensive platform that completely unifies communications. To ensure coverage and permanent availability of beltacks in the main stage area, the company installed a total of 56 access points or antennas in the stage house, mezzanine, and rehearsal building.

The new intercom system at the Bayerische Staatsoper not only helps technical and artistic staff work together smoothly as they move through an enormous repertoire over the course of a season, but also ensures that the opera house is technically equipped to produce the next 25 years of high culture in Munich.



**FRESH WIND IN THE SAIL<sup>GP</sup>**  
HALLO TEAM GERMANY!

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© Simon Bruty

■ A passion for high-performance sports, enthusiasm for cutting-edge technologies, and shared commitment to sustainability earlier this year brought two of Germany's leading sports stars — four-time F1 World Champion Sebastian Vettel and double Olympic sailing bronze medalist Erik Heil — together with Riedel Communications President Thomas Riedel to announce the Germany SailGP Team.

This team, inspired and owned by Riedel along with his co-investor Vettel, was the newest addition to SailGP, a sustainability-focused global racing league that kicked off its fourth season on June 16-17 with the Rolex United States Sail Grand Prix at Navy Pier, Chicago, on Lake Michigan.

"As a company, we have always been able to not only understand formats but evolve them through technology and innovation," says Riedel. "I see great potential in all directions with the Germany SailGP team: sports, business, and media."

Riedel's involvement with SailGP started well before this Chicago event, as Riedel Communications provides the entire on-site wireless communications and TV production infrastructure for the racing league as a technology supplier. The wireless network connects, among other things, the participants' state-of-the-art catamarans, support boats, and referee and camera boats, as well as drones and helicopters for aerial filming.

"We believe that a great movement can emerge from this," adds Riedel. "In addition, we can credibly implement our concerns in terms of sustainability and diversity. That's one of the reasons why I approached Sebastian as a trusted partner and knowledgeable technology and sustainability expert. Sebastian also knows how to win. So, he's not just a co-owner of the Germany SailGP Team, but an equal partner who can help us succeed in everything we do."

"Parallels between sailors and Formula 1 have long existed," says Vettel. "The boats are fascinating and the speeds on the water are incredibly high. The races are exciting, and I am happy to be close to them with a motivated group of young sailors. In addition, the series not only uses wind power, but also strives to set new standards in sustainability in sports."

Once on the water, the Germany SailGP team quickly impressed its rivals. "I think Erik has built a really nice team, the management, the communication so far and also the owners - which is probably the toughest part to do when you come from the Olympics - it's impressive," said Quentin Delapierre, driver of the France SailGP team, in reference to Heil, who won Olympic bronze medals at both the Rio 2016 and Tokyo 2020 Olympic Games and drives the cutting-edge, hydrofoiling Germany F50. "He's bringing together some really good athletes. I'm sure they will have a great season."



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The church needed a new intercom system that would provide stable network connections and wireless comms, allowing the director to communicate with the crew and other departments effectively across a large space during live productions. In addition to being free from disturbances such as low humming sounds or interference, the system needed to be flexible, enabling administrators to configure comms on the fly. Along with redundancy and ease of use, scalability was a final requirement, as CHC needed the option of expanding the infrastructure at any time without significant costs or major changes to deployed equipment.

**SOLUTION //** Riedel Communications' Artist-1024 node, Bolero wireless intercom, and SmartPanel support communications for live production of primary services at CHC.

Fully compliant with SMPTE 2110-30/31 (AES67), Artist-1024 enables CHC to take in MADI and AES67 audio. The node's 10 bays allow the crew to expand the number of ports without having to change the frame. When the card is configured using Riedel's intuitive Director software, each bay can scale from eight to 128 ports, with seamless access between ports. Because the Artist-1024 system is fully redundant, the CHC team can quickly shift ports in the event of a faulty card, with no interruption of the live production.

Camera operators throughout the venue rely on Bolero belt packs to communicate with the rest of the team. The Riedel SmartPanels serve as main stations for directors around the hall. During special events, such as CHC's annual Easter and Christmas services, both wired and wireless Riedel intercom systems integrate smoothly with other systems to facilitate more extensive communications across the audio, lighting, stage, and backstage teams.

