



HPE OEM solutions and Synamedia

Connecting bigger audiences through immersive video experiences

Synamedia delivers breakthrough 8K video streaming at global scale with the help of HPE OEM solutions



Solution overview

With the help of HPE OEM solutions, Synamedia is developing industry-leading video content delivery solutions that transform how the world is entertained by providing immersive, personalized video experiences on every screen, delivered anytime and anywhere around the world.

When consumers click their remotes to watch a video—whether it’s through a popular streaming service, from a time-shifting TV or cloud DVR, or any other source—chances are Synamedia is making it possible. For more than 30 years, Synamedia has been a leading innovator in bringing video content to audiences everywhere, enabling cable, satellite, terrestrial, and over-the-top (OTT) service providers to satisfy the world’s continually evolving demands for content.

Today, one of the principal challenges in the industry is providing, secure, reliable delivery of video to any screen globally, with the best possible quality. Not surprisingly, Synamedia has solutions to meet that challenge. Synamedia makes it possible for more than 100 million viewers around the world to enjoy immersive, personalized video experiences on their televisions, tablets, and phones every day. And that experience is about to take a dramatic leap forward.

Synamedia recently unveiled its Vivid Compression, a ground-breaking 8K real-time encoding and streaming solution with **zero compromise**. That means no technology trade-offs that can diminish video quality; audiences get the full, stunning impact of 8K video. Making this possible is Synamedia’s Vivid Compression platform, powered by HPE ProLiant servers with AMD EPYC™ 7763 processors.

David White, Synamedia’s head of global strategic partnerships, notes that being an HPE OEM partner is a key factor enabling Synamedia to bring such innovative solutions to market. “The HPE OEM program allows us to deliver reliable and scalable solutions that just work. There’s a trust in our relationship that, together, HPE and Synamedia can bring our customers the capabilities they need to meet growing market demands.”

Delivering breakthroughs in video streaming quality at scale

Being an HPE OEM partner is more than a purchasing arrangement for Synamedia. It’s a personalized relationship that helps connect Synamedia with HPE’s broad technology ecosystem, go-to-market capabilities, and global support network. As an OEM partner, Hewlett Packard Enterprise facilitated the relationship between Synamedia and chip-maker AMD to form the genesis of its new 8K video solution.

Working collaboratively, Synamedia’s global team of experts developed compression algorithms to leverage the full power of the AMD EPYC processor and help eliminate issues with memory and throughput that have compromised video quality in the past. Synamedia further combined these advancements with its Vivid Compression solution, featuring its AI technology, and worked with HPE OEM to bring the breakthrough Vivid Compression platform to market on ultra-dense HPE ProLiant servers.

“As an HPE OEM partner, we have access to the HPE’s extensive technical and industry expertise,” White says. “Working together with HPE and AMD, Synamedia was able to bring to market a solution with a very low-profile server footprint and deliver truly amazing 8K video on a single chipset. Our 8K real-time encoding and streaming solution is now garnering a lot of interest from customers, including some large sports content providers, who see how this technology is truly transforming the viewing experience.”



“We are excited about the plans we have working with HPE OEM to continue building on our portfolio and bring the best entertainment experiences possible to audiences around the world.”

– David White, Head of Global Strategic Partnerships, Synamedia

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Meeting diverse market needs with the flexibility of HPE OEM solutions

As a long-time HPE OEM partner, Synamedia leverages HPE technology for a number of its video network solutions, some of which require custom-configured HPE ProLiant servers, optimized for unique workloads. For example, HPE ProLiant servers and HPE Apollo systems provide Synamedia’s Edge Media Streamer product with the scale to deliver thousands of TV channels to millions of viewers each day. And powering the company’s Edge Media Director, the HPE servers enable cable and satellite operators to configure policies that automatically shift services between single viewer on-demand viewing (unicast) and streaming live video to millions (multicast).

