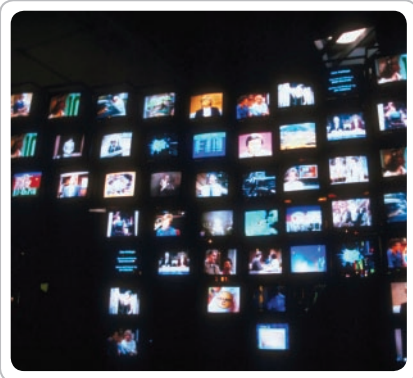


CUSTOMER PROFILE



EMC CLARiiON CX3 series storage provides broadcasting company with the performance, availability, and capacity to successfully support digitalization goals

Founded in 1990 as Korea's first private commercial broadcasting company, SBS has become a state-of-the-art multi-media group positioned to reach a broader audience through various media channels such as terrestrial TV broadcasting, cable, satellite, Internet, and DMB.

With a focus on continuously redefining and expanding the content distribution market, SBS is currently engaged in a digitalization project and is making provisions for a wide range of rich content to both domestic and international markets from its TV, radio, and CATV program services.

As part of the digitalization initiative for its major programs, SBS made plans to purchase storage units dedicated for high-definition (HD) broadcasting. Selection criteria was based on finding storage systems with the throughput appropriate for HD broadcasting, as well as the performance and reliability necessary to prevent frame freezes in the event of service disruption. System compatibility with SBS's proprietary application, developed in-house, was also a requirement.

An EMC® CLARiiON® CX3 model 80 storage platform, which leads the industry in performance, reliability, and capacity for the midrange market, was determined to match all of the requirements, providing an ideal fit for the company's needs—both in terms of delivering unsurpassed support for HD broadcasting, scheduled to go live in 2009, as well as for the company's standard-definition (SD) broadcasting environment.

“This deal definitely owes its success to the well-balanced unity between the proactive leadership of EMC sales and technical teams and the technical superiority of EMC products.”

Ha, Taeryoung
Manager of Broadcasting Engineering Lab

Outperforming the competition

Matched against the competition in a rigorous testing and review process conducted by SBS over the course of several weeks, the EMC CLARiiON CX3 model 80 storage system came out ahead based on a range of criteria. It was particularly competitive during a disaster simulation where disk storage was intentionally removed. The competitor's product showed disruptions in service while the EMC storage system maintained continuous operations without impact to I/O or performance.

A rapid transition and a new competitive edge

As SBS was already using EMC CLARiiON CX600 storage to support its SD broadcasting environment, and was familiar with other EMC products and services, the transition to its new four-system EMC CLARiiON CX-3 model 80 networked storage infrastructure was a smooth one.

In addition to the implementation of the EMC CLARiiON CX3 model 80 platform and its ability to support reliable, high-quality HD broadcasting, the digitalization program for SBS's standard-definition (SD) broadcasting service, and the company's future production, broadcasting, and archiving capabilities, are enabling SBS to gain a competitive edge within its industry.

"This deal definitely owes its success to the well-balanced unity between the proactive leadership of EMC sales and technical teams and the technical superiority of EMC products," says Mr. Ha, Taeryoung, Manager of Broadcasting Engineering Lab.



EMC Corporation
Hopkinton
Massachusetts
01748-9103
1-508-435-1000
In North America 1-866-464-7381
www.EMC.com

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