Customer:	**WebFN**
Application:	**Transporting financial news video - Webcasts**
VBrick Equipment:	**VBrick Models 3911, 3913 encoders/decoders with ATM OC-3 interface and VBrick 3200 encoders/decoders with Ethernet interface**
Networks Employed:	**ATM transport and Ethernet IP**

Challenge

WebFN is the first 24/7 worldwide financial news and information station on the Web. It originates 12 hours of live financial news webcasts each weekday from key business centers across the globe, including news bureaus and brokerage houses. Its content is dynamically integrated streaming video and related data delivered both live and archived for on-demand viewing anytime. The video and audio must be transported from the remote news bureaus and stock exchanges to the WebFN headquarters in Chicago before it is streamed from the WebFN website. The video and audio arriving in Chicago must be of television quality so that it can be recorded and edited.

VBrick Solution

WebFN, is building a global Managed Private Network by deploying VBricks. Each VBrick deployment creates an immediate high-speed permanent virtual circuit (PVC) — using both ATM and IP protocols — for two-way communications between each newsroom and WebFN's Chicago control center.

WebFN purchased VBrick Model 3000 series MPEG encoder/decoders to transport the video from remote locations to the headquarters in Chicago. At each news origination point, a VBrick is connected to the video/ audio feeds via a standard S-video interface. The video is then compressed and placed into ATM cells by the VBrick and transported over fiber to the local ATM switch. The ATM switch then transports the video over the WAN (wide area network) composed of T1 lines.

At the headquarters in the Chicago, the VBrick 3000 series decodes the video/audio back to analog where it is sent to a video switcher to be put on-air. Subsequently, it is also then sent to St. Louis where it is edited and encoded in Microsoft Windows Media and Real Player formats and then sent to a web-streaming server. The content is streamed from the WebFN website to any user wishing to view it.

Major Benefits Derived

WebFN benefits several ways from the use of VBricks:

It's able to transport video and audio from remote locations to its headquarters at a low network cost, while maintaining high quality video and audio.

The reliability of the VBricks keeps the network running 24 hours a day, 7 days a week, maintenance free.

The attractive price and simplicity of the VBricks allow WebFN to quickly deploy them to any one of their remote locations.

Conclusion

VBrick's use of MPEG video technology establishes important differentiation for its products. Since web streaming is an important delivery vehicle to WebFN, the company was initially planning to use lower quality video from remote locations, a decision that would have prevented the editing, re-broadcasting and switching of the video content. By using VBricks, WebFN has gained flexibility and the low-cost has enabled it to roll out many more news feed sources, giving its viewers more current and compelling content.

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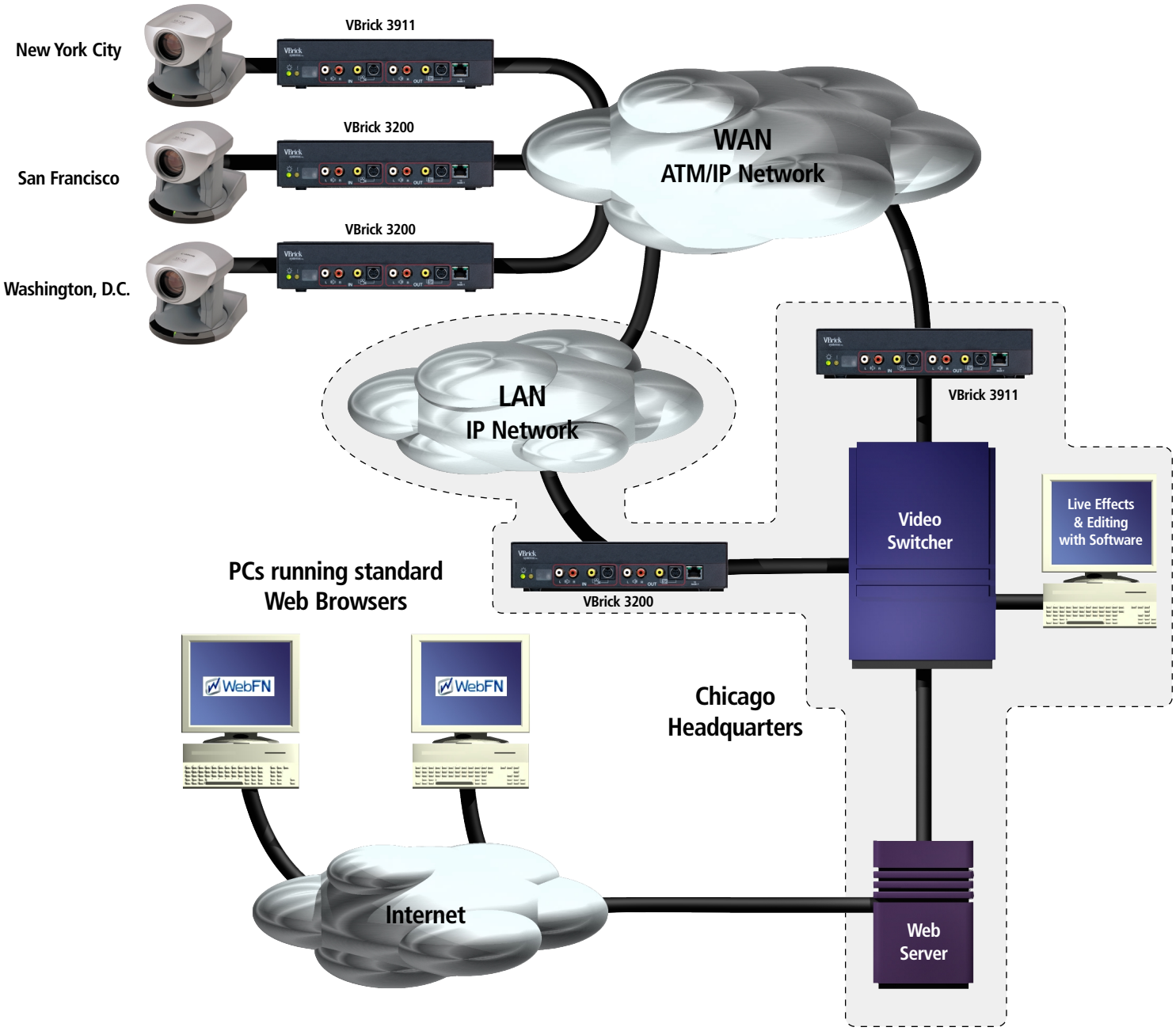

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