

Huawei Helps Bridge Knowledge Gap in the Global Broadcast Industry at the “2013 Training Course on TV Broadcasting Techniques for Developing Countries”

Beijing, China, June 5, 2013 – Huawei, a leading global information and communications technology (ICT) solutions provider, recently conducted a lecture for the “2013 Training Course on TV Broadcasting Techniques for Developing Countries” in Beijing. The course, sponsored by the Ministry of Commerce and organized by Chinese Radio and Television (CRTV), aimed at bridging the digital divide among developing nations, enhance their knowledge about the transition trend from analog to digital, as well as the latest technologies associated with this trend. A total of 18 trainees from 11 national broadcasting organizations across Nigeria, Mauritius, Tanzania, Yemen, and others joined the course.

With over 10 years of experience in the international broadcasting industry, during Huawei’s session, Huawei Enterprise’s media ICT solutions experts shared the latest broadcasting technologies and solutions, as well as its extensive experience in developing countries. In-depth discussions on the "tapeless" revolution of TV station, media management, green data center and storage were also discussed.

“Over the years, Huawei has been working closely with 30 broadcasting giants around the world. With our customer-centric innovation and ongoing knowledge transfer initiatives to bridge the digital divide in the broadcast industry, we are confident that the knowledge gap between the developed and developing world will be eliminated through ongoing efforts between Huawei and our global partners in the broadcast industry,” said Hanson Xu, the chief engineer of Huawei media industry solution.

With an extensive product and solution portfolio in the enterprise domain, in the broadcast industry, Huawei’s tapeless TV station solution covers the entire program production workflow from ingestion, production, news, studio, MAM to play out. Huawei’s leading network, security and IT solutions and industry-leading television applications also enabled television customers to transform their production model from tape-based to network-based. This new production model greatly enhances efficiency of production and quality of broadcasting, resulting in improved end-user experience.

Internationally, Huawei’s products and solutions have been widely deployed across China Central Television, Phoenix Satellite Television Holdings Limited, IMG Worldwide, and other global media giants. With extensive industry experience, in-depth technical expertise and dedicated after-sales support, Huawei will continue to address the challenges brought about by ICT transformation and work closely with global partners and customers to have a smooth evolution to an information-based broadcast era.



Photo Caption 1: A total of 18 trainees from 11 national broadcasting organizations across Nigeria, Mauritius, Tanzania, Yemen, and others joined the “2013 Training Course on TV Broadcasting Techniques for Developing Countries” in Beijing.



Photo Caption 2: During the “2013 Training Course on TV Broadcasting Techniques for Developing Countries”, Huawei Enterprise’s media solution experts shared the latest broadcasting technologies and solutions, as well as its extensive experience in developing countries with the trainees.