

Blog for RGB Networks

And The Diamonds Go To...

Posted October 21, 2011



Believe it or not, cable vendors have their own “Oscars”—or at least that’s how we think of Broadband Technology Report’s prestigious annual Diamond Technology Reviews. Much like the esteemed “Academy,” the “Diamonds” are judged by a distinguished panel of senior executives and lead engineers from major cable operators—key decision makers who have deployed cable equipment in the real world.

For this year’s Diamond competition, RGB submitted two recently upgraded products for review. First was the latest addition to our industry-leading Video Multiprocessing Gateway line—the VMG-8. As operators scramble to deploy and enhance their TV Everywhere services—expanding their delivery of video content to a plethora of mobile devices—they find the VMG’s mix of density, capacity, scalability and a rich feature set well-suited to their growing multiscreen requirement. Like its family members, the VMG-8 is a highly reliable, future-proof transcoding platform capable of performing the range of codec, format and resolutions changes required to deliver video to any device over any network with pristine picture quality.

We also entered the VMG’s companion product, the TransAct Packager, our advanced adaptive streaming solution which segments and packages MPEG-4/H.264 streams into the Apple, Microsoft and Adobe HTTP streaming formats. Praised by our customers as a very unique offering, the TransAct Packager is also leading the way into a new world of hyper-targeted IP ad insertion—ad placement localized down to not just a neighborhood, but to an individual, which, as we’ve talked about, represents higher potential revenue for video service providers everywhere.

The BTR Diamond judges awarded the VMG-8 4 Diamonds and the TransAct Packager received a nearly as impressive 3.5 Diamonds. With all the Diamonds our award-winning products have racked up over the years, our trophy case is starting to look almost as impressive as Steven Spielberg’s mantle. However, we’re proud to say that our VMG/TransAct Packager combination doesn’t just look good on the red carpet—as our many customers will attest, it will deliver in your network as well.

So, before we thank the Academy, we'd like to invite you to learn more at the upcoming TelcoTV and Cable-Tec Expo trade shows. Please stop by our booths for a demonstration.