Dejero

CASE STUDY + WORKFLOW SERIES

Case Study + Workflow: Storm Coverage

How Dejero helps storm trackers cover the most dangerous weather

CHALLENGE

We live in an era of monster storms, polar vortexes, and disastrous wildfires—times when an up-to-the-second weather report can make a life-or-death difference. The best weather stories – and the ones we stay glued to – are those that keep the live coverage going from start to finish.

But in some weather situations, traditional satellite and microwave trucks can't cut it for live shots. When wind speeds begin to exceed 40 miles per hour (60 km/h), microwave and satellite trucks may not be able to safely deploy their masts and dishes. And with heavy rain, snowstorms, and fog affecting some satellite systems, signal strength may degrade to the point where it's difficult to keep the coverage going. For many storm trackers, the challenge is finding equipment that is durable, reliable, and cost effective enough to handle intense weather systems.

Here's an example from social media that shows the damage strong winds can have on a satellite truck.

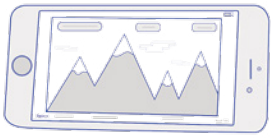
SOLUTION

When it comes to storm tracking, blending multiple cellular connections is the best way to keep live coverage going on the air when traditional approaches fail. Take the Dejero PathWay. It's an HEVC capable adaptive bitrate encoder/transmitter in a 1U rack-mounted form-factor that can also blend cellular connectivity with satellite or other IP connections if they are available. It can also be used as a backup transmission solution in the event a station loses its primary transmission capability. With the push of a button, the PathWay can even transmit from a moving vehicle so a reporter can update viewers as they travel to the next location, making it ideal for covering fast-moving storms and keeping the story fresh and exciting.

Dejero EnGo

One of our most popular solutions for on-the-go coverage is the Dejero EnGo mobile transmitter. For customers who mainly track storms, the EnGo's versatility and portability makes storm coverage easier. It can be camera-mounted or worn in a backpack, depending on the operator's preference. In a recent example, a news crew provided continuous, live coverage while reporting weather and traffic conditions from their vehicle while in a blizzard.

The EnGo Vehicle Mount Kit makes a huge difference for storm trackers, especially in an area with weak cell coverage. By installing the kit in your vehicle, the EnGo can be securely mounted and connected to rooftop antennas–providing maximum signal reception for reliable video transmission. It also allows reporters to broadcast live from the vehicle while it's moving.



Dejero Mobile App

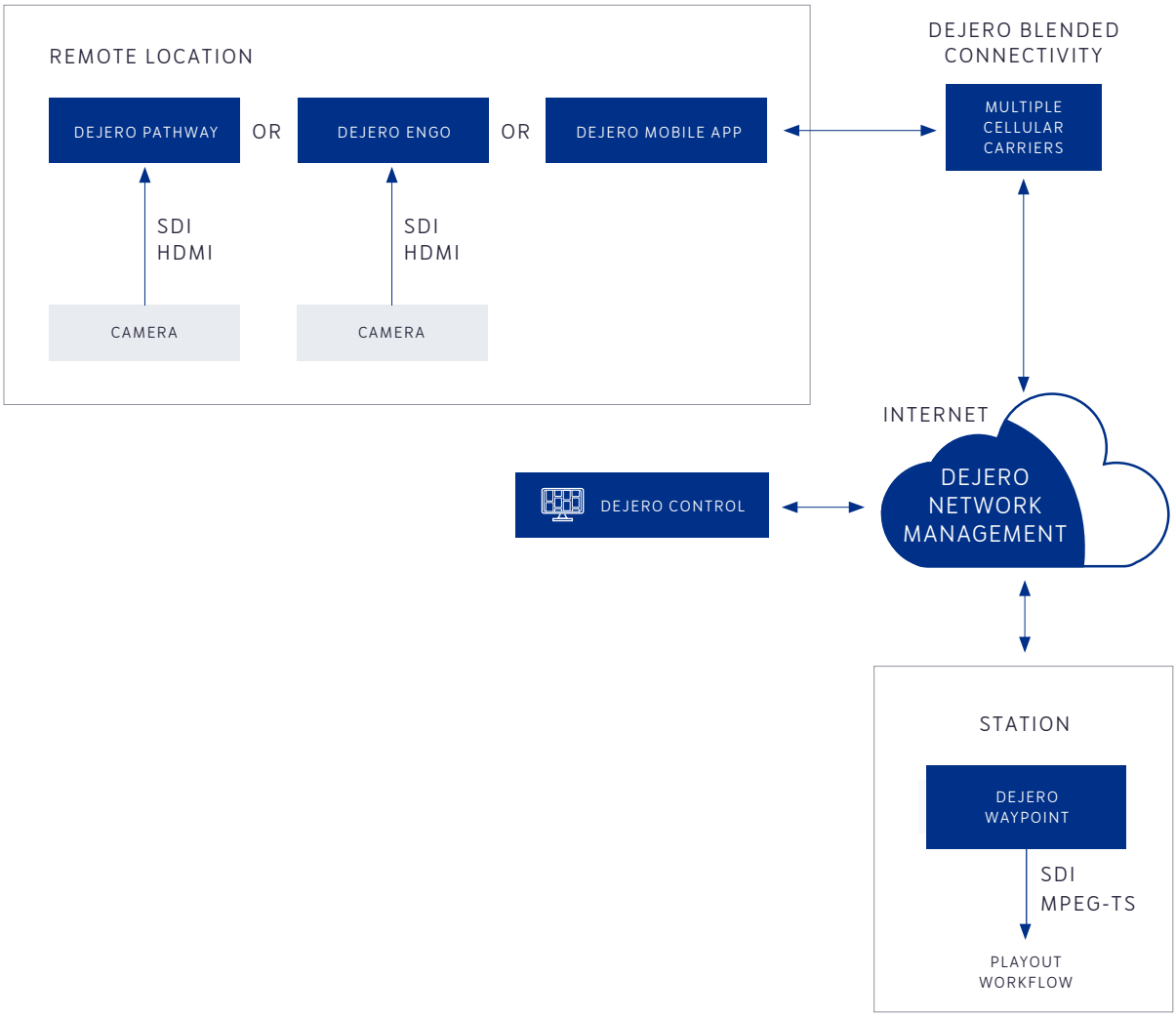
And finally, newsgathering doesn't get any more mobile or flexible than with your very own smartphone. More and more, mobile journalists are taking advantage of the Dejero Mobile App. Whether you're relying on a single cellular connection or blending with a second cellular connection from a Mi-Fi device or a crewmate's phone, the picture quality is impressive. From forest fires to hurricanes, we've seen some of the most grueling weather captured by customers using the app on their smartphones.

RESULT

Dejero's equipment has not only made it easier for storm trackers to deliver high quality live shots, but it has also saved our customers money. In most instances, it has reduced the use of traditional microwave or satellite trucks in favor of smaller, more affordable SUV vehicles. Further to this, the solution gives news crews the ability to go live from locations where competitors with other equipment can't get a signal.

When the weather becomes the headline of the day, the best way to stand out in a crowded local news market – and provide an important public service – is to offer viewers the most immediate and complete information possible. This can be challenging, if not impossible, with traditional broadcasting technology. But blended connectivity solutions, such as the ones outlined here, deliver the tools broadcasters need to be first and best in their coverage from virtually any location in any condition.

STORM COVERAGE WORKFLOW



READY TO DISCUSS YOUR WORKFLOW NEEDS?

Contact a member of our Sales team today.

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