

# AVIA, A Division of American Sporting Goods

**Collaborating in real-time with staff around the globe**



## Organization

**AVIA**

## Industry

**Footwear Manufacturing**

## VBrick Products

- **VBrick MPEG-4 Network Video Appliance**
- **VBrick StreamPlayer**

## Applications

**Extended high-definition video conferencing**

## VBrick Channel Partner

**Solutionz Conferencing**

## VBrick Technology Partner

**Tandberg**

For a company targeting customers who like to hit the ground running, AVIA's design and sales staff were spending a lot of time in the air.

A division of American Sporting Goods, AVIA is the leader in endurance sports racing footwear, offering separate brands for runners, triathletes, weekend warriors and endurance enthusiasts. Unlike its competitors, AVIA manufactures its own shoes rather than outsourcing production. That means it can produce samples on the fly and alter designs in progress at the request of its retail outlet customers.

## The Challenge

**Optimize the image and sound quality of a corporate video conferencing system and extend its accessibility to off-site participants**

The trade-off was that AVIA's product development team racked up frequent flier miles as members flew back and forth to manufacturing facilities in China to check tooling and troubleshoot production. In addition, some three dozen North American sales reps were frequently in flight to visit the company's California headquarters for global reviews.

AVIA's customized value-added service was getting expensive.

To help reduce some of its travel costs, the company had tried implementing a video conferencing system. The system used a "shoe cam" to allow staff in the U.S. and China to simultaneously view video of new products and discuss their design and production. The problem was the video navigated so many different network protocols that its image resolution and sound quality were often too poor to be effective. And, it was only available in three locations using special equipment.

## The Solution

**A VBrick MPEG-4 appliance to maximize image quality, minimize delay time and enable video to be recorded digitally with the click of a mouse**

AVIA's Network Manager, David Hoffman, began his search for a solution by looking at high-end video players, but none could resolve the multiple protocol issue. He briefly considered other software solutions, including Skype – which dials phones, not networked systems, and Slingbox – which includes a video producer of very limited capability.

Finally, he approached VBrick.

"After 30 minutes on the phone, they had ensured their box could do what I needed it to do. They even acknowledged what their technology could and couldn't do, but then added, 'We can solve that.'" Hoffman said. "That's hard to find these days."

Through its local reseller Solutionz Conferencing, VBrick worked with Hoffman to integrate its solution into AVIA's Tandberg video conference system. Initially trying a Windows® Media Encoder, they noticed some delay time in the broadcast. So they opted to go instead with VBrick's Quicktime appliance, which reduced the delay considerably. The team also registered and then resolved some echo issues stemming from the signal transition between the Pan-Pacific networks.

**The Solution**, continued

The final system incorporates a VBrick MPEG-4 appliance and VBrick's StreamPlayer software, which helps AVIA to record video digitally and stream it over any network with minimal delay time.

**The Benefits**

**Real-time, high-definition collaboration between product development and manufacturing teams via extended video conferencing from multiple locations around the globe**

Once in place, the VBrick technology both enhanced and extended the application of AVIA's video conferencing capability. While the original system broadcast to only three offices at a time, the integration of VBrick's encoder enabled participants from multiple remote locations to view live or recorded video in high-definition.

"Now AVIA's sales representatives can sign onto their laptops at home and view high-resolution video of new products while interacting with the brand managers," said Hoffman. "They can make suggestions or relate client input, and it's taken care of like that."

After a brief trial run with AVIA's Board of Directors, the VBrick-enhanced video conference system was used successfully in its first Pan-Pacific broadcast, during which Hoffman used the StreamPlayer software to broadcast high-resolution video of a new shoe design.

The technology also makes it easy to record broadcasts in progress. Hoffman recalled attending one video conference, when world-championship triathlete and AVIA sponsee Conrad Stoltz dialed into the middle of the call. While Stoltz joined the discussion, Hoffman was able to quickly begin recording the event in high-definition.

"With VBrick, I can immediately record, playback, and present any video on the web," Hoffman said. "I used to have to design my own website to do that... It's an amazing thing."

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**David Hoffman**  
Network Manager

**About VBrick Systems, Inc.**

VBrick is the leader in Enterprise IP Video solutions, with over 9,000 corporate, education and government customers and 60,000 installations worldwide. VBrick solutions work over standard IP networks and the Internet to deliver rich media communications that connect people everywhere – from employees and customers, to partners and shareholders. Our comprehensive product suite and end-to-end solutions are used in a wide range of live and on-demand applications including meeting and event broadcasts, distance learning, digital signage, TV distribution, video surveillance, and Web-based marketing campaigns. Headquartered in Wallingford, CT, VBrick's products and services are available through industry-leading value-added resellers.

For more information, visit [www.vbrick.com](http://www.vbrick.com)



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