



## **Broadcast Professional holds Hippo School in Singapore**

Singapore, June 2009

Broadcast Professional Pte Ltd (BP) organised Hippo School in Singapore and gathered around 50 live sound and studio production specialists from local broadcast stations, schools, rental companies, churches, systems integration groups and theatres in a 4-day training to introduce the Hippotizer Media Server and share the benefits of the machine behind the defacto choice for realtime video manipulation. For four days, the venue provided by Concept Alliance Pte Ltd at 79 Maude Road, Singapore was filled with flamboyant light and video display akin to a live sound and light production as Loren Barton from TMB showed them the benefits of Hippotizer in their respective applications- be it an on-the-road live sound production or a studio fixed installation.



Hippo School in Singapore.

Loren covered the following:

- Hippotizer V3 concepts & terms
- Features
- System Setup and Configuration
- Navigating the Interface
- Basic Hippotizer Functions
- Timelines and Memories
- Application Example

With a number of Hippotizer media servers available, emphasis on Hippotizer Stage V3 was made at the Hippo School Singapore because of the total flexibility of programming (mouse/preset/full dmx) and output (single/pan/dual) features of the server.



Loren Barton of TMB (in front) having a live demonstration on Hippotizer.

The Hippotizer, which has been widely used among rental companies and studios in Western Europe, is set to raise the bar of live sound and studio productions setup in Singapore and Southeast Asia among BP's main territories, said Azriel Lim, Hippotizer Product Manager of BP.

“Hippotizer is a tool to improve business and we got relatively positive feedback from customers and prospects who have tried the product at the Hippo School,” he added.

As if to confirm Azriel's statement, Mr. Adam Tan, Managing Director of Fireworks and multimedia company Glorious (Singapore) Pte Ltd said, “We had a good fortune to experience the potential of Hippotizer and witness its immense possibilities for deployment during “live” event. The recently concluded Hippo School also provided a good opportunity for the industry to appreciate the future trend in multimedia production, and marketing potential in the media and entertainment industry while at the same time receive a priceless education on the Green Hippo. Our company has recently concluded the evaluation of the media server and I am confident that investment on the Hippotizer is the direction of the future. In addition, the Hippotizer will enhance our company's edge in Experiential Multimedia and differentiate our company in the crowded marketplace by creating value to our clientele”.

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*Broadcast Professional Pte Ltd is a broadcast equipment importer and specialist contractor in the region that supplies and provides consultancy services to broadcast market territories such as Singapore, Malaysia, Indonesia and India.*

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