AVenue by PG PARKER GROUP

MODERNIZING CONTROL ROOMS WITH AVENUE BY PARKER GROUP

AVenue is the only AV over IP solution that synchronously records and plays back high-resolution audio and video in real time, from any location, for collaborative, rapid and precise decision making.

In an age of swift technological advancements, control rooms form the nerve center of mission-critical operations. Historically, they've been dominated by purely AV-managed signals, but modern demands necessitate an embrace of AV over IP. Recognizing this challenge, Parker Group developed AVenue.

Control rooms worldwide previously struggled with a few key issues. The outdated model of keeping IT and AV systems distinct and separate often resulted in inefficiencies and operational challenges. The rise of high-bandwidth networks introduced a need for supporting and managing an array of sources, necessitating smooth transitions between workstations and adaptable video walls. Moreover, the accelerating pace of operations intensified the requirement for synchronous recording, playback, and analysis of high-resolution audio and video in real-time.

Addressing these challenges, Parker Group's AVenue emerged as a game-changer. This innovative platform seamlessly married traditional AV systems with current IT requirements, streamlining operations and enhancing response times. It boasted state-of-the-art synchronous recording capabilities, allowing control rooms to capture and replay HD audio and video content in real-time.

Furthermore, AVenue's user-centric design simplified source management, optimizing workflow and minimizing operator workload.

Control Room Modernization by AVenue continued ....

One of its standout features is the advanced real-time DVR controls, such as pause, rewind, fast forward, and content bookmarking. Enhancing data analysis and expediting the decision-making process. Beyond these capabilities, AVenue's holistic approach integrates the previously isolated realms of IT and AV, leading to remarkable cost savings and heightened system efficiency.

Control room operators now benefit from amplified visibility, leading-edge collaborative tools, and the capacity for more informed, real-time decision-making. Additionally, Parker Group's commitment to robust and secure operations meant that AVenue was rooted in principles that guaranteed agility, security, and productivity, underscored by its TAA compliance.

Ray May, CTO of Parker Group, summarizes the sentiment of many: "In today's fast-paced digital landscape, real-time collaboration and decision-making are paramount. AVenue has reshaped our customer's control room operations, heralding a new era of interdisciplinary integration."

AVenue's adoption is a testament to the need for harmonizing traditional AV operations with evolving IT demands. Parker Group's groundbreaking solution not only tackles the present-day challenges but also anticipates the future trajectory of control room technology.