



Alliance solution
brief

HP ProCurve and VBrick Enterprise video distribution

Your enterprise
on demand

The challenge

Video in the enterprise today is a key element of corporate communications, commercial television distribution, employee training, entertainment, and security monitoring. Enterprises need to reach customers, vendors, and employees beyond the campus walls.

However, delivery of high-quality, reliable video streams under the constraints of limited network bandwidth is a major challenge in enterprise video distribution.

The proliferation of video for crucial training or executive webcasts has raised the stakes as the audience size, geographical distribution, and expectations of video quality and resolution increase. In large enterprises, management of media assets becomes difficult to control, and often funds are wasted to procure duplicate products. Furthermore, existing analog video delivery systems can be complex and expensive to maintain.

These challenges stimulate the need for an enterprise video solution that can effectively deliver high-quality, non-proprietary, and reliable video distribution applications.

How HP ProCurve + VBrick help you meet the challenge

The HP ProCurve Open Network Ecosystem (ONE) provides an open-standards networking platform to make sure only tested, certified, and secure applications are able to run on your network. HP ProCurve ONE delivers a choice of applications—so you get the most business value from your network.

VBrick delivers scalable Enterprise IPTV solutions. The ViP (Video Portal) is a VBrick software application designed for installation on the HP ProCurve ONE Services zl Module, transforming the module into a Web-based video portal for accessing live streams and on-demand Windows® Media video assets. The module is integrated into HP ProCurve Switch 82xx and Switch 54xx series to provide an open service delivery platform for the VBrick ViP. Tightly integrated with the module, the VBrick ViP enables automated discovery of live video from VBrick Windows Media appliances and provides access to stored video assets onboard the ProCurve ONE module's internal storage via any Web server or Windows Media streaming server. The user interface provides the ability to locate available media assets from Windows PCs via Internet Explorer. Designed for a variety of online and on-demand applications, VBrick ViP provides:

- Live information distribution via video
- The ability to record and archive video, meetings, or events
- Training and education
- Security monitoring
- Commercial television distribution
- Priority/Emergency video notification

Companies of all sizes need the ability to communicate to large groups simultaneously—regardless of their physical location. The VBrick ViP solution leverages the power of video to stream your message to employees, vendors, and clients, around the office or around the world, through live or on-demand video streams and branded content purchased from one of our many content providers.

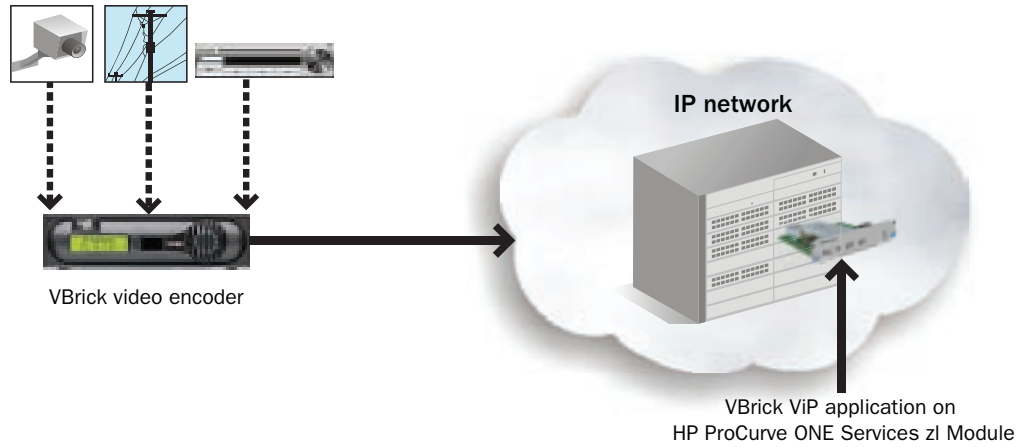
The HP ProCurve and VBrick ViP solution is flexible enough to reach desktops and display across multiple networks. Additionally, it enables video over converged IP networks and is reliable for both event-based broadcasts and always-on applications.

VBrick has a complete end-to-end solution that enables customers to capture, record, manage, and distribute video to virtually any location on your network. With a large number of customer installations, VBrick provides an industry-leading solution that is reliable, flexible, portable, scalable, and manageable.

