

AV-over-IP with VER Case Study

NETGEAR
BUSINESS

Company Name: VER | **Industry:** Entertainment Production | **Website:** ver.com

BACKGROUND

VER is the world's go-to company for bringing experiences to life. Customers in TV, cinema, live music, sports and the corporate world rely on them for the greatest depth and breadth of rental equipment in the industry, as well as unmatched expertise in Audio, Video, Lighting, LED, Camera, Rigging, Media Servers, Fiber and more. Scott Blair has been with VER for over 7 years and is their Senior Product/Project Manager.

CHALLENGE

NETGEAR has always been a part of VER customers' networks, but typically in the form of small, unmanaged switches for their IT. As VER's customers started moving into more complex environments and even larger displays, they needed true level 3 switching and lots of fiber capacity. As they looked at switches, they not only looked at the fiber backbone and capabilities, but total cost of ownership as well.

SOLUTION

VER selected the NETGEAR M4300 Fully Managed switches for their reliability and AV-over-IP out-of-the-box features and purchased 120 units. Not long after, one of VER's client wanted to integrate 80 NETGEAR M4300's with a fully new LED screen system from a company VER never tested before. After some efficient help from NETGEAR support, which detected that updates were needed from the LED screen manufacturer, the full system was up and running in no time and has been performing flawlessly since then. NETGEAR switches also help VER shorten set up and break down time.

THE FUTURE

As part of a very large project with a strong requirement for quality and real-time performance, they will be doing a permanent install of over 100 M4300s to provide flawless video to 6500 LED tiles.



M4300 Family

"We've openly discussed that we're getting a level of support from NETGEAR that we'd likely never get from another vendor. It has definitely reinforced with everyone that we chose the right partner in NETGEAR."

– Scott Blair,
VER Senior Project Manager