



Produce and direct remotely with a robust connectivity backbone

How Dejero is helping First Mile to enhance connectivity, security, and team synchronization with the power of *Smart Blending Technology*

In the midst of the COVID-19 pandemic, the film and television industry faced brand new challenges to productions with mandated travel restrictions and forced social distancing. However, long before this, Dejero's connectivity solutions were helping business-to-business integrated connectivity expert First Mile Technologies to transform the way its production company and commercial clients, including creatives, agencies, and executives, were collaborating without physically being on-set.

"The post-production world notoriously moves data like it used to move film negatives; in a very physical manner. The opportunities to leverage IP connectivity with Dejero has been key to our ongoing client success," explains Brandon Cooper, president at First Mile Technologies. "Beyond the technical feats, Dejero equipment offers the ability to empower creatives to work with greater efficiency in real-time throughout the shooting and editing process."

ABOUT FIRST MILE TECHNOLOGIES

First Mile Technologies provides business-to-business integrated connectivity by blending cellular, fiber and internet networks with existing traditional and low orbit satellites. Its mission of "creative connectivity solutions for the future" is inspired by the company's innovative backbone and drive to rethink how rights managed content and metadata can be managed and moved in real time.



FIRST MILE
TECHNOLOGIES

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Dejero's solid background in providing connectivity for live news and events broadcasts allows for a seamless cross over into the production and post-production world. First Mile supported its clients through the pandemic with Dejero and has transformed the workflows for the future. Dejero's connectivity solutions not only bring cost and time-saving benefits but facilitate team collaboration from anywhere in the world. With Dejero's *Smart Blending Technology*, First Mile has been able to create reliable workflows that solve the connectivity, security, and synchronization issues that were previously associated with remote production; opening up a new world for commercial, film, and TV production companies.

Despite the industry's initial reluctance to adopt a more 'virtual' video village, the need to reinvent the workflows of traditional production and post-productions processes has never been more important. The video 'village' earned its name because of the number of people that would gather around the monitors on set that displayed what the cameras had recorded. A virtual video village allows high-quality video and audio content on location to be transferred to any destination across the globe, so anyone involved in the creative process can view what the camera is capturing in real-time. With support from Dejero, First Mile has become a trailblazer for creative remote collaboration.

The film industry has largely retained traditional processes and worked by transmitting video on set locally which is restricted by line of sight and measuring its reach in feet and meters. Film executives, directors, and creatives were handcuffed to a studio or location that had a robust ethernet connection in order to collaborate and make timely decisions. In today's competitive market it's not viable to work in a restricted manner; First Mile have found that using Dejero's *Smart Blending Technology* has saved both time and money.

Dejero EnGo mobile transmitters, GateWay network aggregation devices, WayPoint receivers and the Dejero CellSat blended cellular and satellite solution form a large part of First Mile's connectivity offering. These solutions make it possible for creatives to collaborate from anywhere in the world, and tighten workflows by facilitating the secure and quick transport of video and data from sets to multiple locations more efficiently.

"Dejero has already revolutionized broadcast production from a remote perspective with entire television networks now relying on boxes like the EnGo for live news and sports coverage instead of a satellite truck or microwave link." said Cooper. "We looked at these tools being used in the broadcast industry and we adopted the same solutions for our clients. The things you can do by blending IP networks is limitless."



Dejero GateWay brings reliable, general-purpose, connectivity to sets, powering virtual video villages and driving successful remote collaboration.

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CHALLENGE

Providing connectivity anywhere, anytime

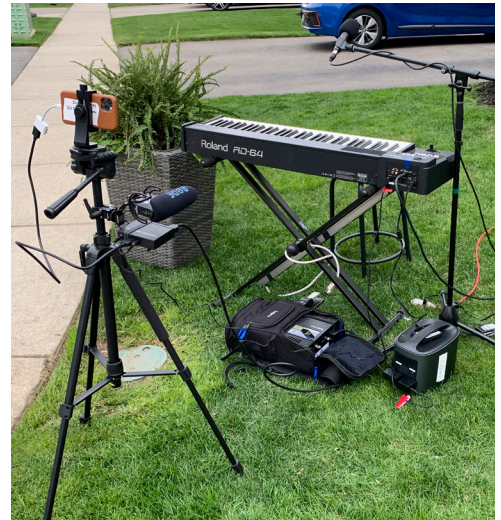
A new era of technological innovation has forced industries to reevaluate workflows and schedules. The complications of working during a pandemic has meant the film and TV industry has accelerated its adoption of remote production.

