

## **RNS Reach**

### **Pebble Beach Systems Group plc**

#### **Pebble provides playout for SRF facility**

Pebble Beach Systems Group plc (AIM: "PEB", "Pebble" or the "Group"), a leading global software business specialising in playout automation and integrated channel solutions for the broadcast and streaming markets.

Pebble is pleased to announce that over the summer it completed the development and implementation of the playout functionality for Swiss national broadcaster, SRF. The project involved collaboration with multiple vendors to achieve seamless workflows in the all-IP environment.

SRF has relocated to purpose-built headquarters in Zurich. A key element of the project is to take advantage of next-generation workflows and operational practices by leveraging modern, standards-based technologies. The result is one of the largest media environments using interworking SMPTE ST 2110 equipment in Europe.

Central to the new facility is secure and highly resilient playout of the three premium channels in German-speaking Switzerland: SRF 1, SRF zwei and SRF info. The multiple variants of these channels, to meet the needs of different delivery platforms, are managed and played out using Pebble Integrated Channel software devices, under the control of the proven Pebble Automation.

Vital to the project was the integration of the playout system into the wider media and information flows across the IP networks. As content is required it is pulled from central storage servers into the Integrated Channel devices. To achieve this seamless integration, the whole environment uses the NMOS protocol from AMWA as the interface.

This marks the successful conclusion of several years of work and showcases Pebble's strong ability to problem-solve and deliver on customer needs. With the successful go-live, a multi-year SLA has been established, ensuring continued revenue to support and maintain the system in the years ahead.

Sally Wallington, SVP Sales at Pebble added *"This has been a complex project, with not only requirements and workflows developing along the way, but the entire foundation of SMPTE ST 2110 and NMOS coalescing to give us the practical tools we need for seamless interworking. Thanks to the professionalism as well as the enthusiasm of the SRF engineering team, it was immensely satisfying for us. Everyone from Pebble who worked on it sees the new Zurich centre as a tremendous achievement and we are very proud to have played our part."*

A copy of the press release is available on <https://www.pebble.tv/category/press-releases/>.

#### **About Pebble**

At Pebble we understand that efficiency, reliability and sustainability are vital for playout operations, and we know that interoperability with multiple vendors, standards and technologies is key. As a world leader in automation, integrated, IP and virtualised playout technology, with systems installed in more than 70 countries worldwide and over 1500 channels played out under Pebble automation control, we have the people, the process, and the technology that the broadcast market needs as it changes and adapts to compete with new entrants in the video media space. [www.pebble.tv](http://www.pebble.tv)

**For further information please contact:**

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