



COMPANY PROFILE 2019
ON-AIR SINCE 2011

#DRIVING IP BROADCAST REVOLUTION

#VisualRadio

#VirtualRadio

#SackTheRack

#FutureproofSystems

#IPworkflows

#WeBroadcastYouPlay

Radiolution



About Us

Byce Broadcast was incorporated on 28th day of March 2011 under the company Act (Cap.486) as a Limited Company.

Byce Broadcast is system integrators that supply turn-key solutions for TV & Radio broadcasting. We provide Broadcast Equipment Sales & Integration, Outside Broadcasting, Signal acquisition and contribution to head-ends, Technical Consultancy and Information Technology infrastructure and, Multi Media and security Systems. Additionally, we have a substantial market share in the product lines represented. Our services are reliable and transparent. We believe in providing perfect professional solutions that leverage on Technology. We are the experts for networked Radio- and TV-content production workflows. Our services assure the successful Migration from baseband to IP-based real-time production environments

We are based in Kenya, with subsidiary offices across Africa.

Company Strategy

Mission: To Provide affordable, scalable and future proof Turn-Key Solutions for Broadcasting.

Vision: To be the leading professional company for broadcast solutions delivery, by leveraging on the current technologies and trends in the broadcasting field.

Core Values:

1. Reliable

We do what we say. Across Africa, we are a reliable contact for all issues relating to broadcast system integration, and other related system integration. A cooperative and open partnership, internally as well as with customers and suppliers, is of great importance to us. We are constantly refining processes – while remaining true to ourselves at the same time.

2. Proactive

Acting instead of reacting, we stand for clear and forward-looking objectives, quick and results-oriented decisions, and structured cooperation. We have a deep understanding of broadcast markets in Africa and across the globe

3. Respectful

Our success strategy is based on the efficient use of resources to achieve the greatest possible profitability. Ethical and fair interaction with business partners, competitors, and our employees is a matter of course at all times.

Organization

Cynthia Odari - Managing Director

Broadcast Engineer Team

Arthur Nyaundi

Martin Mugo

Administrative Team

Cynthia Odari

Carolyne Okiko



1. **Radio Integration # Radiolution**

Our revolutionary radio integration ideas are unmatched. We not only master the technology, we also pack it optimally: with individually designed furniture and design solutions tailored to the needs of the customer.

1a. Byce Broadcast: Experts in IP Radio Studio workflow





1b.Byce Broadcast for Visual Radio Revolution

Leverage on visual radio for fun and profit: Turn your radio station into a complete multimedia experience with automated camera switching, music video payout, and graphical overlays.



New Refurbished Ramogi FM Visual Radio



the MOMENT!!! Join the NRG Family at WWW.NRG.RADIO.....NRG Radio.....Music, LIVE NRG Video, Enterta

NRG RADIO(Energy)

"EXPERIENCE BYCE BROADCAST DIFFERENCE"

1c.Byce Broadcast for Virtual Radio #Sacktherack

Own a sleek radio studio without a lot of power consuming hardware, just a software console running a normal computer

Kiss fm Rwanda



Kiss Fm Kenya





Sidai Fm - Narok





1d. Byce Broadcast for Community Radio stations

We tailor aordable yet very powerful solutions to give the grassroots level a chance to be heard.



Wajir Community Radio-Funded by Mercy Corps



DalaFM in Kisumu Nyanza

1e. Byce Broadcast Radio studio Revolutionary ideas #RadioLution

We are kicking out the old, big power consuming equipment with powerful IP solutions and modern furniture for a sleek nish. The radio revolution is inevitable



The New Refurbished Royal Media Services-Ramogi Radio

NRG Kenya Studio1



2. Byce Broadcast TV Intergration – all IP (VoIP & AoIP) #SDImustDIE

As the number of channels and platforms rises, controlling that infrastructure is critical. Our play-out and Automation are Software-based solutions, with technologies such as high-density virtualization and IP stream I/O, offer the possibility to consolidate complexity into bite-sized elements. The transition from SD SDI, HD SDI to IP is inevitable which is seen as cost effective, less cumbersome and more scalable infrastructure.

