

Neveion connects SAMAA TV's newsrooms across Pakistan

News and entertainment network implements new video fiber infrastructure in facility and nationwide IP contribution

Oslo, Norway, 17 March 2015 – [Neveion](#), a leader in transporting media from the camera to the home, has delivered a series of solutions to the top rated Pakistan news network, [SAMAA TV](#). As part of an extensive upgrade project, a Flashlink-based video infrastructure has been installed within the broadcaster's main facility in Karachi along with [VikinX Sublime 128x128 and IP control panels](#) to replace older 3rd party routers. Neveion's H.264 compression technology has also enabled SAMAA TV to transport real-time professional quality video over an IP contribution network that links its six regional news bureaus across Pakistan with its main facility.

SAMAA TV, and its owner, Jaag Broadcasting Systems Pvt Ltd., were looking for long-term value in their upgrades and investment. "The business of newsgathering is evolving at an incredible pace, so for a respected broadcaster such as ourselves, it is vital we have the flexible infrastructure in place to cover a story as it breaks," said Shahid ur Rehman, group executive director operations at SAMAA TV. "When assessing the available media transport options, the quality of Neveion's technology, allied with its after-sales support really stood out and gave us great confidence to proceed."

For the nationwide IP contribution network, Neveion's media gateway H.264 codec provides professional SD/HD-SDI video transport through state-of-the-art compression. This enables SAMAA TV to revolutionize the way content is transferred in real-time between its newsrooms, removing geographical and technical limitations, while opening up new opportunities for the live coverage of events.

Within SAMAA TV's facilities, Neveion's Flashlink-based infrastructure provides proven and reliable optical fiber distribution and signal processing, including frame synchronizers, embedders/de-embedders, as well as local language insertion. Neveion recently supplied Sublime 128x128 and smaller routers to replace older third-party routers.

"SAMAA TV is another example of a broadcaster recognizing Neveion's ability to help them take advantage of fiber, telecom and IP technologies," said Ebby John, Neveion's Middle East sales director. "This integrated solution mix enables SAMAA TV to create and deliver content in real-time, cost effectively without limitations."

Fresh from collecting a [Technical and Engineering Emmy® award](#) for its role in the standardization and productization of JPEG 2000 (J2K) interoperability, NeviON will be showcasing its latest network and broadcast infrastructure solutions on stand SL2615 at [NAB Show 2015](#) in Las Vegas.

About NeviON

A pioneer in media transport, NeviON provides network and broadcast infrastructure to broadcasters, telecommunication service providers, government agencies and other industries. It enables the transport and management of professional-quality video, audio and data – in real time, reliably and securely – from the camera to the home.

From content production to distribution, NeviON solutions are used to power major sporting and live events across the globe. Some of the world's largest media networks are built on NeviON technologies, including AT&T, Arqiva, BBC, BT, CCTV, EBU, TDF, Telefonica, Telenor and NASA.

For more information please visit www.neviON.com. Follow NeviON on Twitter [@neviONcorp](#)

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