

TELSTRA FUTUREPROOFS SYDNEY HEADQUARTERS WITH LIGHTWARE 25G ROUTERS

Case Study

Lightware Visual Engineering

Telstra Futureproofs Sydney Headquarters With Lightware 25G Routers

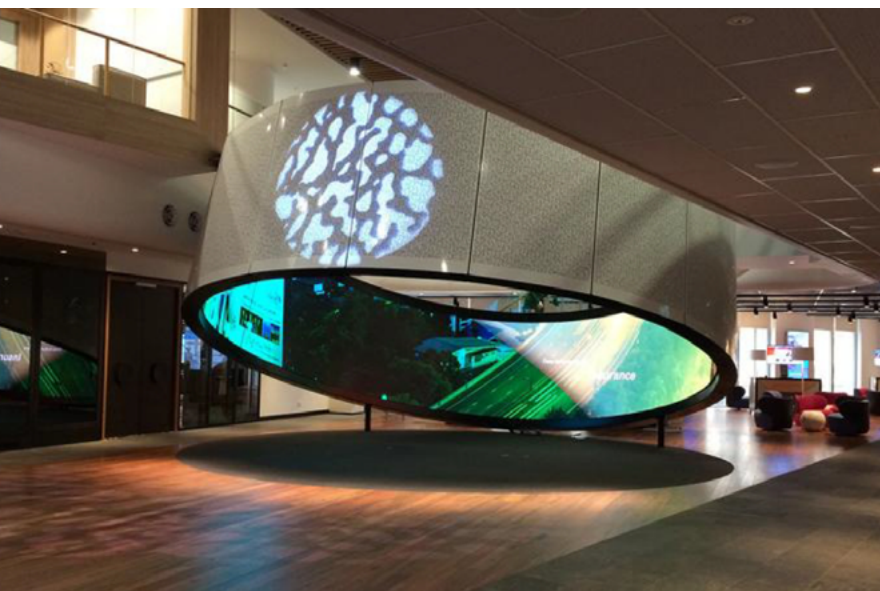
Market	Country
Corporate	Australia

Lightware Equipment Used in Project

25G Hybrid with 160x160 I/O

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Lightware USA is the US distributor of products from Lightware Visual Engineering in Budapest, Hungary. Telstra Corporation Limited, Australia's largest telecom and media company, has installed two Lightware 25G Hybrid routers at its corporate headquarters in Sydney.



The Lightware 25G routers offer powerful system connectivity to two areas in the Sydney headquarters. A Lightware 25G 160x160 router was installed in the Telstra Customer Insight Centre (CIC), a B2B area that gives visitors a look at the industry-centric insights, innovation and leadership the company is known for. The CIC includes the dramatic Insight Ring, a 360° ringshaped interactive screen whose light and flexible screen technology enables it to be tilted and suspended off the floor. The ring responds to the customers' presence and displays media relevant to their business. The 25G's capacity easily handles the I/Os required to present bold imagery inside and outside the huge ring.

A Lightware 25G 80x80 router was installed in the 300seat Telstra Auditorium, which has a single large screen at its heart. The router works in tandem with all manner of sources involved in delivering images to the screen for presentations and shows. Lightware 25G routers were selected after in-depth consultations with the designer consultants; Telstra Ivision, the internal AV integration company; and the customer. They were chosen for their media layering capabilities, reliability and redundancy, and cuttingedge 25G technology. Most significantly, they promise to supply Telstra's visual imaging needs today and in the future.

Lightware's 25G Hybrid frames are scalable up to 160 inputs and 160 outputs and manage signals in 8 distinct media layers. The platforms offer breakaway switching, which has never been achieved before and which effectively results in "threedimensional" switching flexibility. At the heart of the platform are the various I/O boards, which connect sources and display devices together either locally or through various extender options.