



Silex Media was formed in 2006 and is solution provider and prime contractor for the Broadcast and Media market, enabling Broadcasters and professional media companies to transition from traditional tape based environments to parallel digital workflows, and to transition from a “Radio and Television” market to an “Internet and Telco Market”.

The company is made up of the people, resources and know-how of SGI’s Broadcast Business Unit in Europe, and that team has been responsible for more than 30 major broadcast installations throughout Europe, including Danish Broadcasting Corporation (DR), SWR, SR, CIRIS, Czech TV, France Televisions and EuroNews. Silex Media has offices throughout Europe and is 100% backed by SGI Japan, whose investors include NEC, SGI, Sony and Canon.

Silex Media concentrates on delivering IT-based solutions, systems integration and workflow services to broadcasters in Europe. Its highly-integrated, data-centric solutions address such areas as digital news production, server-based editing for news and sports, play out automation and consolidation, content management and archive integration.



Silex Media Hydrogen

Silex Media offers solutions and services that migrate traditional video-centric media production infrastructures to an open and efficient data-centric environment. Silex Media’s Hydrogen framework includes media-archive middleware, editing optimizations and hierarchical storage management components for digital archives that result in significant time-to-air improvements, better archive connectivity and infrastructure that allow for a high degree of parallelizing production. From small workflow enhancements to a complete media lifecycle management system, Silex Media’s Hydrogen helps you to accelerate your workflow. Quicker, better.

XDCAM Compatibility

XDCAM by itself already has many format and carrier benefits, XDCAM together with Silex Media products and expertise enables true workflow benefits: being able to work in a much faster and more efficient way than before. Valuable time is saved where it counts: Silex Media’s Hydrogen product set delivers intelligent ingest. Integrated with Sony’s PDZ-1 tool, it is now possible to edit high resolution material from the XDCAM shortly after the transfer started. No longer the need to wait until the transfer is finished, plus no need to worry about the creation of all the necessary files needed for editing, like wrapping, audio extraction, or edit lists. These steps now take place automatically, in parallel and in the background.

The Hydrogen framework not only offers Media Acceleration functionality, its Media Lifecycle Management middleware based component can be used to manage the complete lifecycle of the asset.

XDCAM Professional Disc together with the expertise and products of Silex Media makes it possible for broadcasters to significantly extend the benefits of implementing a digital production platform and transform a slow ‘video-centric’ workflow into an effective data-centric infrastructure.

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