2a. Byce Broadcast TV Intergration – all IP (VoIP & AoIP)



3. Byce Broadcast for Radio and TV Remote Production # Byce Broadcast DSNG OB VAN-#DrivingaheadofIP

We provide a range of options from using extremely portable equipment, utilizing mobile networks- 3G/4G networks from the event location of your choice to the Studio and this can be facilitated through the use of:

Digital Microwave Links

Digital Mobile News

Gathering Units

IP Audio CODECS

OB Vans (Fully equipped
with Live Production Facility)

3a.Infrastructure for IP remote production



4. Byce Broadcast for Production-Studios

Unparalleled audio production tool dedicated to those who can tell the difference. Whether it's intended to be used in broadcast, theater or recording – in each of these applications MC2 from Lawo series stand out with a unique set of features. The mc² series production consoles provide optimized performance within IP video production environments with native SMPTE 2110 support.



5. Our Existing And Potential Clients

5a. Churches

#SoundFromTheCloud

Excellent sound quality, reliability and flexibility that allow the churches to mix well from multiple sources during worship, recording and mega worship events.



5b. Learning institutions

#EmpoweringMediaschools

Byce Broadcast specializes in Educational Broadcast solutions in both Radio and TV, with the increase in global communications, across the world there is an ever growing need to deliver courses in Radio, TV, media, journalism and related topics. Having a fully functioning radio studio, TV and associated workstations allows your students to learn and refine their skills with equipment used in some of the world's biggest radio stations. The Education Zone should be built in such a way that the technology can constantly adapt to the market. Byce broadcast also works closely with the universities to draft an elaborate curriculum for the Media school



A portable modern Radio station, ideal for learning institution



Kenyatta University TV

5c. Commercial and Community Broadcasters in Radio and TV

Byce broadcast specializes in both commercial and community solutions for both Radio and TV, taking you on-air in the shortest time possible with tailor made solutions that cut across the current technological trends and budget friendly is very critical. Our experience working in the commercial radio sector means that we can keep you on air so both your listeners and clients have uninterrupted service.



5d. Production Studio

Unparalleled audio production tool dedicated to those who can tell the difference. Whether its intended to be used in broadcast, theater or recording – in each of these applications it stands out with a unique set of features. The mc² series production consoles provide optimized performance within IP video production environments with native SMPTE 2110 support.



5e. Sound Proofing and Acoustic treatment for studios, theatres and Home











Reverberation, resonances, noise, brick and concrete can destroy a music experience, intelligibility and comfort. Our acoustic solutions deliver clever solutions for every situation, from demanding recording studios to offices, restaurants, homes and schools.












5f. Silent air-conditioning throughout the studios and rooms



6. Byce Broadcast Product Distribution

	Description	Company Name	Logo
1	LAWO designs and manufactures advanced networking, audio, video and control technologies for broadcast production, on-air, live and theater applications	Lawo	
2	Orban is the world leader in the design and manufacture of transmission audio processors for radio, television, and Internet broadcasting. www.orban.com	Orban	
3	Delivering a channel is complex – with many interconnected elements costing money, requiring management and needing maintenance. Cinegy Air simplifies these challenges by supporting multiple channels with multiple features in a single box. Cinegy Air delivers Dolby® Digital encoding, EAS, Nielsen watermarking and Cinegy Type channel branding as one integrated software solution.	Cinegy	
	Stream Labs is an international company providing professional solutions for Terrestrial, Satellite and Cable television stations, IPTV and OTT operators in 140 countries since 1991.	V-PLAY	
4	INSOFT, LLC is a US based company specialized in Visual Radio solutions with headquarters in North Miami, Florida. Our team has more than 20 years of experience in the field and hundreds of successful HDVMixer installations around the world. Since 2013, we have been helping broadcasters from all over the world to benefit from visual radio; allowing them to increase their market share, while making extra revenue from visual advertising, VOD contents, and social media monetization. Our goal is that broadcasters everywhere can provide appealing video content to their audience without increasing operational costs or workflow complexity.	HDV Mixer	
5	AVRA. Is an advance Radio automation software with HDvideo playout capability (720p) and 6ch video mixing software with built-in CG& Graph Generator to add station logo, news crawls, weather info and custom legends. Includes H.264 video encoder (720p) with RTMP output for Flash/Wowza streaming server providers. AVRA is the evolution of the the Radio. By adding Video Server capabilities, a new world of opportunities appears for Broadcasters, audiences and clients.	AVRA	
6	ImmediaTV provides cost-effective, high-performance MPEG-4 AVC video compression digital video transport, and digital video processing solutions for the IPTV professional broadcast, enterprise video delivery, and streaming video markets		
7	A leading manufacturer of server rackmounts, storage systems, industrial PC parts and solutions	Norco	
8	SERVO-MATİK Elektronik Sistemler San. and Tic. Ltd. Sti. power electronics industry has been operating since 1990, uninterruptible power supply in Turkey, online UPS, servo voltage regulator, static voltage regulator, battery charger and inverter is one of the leading manufacturers.	Servo-Matik	
9	Luci software enables you to send and receive professional live audio via IP from different platforms, at diverse locations.	Luci	

