

Use Case - Audio Visual

Audio-visual professionals often require reliable and flexible connectivity to ensure seamless production and broadcasting. Cellular connectivity can be instrumental in meeting their needs by providing high-quality audio and video transmission, scalability and real-time broadcasting capabilities that adapt to the specific requirements of each event.



How can Cellhire's cellular connectivity address audio visual challenges?

◆ Choice and flexibility on networks

Different live events may occur in various locations, each with its own network conditions where fixed line or WiFi often aren't readily available. Cellular connectivity provides audio-visual professionals with the flexibility to choose the most appropriate cellular network based on the specific event's location, ensuring a reliable and robust connection.

◆ Device provision

By implementing specialised cellular SIM cards into equipment for live production such as cameras, microphones, and mixers, these devices can capture high-quality audio and video content and transmit it in real-time over cellular networks to broadcasting centres or online platforms.

◆ Short- and long-term options

Live events vary in duration, from short concerts to multi-day festivals or extended theatre productions. Cellular connectivity offers both short- and long-term options for audio-visual professionals. They can choose connectivity plans that match the duration of the event, ensuring cost-effective connections.

◆ Scalability

Audio-visual professionals can easily scale up or down their connectivity needs based on the size and duration of each event. This ensures efficient resource allocation.

Why choose Cellhire for your audio visual connectivity needs?

- ◆ Access to 40+ mobile network operators
- ◆ Competitive rates for UK and EU roaming
- ◆ Customised solutions for media and broadcasting
- ◆ Un-steered multi-network SIMs for seamless connectivity
- ◆ eSIM capabilities for flexibility and control
- ◆ 4G and 5G options for high-speed data transmission
- ◆ Primary and backup options for continuous functionality
- ◆ Reliability and security

Interested to find out more?

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Visit: cellhire.co.uk/iot-connectivity/applications/media-broadcasting