Unlike some vendor solutions based on high-cost, proprietary video systems with limited reach and impact, VBrick provides video network systems that unify, extend, and distribute complete end-to-end video solutions.

Solution architecture

- VBrick encoder captures analog audio/video and delivers streams over IP networks.
- Internal storage on HP ProCurve ONE Services zl Module provides stored asset access for progressive downloads.
- VBrick ViP communicates with encoders and creates dynamic live program guides.
- Stored asset links are entered by administrator to provide stored access.



Solution features

- **Live video:** The VBrick ViP application automatically detects live video from any number of VBrick appliances using Windows Media. The VBrick appliances may be on the same network as the ViP or they may be located anywhere in the world. The ViP will detect the live video and present it for immediate selection and viewing.
- **Stored video:** The VBrick ViP application will display a list of stored video and can upload and deliver directly from the HP ProCurve ONE Services zl Module's internal storage. Video may also be uploaded from virtually any Web server for Windows Media streaming.
- **Video podcasting:** The VBrick ViP application will host and display a list of your video podcasts. Podcasts are uploaded to the ViP via the "Podcast Transcoder" or using third-party tools. A podcast subscriber simply enters the provided URL in iTunes or a similar view to subscribe to the video podcasts created.
- **Priority alert:** When there is a priority event or emergency, the VBrick ViP can be used to automatically open a selected live or stored video on everyone's desktop.
- **RSS generator:** This feature can automatically create live video links to be displayed on favorite Web sites like SharePoint, My Yahoo, and Facebook.

Solution benefits

- Ease of use through an intuitive interface that enables access to all live and stored video assets
- No additional rack space required—fits into HP ProCurve Switch 82xx and Switch 54xx series
- Application flexibility; live video distribution, recording, and archiving of events, training and education, security monitoring, commercial television distribution, priority/emergency video notification, and other applications—can all be supported from the same VBrick solution
- Automated discovery and listing of live video sources

Solution components

Core components

- A **VBrick Windows Media appliance**, used to encode analog video from a camera into a Windows Media compressed video stream transmitted over an IP network
- The **VBrick ViP Portal**, a Web-based portal for accessing live streams and on-demand audio and video assets for PC clients
- A **VBrick Windows Media video-on-demand server**, used to store and stream recorded video assets



Accessories

- A **VBCast Express kit**, a fully contained, portable streaming video broadcast center for live event broadcasting to LAN and Internet viewers
- **EtherneTV Network Video Recorder**, a dedicated platform for the recording of large numbers of simultaneous video streams
- **Video Alert System Controller**, a Video Alive product for managing emergency broadcasts
- **Pod Transcoder**, a Video Alive product for converting Windows Media files to podcast-compliant MPEG4

Why HP ProCurve and VBrick?

HP ProCurve is the Network of Choice for best-in-class solutions, products, and services for wired and wireless networks. HP ProCurve's Adaptive Networks vision offers the flexibility to deliver secure, standards-based solutions—helping to optimize the business value of networks by fortifying security, reducing complexity, and increasing productivity.

The integration of VBrick's award-winning EtherneTV system with HP ProCurve's feature-rich, enterprise-class routers and switches provides a great turnkey solution for both small and large enterprises.

Compliance with international standards, the avoidance of proprietary protocols, and regular feature enhancements and software updates are benefits of

this solution. Unlike products that get discontinued or quickly become obsolete, the ProCurve-VBrick product suite can be easily expanded and upgraded as new applications arise and the demand for live and stored video increases.

What is HP ProCurve ONE?

Businesses are continually seeking ways to improve competitiveness and reduce costs. You need to enable new applications to support the business, while limiting cost and complexity. Today, you're forced to choose between integrating multiple appliances through open standards or faced with limited or less-than-optimal end-to-end solutions from a single vendor.

HP ProCurve's Open Network Ecosystem (ONE) allows you to choose from a selection of market-leading applications that integrate into your network, having the confidence that the solution has already been pre-tested and certified. If you run into a problem, ProCurve support provides fault-isolation assistance, and then works closely with our Alliance Partner to isolate the cause of an issue and propose a resolution plan.

To find out more about the VBrick Enterprise Video Distribution solution, visit www.procurve.com/one



For more information

To learn more about HP ProCurve Networking, please visit ProCurve.com

To learn more about VBrick, please visit www.vbrick.com

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4AA2-4016ENW, January 2009