Azam Media Partners with Lawo and Broadcast Solutions



Azam Media, a leading East African direct broadcast satellite service, headquartered in Dar es Salaam, Tanzania, is set to revolutionize its broadcast capabilities with the unveiling of a cutting-edge outside broadcast (OB) truck, crafted in collaboration with premier system integrator Broadcast Solutions and renowned technology provider Lawo. This venture marks a significant milestone in Azam Media's commitment to delivering unparalleled sports broadcasting experiences across the region.

Designed to meet the evolving demands of modern sports production, Azam Media's new OB truck is a comprehensive solution tailored to the company's expanding portfolio of sporting events, particularly football matches, not only in Tanzania but also in neighboring Kenya. As Azam Media secures increasingly prominent TV rights, this investment underscores their dedication to delivering top-tier coverage to viewers.

The vehicle’s sophisticated audio control room is centered around the Lawo mc²36 All-in-One console. With its built-in A__UHD Core functionality it offers 256 processing channels, available at both 48 and 96 kHz, and natively supports ST2110, AES67, RAVENNA, and Ember+, and it provides an I/O capacity of 864 channels. As one of the most advanced IP-based audio consoles, the Lawo mc²36 empowers Azam Media with unparalleled audio capabilities, ensuring pristine sound quality for every broadcast.

The OB truck boasts a plethora of cutting-edge equipment and technology to

Phoca PDF

support its mission-critical operations. With a setup of twelve Sony cameras, two additional Dreamchip Mini Cameras, and a state-of-the-art ROSS Vision Mixer, Azam Media's production team is equipped with the tools needed to capture every angle of the action seamlessly. Additionally, the integration of two EVS XT-GO Replay Servers ensures swift and efficient replay capabilities, enhancing the viewer experience.



Notably, Lawo's VSM (Virtual Studio Manager) IP Broadcast Control and Workflow Solution serves as the backbone of the OB truck's broadcast control system. Offering unmatched versatility and automation, VSM seamlessly integrates with a wide array of broadcast equipment, providing Azam Media with the flexibility to customize workflows to meet the demands of any production scenario.

“VSM gives us the right way to manage a complex workflow, with the large-scale use of tie-line we can obtain a great flexibility on our resources, and, with the fully integration of all the equipment inside the OB, is, without compromise, the best product for us. Last but not least, it is a matter of saving plenty of time on the spot during the configuration of the OB van, implying a cost reduction which pays back the investment”, affirms Raghvendra Tiwari, Head of Department – Technical at Azam Media.

The project scope extends beyond the OB truck, encompassing additional

Phoca PDF

components essential for Azam Media's comprehensive broadcasting operations. These include a Support Truck, three 5-camera flight case production kits, a VAR van, and 2x C-Band Flyaway Uplink Systems, ensuring versatility and adaptability across various broadcasting environments.

Wladislaw Grabowski, Managing Director / COO at Broadcast Solutions added “While we have a range of ‘standard’ designs for outside broadcast fleets, every production company is different. They need specific functionality to meet their market; they have different workflows; they have different preferences over key equipment. We are able to take all our knowledge and experience, rapidly understand the specific requirements, and build and deliver quickly. This has been another great project for us: a rapid turnaround and a happy customer.”

Commenting on the collaboration, Ralf Schimmel, Sales Director MEA and Africa, states, “We are thrilled to partner with Azam Media and Broadcast Solutions to deliver a state-of-the-art broadcasting solution that sets a new standard for sports production in East Africa. The integration of Lawo's cutting-edge technology underscores our commitment to empowering broadcasters with the tools they need for productions of best possible quality.”

“As the demand for high-quality sports content continues to grow across the region, it's imperative for us to invest in state-of-the-art broadcasting infrastructure”, states Tiwari. “Partnering with Broadcast Solutions and Lawo has enabled us to build a world-class OB truck that will elevate our sports broadcasting capabilities to new heights.”

www.broadcast-solutions.de
www.bakhresa.com
www.lawo.com

Phoca PDF