8. Our reference For System Intergration

	Client Name/Company	Country	Work Done	
1	NRG (Energy)Radio Kenya	Kenya	Fully modern IP based Radio station with visual integration capable of streaming Live video from the studio to any CDN, social Media etc (on going)	
2	Royal Media Services	Kenya/Nairobi	Modernization/Refurbishing of the Radio studios with Lawo Consoles and Visual Radio Integration	
3	Royal Media Services	Kenya/Nairobi	Cinergy Playout integration for Citizen news channel on Viusasa OTT platform	
4	Standard Group	Kenya/Nairobi	KTN News, Radio Maisha	
6	Baite TV	Kenya/Meru	TV Integration	
6	NBS TV	Uganda	Flyaway kit	
7	Gikuyu Tv	Kenya	TV Integration	
8	Rainbow Tv	Malawi	Digital Microwave contribution	
9	Vision Tv	Assemblies of God, Kenya	TV Integration	
10.	Wajir Community Radio	Kenya	Modern IP Radio Integration	
11	Ebru Tv	Kenya/Turkey	Digital Microwave Contribution Link	
12.	Signs TV	Kenya	TV Integration	
13.	Zimpapers Media	Zimbabwe	Equipment Purchase and Integration	
14.	Lake Media Services	Kenya	Modern IP Radio Integration	
15.	Kenyatta University	Kenya	Modern Tv Studio integration and MCI	
16.	Dala FM	Kisumu, Kenya	Modern IP Radio studio Integration	
17.	Focus Tv	Kenya	Tv Intergration and Digital microwave Link from Thika to StarTimes Limuru	
18.	Mwanedu Fm	Kenya	Digital microwave Link	
19	Kaaba Tv	Kenya	TV integration	
20.	Capital FM	Kenya	Equipment Supply	
21.	Capital Fm	Zimbabwe	Supply of Equipment ,Software and integration	
22.	Star FM	Zimbabwe	Supply of Equipment, software and integration	
23.	Liban Tv	Somali	Tv integration	
24.	Baliti Fm	Isiolo	Radio Integration	
25	BiasharaTV	Nairobi, Kenya	TV integration	
26.	UTV	Nairobi, Kenya	Digital microwave Link	

9. Byce Broadcast Live Events

1. Kenya's K-KREW, operated by Kubamba Radio, decided in 2017 for their annual Totally Sold Out concert with more than 10,000 attendees, on a remote setup using RELAY.





RADIO SIMBA



Sidai RADIO



Byce Projects-TELEVISION



KENYATTA UNIVERSITY -TELEVISION



CINEGY AUTOMATION -TELEVISION

Are you ready for a powerful broadcast system?



1/F Macpark Building, Mbagathi Way,
P.O.Box 102377 - 00101 Nairobi, Kenya.

Tel: +254728213770

Web: www.bycebroadcast.com

Email: info@bycebroadcast.com