

BENCHMARK

Pioneering cutting edge technology



Systems Integration with the cutting edge

Benchmark Broadcast Systems is an independent systems integrator that delivers comprehensive, elegant and cost-effective solutions from initial project consultancy through to design, hardware and software sourcing, installation and integration, documentation, user training and, finally, to post-installation support. The Company focuses on providing complete solutions from Concept to Commissioning (C2C). The spectrum of services offered starts from simple and specific solutions to complete turnkey systems integration services for setting up totally new TV stations or channels, upgrading or modernizing existing ones and implementing signal distribution to new media.

Benchmark offers its on-site Systems Integration and engineering consultancy services to broadcasters throughout Asia. Today, we have numerous clients in Bangladesh, China, India, Malaysia, the Middle East, Pakistan, Singapore, Sri Lanka and Taiwan. Our on-site engineering, software programming, software & system integration, testing and support services are highly specialized. The Company operates in network mode out of Beijing, Chennai, Kolkata, Mumbai, New Delhi and Singapore.

Benchmark Broadcast Systems' role spans much more than that of even a Systems Integrator. It is characterized by extensive technical support and depth of commitment as part of every operation – reason why the Company has the distinction of consistently providing efficient pre- and post-sale support. This includes configuration of comprehensive enterprise-wide solutions, application support and development of customized solutions.

Benchmark Broadcast Systems has an extremely strong broadcast and IT engineering know-how base, with over 200 man years of experience in the field. Moreover, we are sharply focused on providing cutting edge technologies for digital media creation, management and distribution. As such, we were one of the pioneering companies on the technology front that led broadcast technology away from the traditional linear technology towards the 'new age' computer based open technologies.

Benchmark thrived on bringing these new technologies to the Asian market. And as a result of our certainty in them, we made it our mission to present these cutting edge technologies to broadcasters. For our customers it has meant new heights of efficiency and effectiveness. For Benchmark it has meant a string of firsts:

- The Company was one of the first to bring non-linear editing to the region
- It was the first to recognize the benefits of web-based news reporting and was the first to bring a web browser based newsroom to the region
- It was the first, in Asia, to bring a complete Storage Area Network (SAN) based TV station online

Today, the Company is at the forefront of bringing the concept and implementation of the fully automated, digital workflow to the Asian broadcast industry.



The cutting edge to our philosophy

At Benchmark, we know that every broadcaster is different. Each one has different needs, different perspectives, different target segments, different programming, different workflows... As a partner and system integrator, we realise that we have to understand the objectives clearly and custom design systems which will ensure that the objectives are met. So, the first thing we do is listen. And we question. All to ensure that in the quest to implement technology, organizational issues such as human resources, cultural backgrounds and milieus, regional aspirations and so on, are not ignored, but are kept very consciously in the foreground to effect a seamless integration.

This is what gives us our cutting edge. We know that our success lies in the success of our customer, the broadcaster. Accordingly,

- We help in identifying the right technology for the need
- We introduce the latest, relevant technologies in the industry
- We design the roadmap for implementation of the technology
- We help our customers adapt to their new work environment

Finally, when it comes to designing a system Benchmark has no set solutions. Each project is unique and so has to have a unique answer. Moreover, as completely independent systems integrators, we are free from affiliation to particular manufacturers and their workflows. It is this that is probably our greatest cutting edge: **the ability to design a solution based on the particular need of a broadcaster and not on a predetermined workflow.**

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BROADCAST SYSTEMS

CUTTING EDGE TECHNOLOGY

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■ Some of our projects...

- **Aaj Tak & Headlines Today, New Delhi, India** - The first two tapeless, automated news channels in India - for the TV Today Group
- **Bernama, Kuala Lumpur, Malaysia** - Integration of a complete, automated newsroom solution and workflow for a multi-language news agency
- **Eenadu TV, Hyderabad, India** - Systems Integration and fibre optic link for 16 channels
- **Gala TV, Taipei, Taiwan** - Automated playout with non-linear editing systems
- **Hua Feng Group (China Meteorological Authority), Beijing, China** - Newsroom computer system and weather graphics
- **Maharaja TV, Colombo, Sri Lanka** - Automated playout system for three channels
- **MediaCorp, Singapore** - Installation, commissioning, training of an on-air graphic system
- **Naya Diganto TV, Dhaka, Bangladesh** - Installation, commissioning, training of a 24 hour, infotainment channel
- **Nimbus Sports, Mumbai, India and Singapore** - Broadcast graphics, virtual set and station automation
- **nTV, Dhaka, Bangladesh** - A turnkey solution for the first private satellite TV station - a 24 hour news and entertainment channel - in Bangladesh
- **Star News, Kolkata, India** - Integration of a complete newsroom solution and workflow
- **Television Media Network, Lahore, Pakistan** - 24 hour Urdu news channel
- **TV9, Mumbai, India** - Integration of a complete, automated newsroom solution and workflow for a 24 hour news channel
- **Zee News Ltd., NOIDA, India** - Newsroom computer system for nine, 24 hour news channels and broadcast graphics

