



Digital Communications Systems

“The software necessary for me to perform my job is Windows-based. I have only found one product that allows me to perform my job reliably and efficiently. That product is Parallels. On the job, it runs as much as 20 hours a day NONSTOP. There truly isn’t an alternative.”
 – Jess Hemlich, Owner, Digital Communications Systems

Country
 United States

Industry
 Technology

Customer Profile
 Digital Communications Systems provides communications engineering, design, and operation for the largest sporting events televised in the US. In the past year, DCS provided its services to the 2006 Olympics, the US Open Tennis Championships, the PGA Championship, the NBA Finals, the NBA and NFL Drafts, Monday Night Football, and numerous other events.

Company URL
www.tvcoms.com

Situation

In television, if the production team can’t communicate, the show can’t go on. That’s where Jess Hemlich and the DCS team come in. Digital Communication Systems is responsible for engineering the behind-the-scenes communication systems that make our favorite programs, such as Monday Night Football, possible. DCS prefers Macs to PCs because of their security, ease-of-use, and stability.

However, DCS was unable to effectively run its AZ Edits, a key Windows-only application that manages communication flow, on its Mac computers. This meant that wherever DCS traveled, each team member was burdened with carrying both a personal Mac and a production PC. Clearly that was a hassle, especially given the hectic pace of a live show and the frequent travel required to get to and from each event. Jess and his team originally looked to Microsoft Virtual PC to run Windows on the PowerPC Macs, but they found the solution incredibly slow and highly unstable – two qualities that made Virtual PC absolutely unsuitable for production use.

Solution

The DCS team upgraded to new Intel-powered MacBook Pros running Parallels Desktop for Mac, which enabled them to run Windows XP at full speed at the same time as Mac OS X. With Parallels Desktop for Mac, DCS was able to use AZ Edits in Windows to manage communication flow at live events, without having to give up Safari, Mail iCal, or any other important Mac programs.

DCS has been most impressed with the speed and reliability of Windows running Parallels Desktop for Mac. The DCS team is now able to run both operating systems simultaneously, eliminating the need to burden each member with multiple computers.

Let the show go on...

