

IP INFRASTRUCTURE - PIONEER CHALLENGES (CASE STUDY)

This presentation will provide an insight into the experiences learned by several broadcasters who were early adopters of IP technology over the last few years. The presentation will focus on live sports production applications using outside broadcast (trucks) as well as remote production and large stand-alone facilities.

Speaker: **Erling Hedkvist**, senior vice president and business development manager at Lawo



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Mr Hedkvist has been in the broadcast industry since 2000 and started his career in product management before making the move over to sales, business development and corporate management. Mr Hedkvist specialized early on in providing networking solutions for the broadcast and media & entertainment industry. Initially for contribution applications but lately with a focus on providing software defined networking solutions for live production workflows. As such he works with clients to design complete solutions for Remote Production, Master Control, Playout, PCR, OTT and other broadcast applications on top of IP and in a distributed and virtualized environment. Mr Hedkvist has presented at several prominent industry forums such as SVG, VSF, WBU-ISOG, SSPI and others and holds a Master's degree in Computer Science and Engineering with a specialization in Computer Communication from Lulea University of Technology in Sweden