Even before COVID-19, First Mile wanted to be able to offer its clients remote production packages that would provide the level of uninterrupted connectivity required to work with high quality video in real-time under challenging conditions. However, the concept of remote production and scaling back the numbers of people on set, made some crews nervous — feeling that physical distance from the set would impede on their ability to give their technical and creative input on what was happening in front of the camera at any given moment — hence it has been met with some industry skepticism, raising further questions such as:

- Is the connection reliable and robust enough for distribution of feeds?
- Will we have enough bandwidth from remote locations?
- Is the content and data secure?
- How can we synchronize our teams if they are all over the world?

Dejero's *Smart Blending Technology* was the foremost choice to solve these remote production challenges because it simultaneously aggregates multiple network paths including cellular, broadband and satellite into a virtual 'network of networks' to deliver enhanced reliability, expanded coverage, and greater bandwidth using cloud-based technology. This mitigates the need for production companies to source venues or locations that solely rely on a single internet provider in order to achieve remote collaboration. It means that shoots can be set up anywhere, reducing stress on-set because a robust connection is guaranteed, as such teams are able to focus fully on the creative aspects rather than the technical, no matter where they are based.

Cooper said: "I was seeking ways to streamline the process using the power of the internet, cellular networks, and satellite. Dejero's solutions do exactly that and are the ideal choice of equipment to urgently address the issues of reliability, robust connectivity, security, and team collaboration. This way of working also ensures that businesses could continue without delay even during the pandemic."



"Send a Solo" artists received 'drop-off kits' containing a Dejero EnGo mobile transmitter and small connectivity kit including three 4K-enabled iPhones to remotely produce their recordings at home during COVID-19.

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SOLUTION

Why First Mile chose Dejero: A future-facing solution

An innovator in remote production, First Mile has been leading the revolution for media production and post-production workflows underpinned by Dejero's robust connectivity. It empowers First Mile's clients to work with less people on-set, yet enjoy more enhanced collaboration and real-time decision-making capabilities, without compromising on quality. This was critical throughout the pandemic and First Mile continues to leverage a combination of Dejero's Emmy award-winning technology by employing Dejero GateWay, Dejero EnGo, and Dejero CellSat.

- **Dejero GateWay** devices blend 3G/4G/5G cellular connections from multiple wireless network providers to obtain carrier diversity that delivers greater reliability for voice, video, and data while in nomadic or mobile environments.
- **Dejero EnGo** mobile transmitters are the ideal tool for crews on-set that need to reliably share high-quality, video from remote locations in real time.
- **Dejero CellSat** gives film crews the confidence to be able to transmit what's on camera live from virtually anywhere, safe in the knowledge that cellular and Ku-band IP satellite connectivity can be fused whenever necessary to boost bandwidth and transport high quality live video, intact.

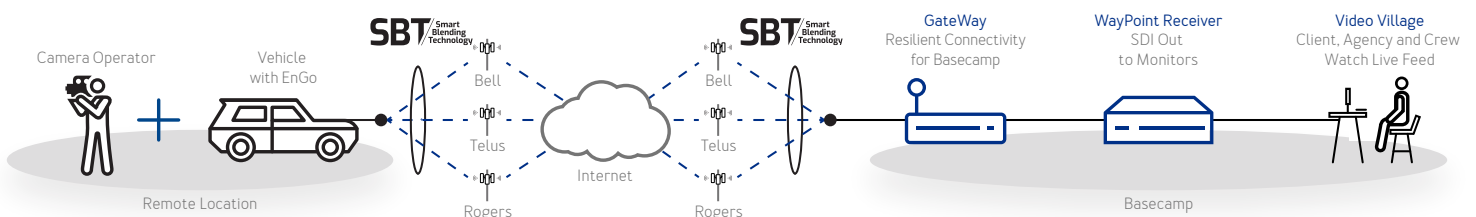
The Dejero networking solution routes data on a packet level across different link technologies from multiple providers, and it avoids packet loss, jitter and bandwidth fluctuations that can occur at any time on a single network. Hence this technology delivers the fast and dependable connectivity required for real-time collaboration, and the secure exchange of video and data. Cooper said: "Dejero solutions bring levels of connectivity that people in the film and TV industry have never seen before."



