

# OKNO-TV Demonstrates SDN-Enabled IP Based Media Solution Using NoviFlow's High-Performance Networking Solutions

*NoviFlow Enables OKNO-TV to Modernize Television Production Networks, Providing a Truly Efficient and Scalable Platform for TV Production in The Cloud*

MONTREAL, CANADA, October 24, 2017 /EINPresswire.com/ -- NoviFlow Inc., a leading vendor of high-performance [SDN](#) OpenFlow-based switching and routing solutions, and OKNO-TV, the principal Russian provider of technical equipment and system integration for TV and radio production and Broadcasting, are collaborating together to provide a complete service-oriented TV production solution.

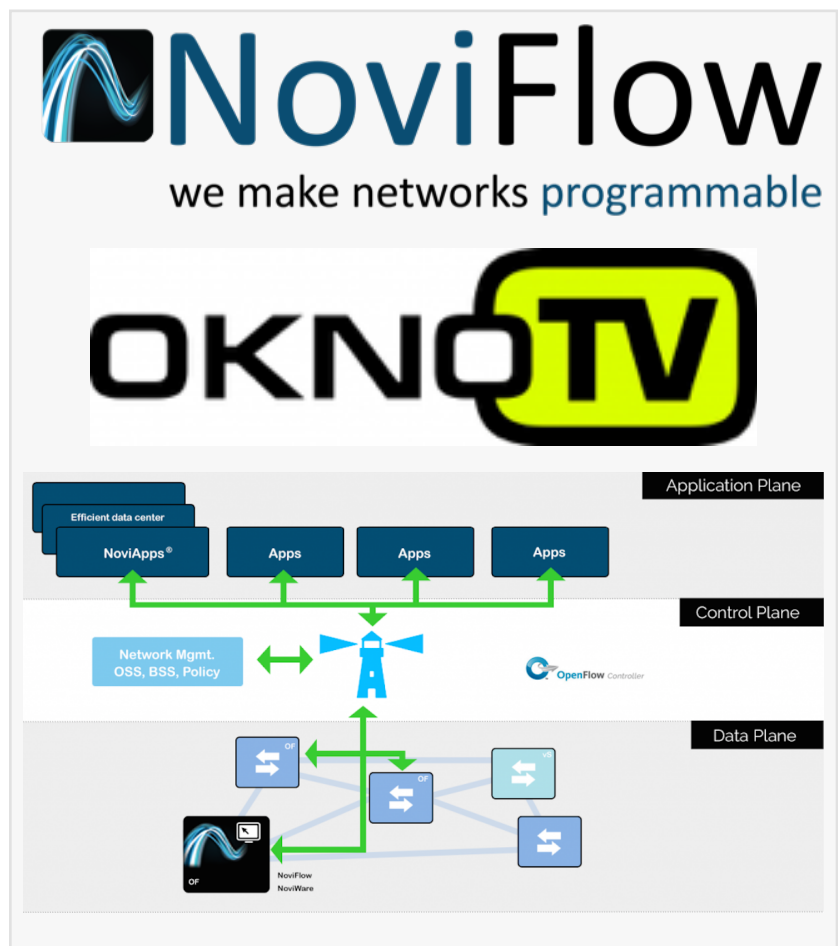
OKNO-TV's IP based media solution will not only allow television companies to increase their productivity, but also drastically reduce the cost of their media infrastructure. Moreover, the combination of Ethernet switches and SDN principles simplifies traffic flows management, increases the flexibility of the infrastructure, and improves the ability to quickly adapt to constantly emerging new video formats.

OKNO-TV's IP based/Cloud-based solution is the result of a partnership between OKNO-TV and NoviFlow, leading providers of SDN control software, as well as the integration of SDN forwarding plane solutions with broadcast equipment and software.

The solution includes the following components:

- Live-IP production;
- Media asset management;
- Contribution/distribution services;
- SDN switches.

The solution leverages SDN and NFV technologies to foster a software-based, virtualized broadcast ecosystem. Live OpenFlow network infrastructure provides seamless switching of encapsulating (carrier IP/ RTP) streams compliant with existing ST 2022-6, ST 2022-7, AES67, TR-4 and advanced ST 2110, TR-03, NMOS-DRS. The service uses models that are compliant with AMWA (Advanced





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*Dominique Jodoin, President and CEO, NoviFlow*

Media Workflow Association) recommendations, and the NMOS specification (Networked Media Open Specifications). It also provides integration with media gateways, time synchronization sources via PTPv2 (Precision Time Protocol v2), and integration of the transport network with virtual media content processing services.

The result is an IP-based, software-defined media transport platform, supporting a wide range of applications, both within the traditional infrastructure of television broadcasting, and in newly-emerging service-oriented models.

Dominique Jodoin, President and CEO of NoviFlow explained, “With this partnership, OKNO-TV and NoviFlow are extending the radical CAPEX and OPEX benefits of our technology to an additional segment of the network: The Media Broadcast Industry, providing a compelling alternative to incumbent networking solutions. [OKNO TV](#)’s IP-based media solution leverages the programmability and high-performance of our NoviSwitch products by supporting protocols optimized for digital media and giving users control of the characteristics of the network required in high-quality media applications.”

Alexander Volov, President and CEO of OKNO-TV mentioned, “Media production is increasingly dependent on the ability to transfer and edit large amounts of data in real-time, and under a huge variety of conditions. IP-based technology shows great promise in facilitating this process, and SDN is providing the flexible infrastructure that can react in real-time and with the best available quality. NoviFlow’s NoviSwitches provide the programmability, flexibility and responsive network infrastructure that OKNO TV requires.”

Sergey Scherbaev, CEO of [Factor Group](#), commented, “It’s great to see OKNO-TV as another valuable vertical market technology partner leveraging the extensive capabilities and unsurpassed performance of NoviFlow’s technology and solutions. We look forward to expanding our collaboration and adoption of NoviFlow solutions in support of the growing needs of OKNO-TV customers.”

#### ABOUT OKNO TV

OKNO-TV is the leading system integrator in the Russian Federation, specializing in the design and modernization of TV channels, leading in the technical design of TV studios. OKNO-TV has successfully implemented projects for both federal and regional broadcasting companies. These range from simple upgrades to complete broadcast centers. They cover all aspects of Broadcasting, including film production facilities, sound for all areas of production, and television studios from lighting systems to all technical equipment. For more information, visit: <http://ru.okno-tv.ru/en/>

#### ABOUT FACTOR GROUP

Factor Group is one of the information technologies and communication market leaders in CIS region, focusing on project oriented innovative solutions distribution for Service Providers Environment, Business-ready Cloud infrastructure and Emergent Vertical Markets. Noviflow solutions Distributor in the CIS region. For more information, visit: <http://www.fgts.ru/page/about-en>

#### ABOUT NOVIFLOW

NoviFlow Inc. provides open standards-based high-performance SDN networking solutions to network operators, operators, data center operators and enterprises seeking greater performance, flexibility, cost efficiency and security over their networks. NoviFlow has offices in Montreal, Sunnyvale and Seattle, and representatives in Asia Pacific, Europe and the Middle East. For more information, visit

<https://noviflow.com/>. Follow NoviFlow on Twitter @NoviFlowInc.

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