

DBee



Vidyo Reduces Cost and Improves Quality of DBee's Multiplex Broadcast Events

DBee is a leading Paris-based creative technology agency with extensive expertise in building online strategies for all electronic media and providing high-quality broadcast and webcast services. DBee's rich media proficiency has earned them a loyal clientele of large corporations across Europe. The agency produces 150 virtual global meetings and digital events annually, mixing creative concepts and cutting-edge technologies.

CHALLENGE:

The video streaming of remote participants into multiplex events from a variety of locations, anywhere in the world without the logistical complexity, high latency, inconsistent quality and high costs of satellite communications.

SOLUTION:

VidyoPortal
VidyoRoom HD-100
VidyoDesktop
VidyoMobile

RESULTS:

DBee can now integrate high definition, low latency video streams over any IP network into their global events for corporate clients. With Vidyo, they now have the ability to use a variety of hardware form factors (mobile phones, tablets, desktops and laptops as well as telepresence room systems), and have eliminated logistical complexities such as transporting equipment and broadcast camera crews. Using Vidyo saves DBee 80% of the costs of satellite multiplex.

DBee is a full-service provider, including digital events set-up and project management, working at the heart of the B2B sector and broadcasting industry.

The Challenges of Producing Worldwide Broadcast Events

One of the biggest hurdles of producing global broadcast events of this nature is that remote participants must be able to be streamed into the event from a variety of locations, anywhere in the world. Until now, the only solution for a company such as DBee was to support these multiplex broadcast events with satellite connections. But satellite communications has many limitations. First, there are logistical considerations, such as the need to make reservations for the satellite connections well in advance of the event and to transport a wide assortment of equipment to each location where videos need to be captured. Second, the quality of the video stream is not optimized. It's difficult to get HD fidelity and video latency can be up to 5 or 6 seconds for a connection between Europe and North America, for example. Last, but not least, the cost of satellite connections is extremely high. These challenges prompted DBee to investigate alternate solutions.

When DBee became aware of Vidyo, a relative newcomer to the video communications market, they were instantly attracted from a variety of standpoints. Emmanuel Pain, DBee's CEO explained: "When we saw the quality of the VidyoTechnology codec, the low latency video, and the ease of implementation in an IP environment, we definitely saw this technology as a new way to interact and to build digital events. It's simply the best-in class in the industry today."

Natural, Low Latency Vidyo Quality Key to DBee Success

One thing that was obviously very important for DBee was the video quality. "When you attend a webcast or an event with some broadcast content, you don't want to know about the technology, you just want to watch a perfect quality video to fully enjoy and appreciate the content," Emmanuel Pain commented. "And if several remote participants are involved, you want to see them interact in a very natural way, which demands very low latency in the call. It's very important for DBee to be able to provide this level of experience to our customers."



Equally important, from a more technical standpoint, is to achieve the highest video resolution, as it enables more flexibility and creativity. For example, in the past, when DBee filmed someone in front of a green or blue background and transmitted the video over a satellite connection, they could not effectively crop the character and swap the background for a different landscape, as the video quality was not sufficient to deliver a natural image. With Vidyo, DBee is now able to get a level of HD quality that allows them to make such a video manipulation.

“Our main criteria for choosing Vidyo was the video quality,” said Philippe Defretin, DBee’s CTO. “Thanks to its high resiliency to network packet loss, we can get a 720p video signal over any IP network. Using this technology we can also transmit video from Paris to New York with no more latency than a 50 millisecond delay which results in very fluid interactions.”

DBee was also impressed by Vidyo’s ability to perform on many different form factors, something that offers them great flexibility in the way they build their events. Remote participants are able to join from any type of computer device and the quality of the transmission remains very consistent. According to Emmanuel Pain, “The beauty of this technology is that it works over many different communication platforms. It provides the same great user experience on a mobile phone, on a PC, or on a tablet. If you’re doing a video projection, you can have 1,000 people watching your show or your webcast or your multiplex and receive the same amazing level of quality across all, whatever the devices that are used.”

From a logistics and cost standpoint, DBee also quickly saw the benefits of the Vidyo solution. “It’s very easy to implement and install an IP multiplex compared to a satellite multiplex,” said Philippe Defretin. “You don’t need trucks, you don’t need to have very high-end broadcast camera crews in all locations, and you don’t need to deal with a lot of logistical issues. The impact on cost savings for our corporate clients is very significant: the cost is about 1 to 5 for an IP multiplex versus a satellite multiplex.”

In summary, Emmanuel Pain explained, “Vidyo expands our business capabilities. We have been able to implement more services globally for corporate clients who needed this way of interacting and who needed new ways of implementing virtual meetings.”

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