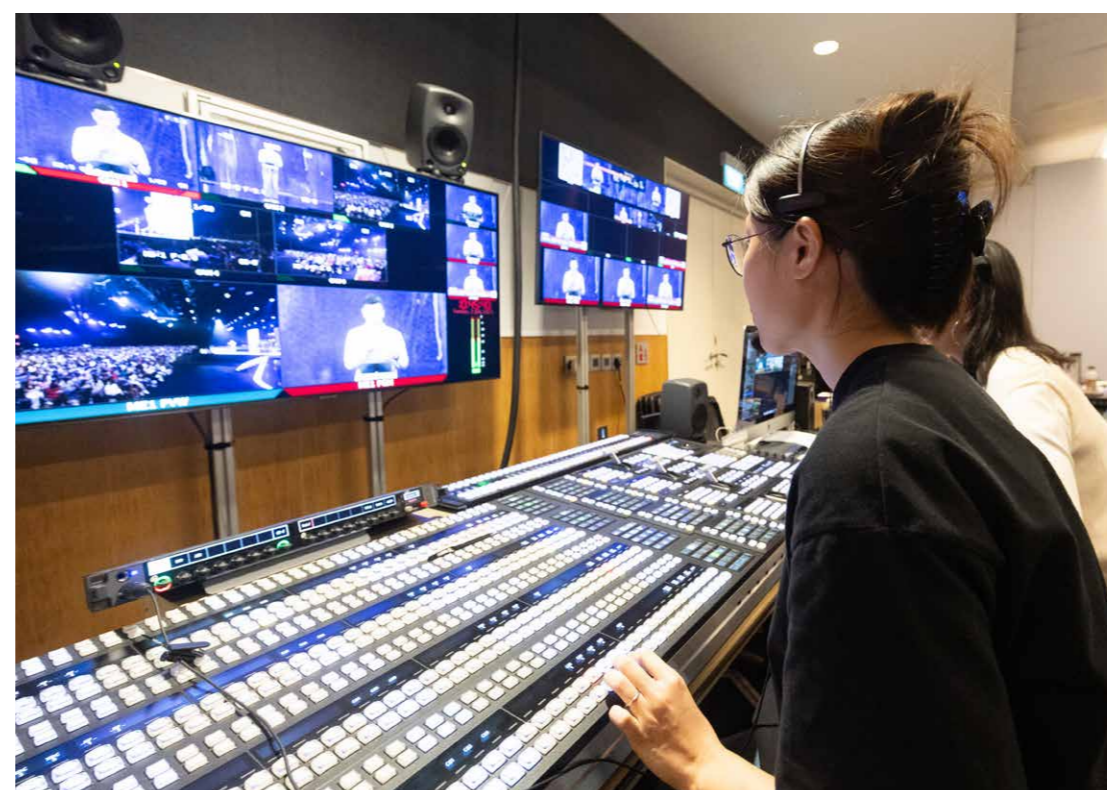
**RESULT //** Providing stable network connections, reliable and robust wireless coverage, the flexibility needed to adapt during live production, and the scalability to support future expansion, Riedel intercom systems ensure clear, uninterrupted communication for key production staff during CHC worship services.

"Riedel has definitely brought our intercom experience to the next level," said Mr Seth Gan, Technical Director, CHC. "The audio quality is impressive, and the reach of the wireless antenna more than covers our needs. To top it off, the after-sales service from the account manager and the engineering support were excellent. We hope to continue having a close working relationship with Riedel, and we would be happy to explore new solutions that will enhance our future productions."

## CITY HARVEST CHURCH // CASE STUDY

■ Singapore's City Harvest Church (CHC) today calls the Suntec Convention Centre in the heart of the capital city its permanent home, having previously held its twice-weekly worship services at opposite ends of the country — the Jurong West church building in the west and the Singapore Expo convention center in the east. CHC has co-owned the 4,000-square-meter building as a stakeholder since 2011. The venue at the convention center is a 3,500-seater, and CHC holds multiple services here every weekend. The hall is fitted in a manner that suits the church's particular worship style, incorporating high-quality sound and lighting.

**CHALLENGE //** Because the control room and worship hall at CHC's conference center are located far apart, communications over an existing intercom system often were compromised, making it difficult for production teams to work collaboratively during worship services and other events. In addition to struggling with audio distortion over its wired system (AOIP), CHC dealt with limited wireless coverage and constant drop-off of beltpack signals.





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