White says, “Through the HPE OEM program, we have the flexibility to acquire server platforms with custom configurations that match each customer’s content portfolio, delivery requirements, and end-user expectations. That allows us to support a broad range of content provider needs. It’s really a win for everyone.”

As the world of video broadcast and streaming continues to evolve, Synamedia is positioned to help its customers take advantage of each new opportunity. The 8K real-time encoding and streaming solution is just one example of the company’s capacity for innovation. Synamedia is also transforming edge-to-cloud video delivery by leveraging artificial intelligence and machine learning combined with low-latency content delivery network solutions and compression technology.

“We are excited about the plans we have working with HPE OEM to continue building on our portfolio and bring the best entertainment experiences possible to audiences around the world,” White remarks.

Bringing best-in-class servers and support for Synamedia’s customers

With every HPE ProLiant server deployed as a Synamedia solution, the company includes global technical support, delivered through HPE Pointnext Services. While hardware issues are rare, White points out, “Hardware support from HPE is essential because addressing any issues promptly and effectively is part of helping our customers assure their customers of a great video experience.”

He adds, “HPE OEM brings best-in-class servers, best-in-class support—they check all the boxes as a partner for us. True partnership is not about a company-to-company arrangement, it’s really about personal relationships. Whenever I reach out to someone on the HPE OEM team, they are readily available. And they keep us informed of any HPE product updates, so we can plan our road map. Our partnership simply works, which allows Synamedia to stay focused on innovation.”

White concludes, “What’s most important, HPE and Synamedia share a common commitment of always putting our customers’ needs first. When our customers are successful, we are successful.”



Solution overview

Customer at a glance

Solution

HPE OEM solutions

Hardware

HPE ProLiant DL385 Gen10 servers
HPE Apollo 4200 systems

Software

HPE iLO
Synamedia 8K real-time encoding and streaming
Synamedia Virtual Digital Content Manager (vDCM)
Synamedia TSTV and Cloud DVR Suite
Synamedia Edge Media Streamer
Synamedia Edge Media Broadcaster
Synamedia Edge Media Director

HPE Pointnext Services

HPE Foundation Care

HPE OEM solutions and Synamedia solution benefits

- Delivers 8K video streaming at scale, with uncompromised quality
- Strengthens Synamedia's market agility and technical capacity for innovation
- Provides responsive global technical support to help Synamedia's customers provide their customers a great video experience

About HPE OEM solutions

The complete HPE portfolio is available to HPE OEM customers—and their end customers—in advance of general availability. Engineers have access to a knowledge base and road maps to future generations of HPE products and will be the first to test the products.

HPE integrated supply chain reduces logistical and fulfillment complexity and helps minimize the time in taking solutions to market. HPE OEM distribution partners implement joint solutions and ship them to end customers. Additionally, HPE OEM partners have buffer stock to carry through shortages, helping customers adhere to SLAs.

Regardless of scale or design, HPE technology solutions deliver value and performance benefits, offering a clear competitive advantage and investment predictability.

Company overview

About Synamedia

Synamedia is trusted by service providers and content owners to protect, enrich, and deliver video. The flexibility and agility of its cloud products enable customers of all types and sizes to launch, monetize, and scale services at speed. The company's award-winning portfolio includes intelligence-led anti-piracy, advanced advertising, business analytics, broadband and streaming video platforms, and video network cloud and software solutions. Synamedia is backed by the [Permira funds](#) and [Sky](#).

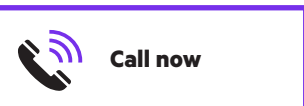
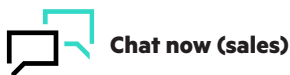
About HPE

HPE is the edge-to-cloud company that helps organizations accelerate outcomes by unlocking value from all of their data, everywhere. Built on decades of reimagining the future and innovating to advance the way people live and work, HPE delivers unique, open, and intelligent technology solutions, with a consistent experience across all clouds and edges, to help customers develop new business models, engage in new ways, and increase operational performance.

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