



# Parallels™ Desktop for Mac Technology Case Study

## DCS Uses Parallels to Run the Communication System of the US Open & PGA Golf Championship

### Company Profile:

Digital Communication 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.

### Business Need:

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. DCS is responsible for engineering the behind the scenes communication systems that make our favorite programs, like Monday Night Football, possible. DCS prefers Macs to PCs because of their security, ease of use and stability, but were unable to effectively run AZ Edits, a key Windows-only application that manages communication flow, on their Apple computers. This meant that wherever DCS traveled, each team member was burdened with carrying 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 involved in getting to and from each event. Jess and his team originally looked to Microsoft Virtual PC to run Windows on their PowerPC Macs, but found the solution too slow, and very unstable – two qualities that made Virtual PC unsuitable for production use.

### Solution:

DCS upgraded to new Intel-powered MacBook Pros running Parallels Desktop for Mac, which gave them the ability to run Windows XP at full speed at the same time as Mac OS X. With Parallels Desktop, 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 in Parallels



"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 Heimlich, Owner, Digital Communications Systems*

**Company:** Digital Communication Systems  
**Country:** US  
**Industry:** Technology  
**Type:** Small Business

### Customer Profile:

Digital Communication Systems provides Communications Engineering, Design and Operation for the Largest Sporting Events televised in this Country.

### Software & Services:

Parallels Desktop for Mac  
Windows XP  
AZ Edit by Telex  
Mac OS X

### Hardware:

2 MacBook Pro's  
1 Mac Mini



For more information on DCS please visit  
<http://www.tvcoms.com>

Parallels, Inc.  
660 SE 39th Street, Suite 205  
Renton, WA 98057  
Phone: 425 282 6400  
Fax: 425 282 6444