CBC Adopts Robust Video Communications for Media Group RTL Germany, Including Integration with Media Group’s Microsoft Lync® Platform

**The Challenge**

Within the Media Group RTL Germany, whose programmes reach more than 30 million people a day, CBC provides a wide range of services such as TV broadcasting, production and studio operations, as well as IT. CBC recently migrated to a Microsoft Lync® solution as the foundation of its unified communications (UC) platform, and was on the lookout for a new, feature-rich, high-performance video communications solution offering ease-of-integration into the existing UC solution.

Ralf Offermann, who was in charge of the project at CBC, describes the background to the implementation of the new solution: “The aim was to provide various locations and numerous editorial teams interlinked across the world with access to an optimal video communications system. Video conferences are particularly useful tools for improving communications, and face-to-face interactions are especially valued in this industry. Alongside the integration of the video communications solution within the... Microsoft Lync system, we were also looking to achieve a ‘continuous presence’ for conferences – meaning that all of the participants are in view at the same time, so that everyone can see everyone else in order to create a natural interaction via video,” states Offermann. “In addition, we wanted to install the new video conferencing systems within the existing Lync infrastructure”.

**The Solution**

In March 2012, CBC enlisted the help of Radvision, an Avaya Company. Radvision was selected by CBC because its interoperability with the Microsoft Lync platform, which enabled the solution to be simply and seamlessly integrated into the existing UC environment.

The infrastructure put in place includes the Radvision Scopia® Gateway for the Microsoft Lync platform, connecting the H.323 video communication system to the Lync solution. This allows any Lync product user to connect any standards-based video conferencing system and any infrastructure appliance. Also installed were the Scopia® Elite 5110 MCU and Scopia® PathFinder. PathFinder offers standard-based firewall traversal functionality, to ensure that participants from outside the company network have no problem in participating in conferences.

During the firewall installation, CBC was able to call on the support of Radvision partner ITXTRA. Offermann indicated that TV production environments are exceptional because their security needs are far tighter than for systems in many other sectors. Accordingly, their security requirements for firewall installations are higher than those for other environments, and ITXTRA was able to assist with the unique implementation.

When it came to setting up terminals in the conference rooms, CBC opted for the Scopia® XT5000 and Scopia® XT1000 HD room-based video conferencing systems.
“The aim was to provide various locations and numerous editorial teams interlinked across the world with access to an optimal video communications system. Video conferences are particularly useful tools for improving communications, and face-to-face interactions are especially valued in this industry. Alongside the integration of the video communications solution within the... Microsoft Lync system, we were also looking to achieve a ‘continuous presence’ for conferences – meaning that all of the participants are in view at the same time, so that everyone can see everyone else in order to create a natural interaction via video.”

Ralf Offermann, project manager at CBC

About CBC and RTL Germany Media Group

CBC (Cologne Broadcasting Center) is a member company of the RTL Germany Media Group (Mediengruppe RTL Deutschland), reaching more than 30 million people a day with its programmes. RTL Germany Media Group belongs to the Luxembourg-based Bertelsmann subsidiary RTL Group, Europe’s leading entertainment group. Since it was founded in 1994, CBC has progressed to emerge as one of the ‘leading TV’ production and broadcasting companies in Germany. From its locations in Cologne, Munich and Berlin, CBC provides service for the RTL, VOX, Super RTL, RTL NITRO, RTL II, n-tv, RTL Crime, RTL Living and Passion channels, among others, as well as a variety of TV production companies. With a workforce of more than 550 employees, CBC offers a high level of competence in identifying solutions for all technical, creative and organisational problems. For more information, see: http://www.cbc.de.

About Radvision

Radvision, an Avaya company, is a leading provider of video conferencing and telepresence technologies over IP and wireless networks. We offer end-to-end visual communications that help businesses collaborate more efficiently. Together, Radvision and Avaya are propelling the unified communications evolution forward with unique technologies that harness the power of video, voice, and data over any network.

www.radvision.com

conferencing systems. CBC also selected Scopia® iView as its video management solution. The iView Management Suite delivers management, control and scheduling for robust network management and easy-to-use conferencing. iView provides a single access point for managing all video conferencing devices including Radvision and third party endpoints, infrastructure devices such as MCUs and gateways, and call control applications such as gatekeepers and SIP agents.

• IT service provider enables ‘continuous presence’ for Lync-platform video conferencing using the Radvision Scopia® Gateway for the Microsoft Lync platform.
• Employees, partners and customers can now take part video based meeting from any location

Value Created

One major advantage of the Scopia solution is that it is scalable and vendor-agnostic. Thanks to the comprehensive platform support provided by the Scopia Desktop and Mobile, even external users may join a meeting using whatever tool works best for them – via the Microsoft Lync solution or on their computers, laptops, smartphones and tablets to take part in video conferences from any location and over virtually any network. External participants simply click on a web link leading them directly into the conference. The video communications software is up and running immediately. An intuitive user interface and built-in intelligence mean that conference participants do not require any in-depth technical knowledge to use the video conferencing clients.

Looking Forward

As part of the future roll-out of the solution, CBC envisages flexible development of the system in line with the future requirements of its users. As demands grow, CBC expects to add even more room systems, as well as desktop and mobile clients.

© 2013 Avaya Inc. All Rights Reserved.
Scopia® and Radvision® are registered trademarks of Radvision, an Avaya Company. Lync® is a registered trademark of Microsoft. All trademarks identified by ®, ™, or ℠ are registered marks, trademarks, and service marks, respectively, of Avaya Inc.
01/13 • UC7208