Dejero EnGo enabled live video streaming on a frozen lake in Manitoba, to a resort 5 miles away, where production and creative teams could watch the footage in real time and provide feedback to the on-location crew.



From the warmth of a hotel, miles away, client and agency teams were able to watch ultra-low latency, high-quality video directly from the Mercedes-Benz shoot.



Live video from a vehicle was sent with *Smart Blending Technology* to the production basecamp, where GateWay provided the connectivity backbone to the remote video village, allowing for real-time collaboration.

First Mile was able to support its clients during the uncertainty of the pandemic to continue business as usual in capturing, managing and, editing content from any location in the world.

“The opportunity to use Dejero’s powerful technology with less crew on-set with kit that can facilitate low latency and high-resolution video transmission, is the next-generation of content production,” Cooper said.

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RESULTS

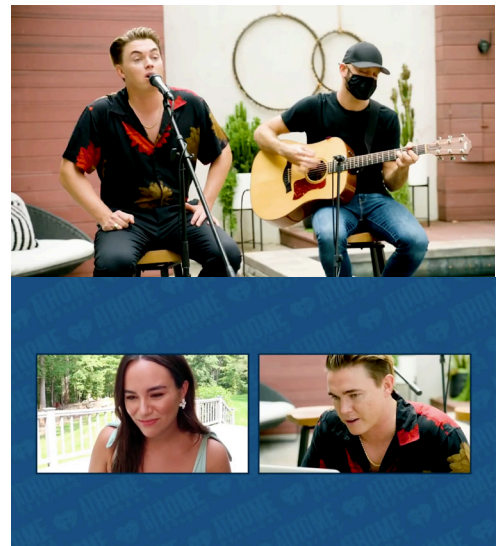
Connecting the dots with bespoke solutions

Productions both large and small have been successfully powered by Dejero, including the **iHeartRadio** ‘at home sessions’ which are based in New York City. First Mile used Dejero EnGo transmitters to send the live video to the separate locations where the client and the editor were based, allowing the team to view and edit the content in close to real-time. “Dejero helped the entire production run seamlessly with complete peace of mind because the crew were confident that the connection was stable,” Cooper explained: “This is especially important when every shoot is different and a ‘one size fits all’ solution isn’t possible.”

At the height of the pandemic, Dejero was behind the high-profile “Send a Virtual Solo” initiative that helped Canadians to stay connected. The series was produced and post-produced remotely by the artists themselves, who received drop-off kits delivered by the production company **Radke Films**. The kits included a Dejero EnGo mobile transmitter and a small connectivity kit including three 4K-enabled iPhones. The video was inserted into a video conference call attended by the director, client agencies, and the production company who were all based in different locations across Canada. This process was repeated twice per day over a week, creating a smarter ‘post-production workflow of the future’ during a time when efficient post-production was set to become a near impossible task.



First Mile and KAOS Video streamed ‘Send a Solo’ artists’ video using Dejero’s *Smart Blending Technology*, to ensure reliable connectivity and a smooth collaborative process between the production company, creatives and agency personnel.



Dejero virtually connected talent, client, and editors around the country for iHeartRadio’s ‘at home sessions’, allowing for real-time communication. Video was sent instantly to post production to begin editing with no delay.

VideoNerve Studio, a division of Publicis Canada, chose First Mile to help them create a campaign for Mercedes-Benz which involved live driving shots from a race track located on a frozen lake in Gimli, Manitoba. Dejero made it possible to stream the video live from the vehicles to a resort five miles away. The client and agency teams watched the footage and could provide feedback in real-time despite limited cellular connectivity. Dejero greatly increased the efficiency of the shooting and editing process.

Since COVID-19 there has been a spike in technology investments and changes to facilitate remote workflows. The opportunity to power productions globally and facilitate real-time decision making and editing is changing the workflows today and into the future. This is a real game changer for the production industry.

Pitch 5 Productions president Brian Gallagher has worked with Cooper and Dejero technology since before the pandemic. “The opportunity to work more effectively using this technology is limitless for us,” he explained: “The biggest thing for us is being able to see what the cameras are capturing. I have not found anything as close to the reliability the EnGo possesses for connectivity and stability when you’re working on a production.”

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Despite limited cellular connectivity, Dejero helped streamline the production process for First Mile and VideoNerve Studio during the making of a Mercedes-Benz commercial from a remote frozen lake.

Need help building the right connectivity solution for your next production?

Start the conversation today with one of our sales representatives.

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