



# 2wcom: Agility Is Key to Our Success

Werner Drews is the general manager and founder of 2wcom Systems, headquartered in Flensburg, Germany. It opened in 1995 and has grown to become one of the top companies in the world providing RDS system solutions, serving large broadcasters like Media-Broadcast Germany, Telenor, Swisscom and ORS.

**Radio World:** *What is the company's mission?*

**Werner Drews:** 2wcom is a leading manufacturer, supplier and system integrator of professional audio broadcast equipment. Our solutions are designed for studio-to-studio and studio-to-transmitter links, and, increasingly, multimedia tasks.

Whether it's hardware or server software to run on virtual machines, boxes or in the cloud, the individual scalability of all our components ensures flexibility in applications and high compatibility. All products and services are designed for 24/7 operation and include various features to ensure transmission robustness.

**RW:** *What makes 2wcom different from competitors?*

**Drews:** The company philosophy and passion.

Due to our long-term experience, we contribute to the success of our customers by not only providing them

with high-quality, versatile and highly reliable products but also offer the best possible support and advice.

Particularly in these times, particularly interesting challenges are arising for broadcast technologies. Harmonization of old and new transmission technologies is crucial. Remote facilities are on everyone's lips. Moreover, hybrid solutions are mandatory for audio contribution and distribution to guarantee the best coverage.

These demands motivate and inspire us to decisively shape the next generation of broadcast technology.

**RW:** *Who are your key business leaders, and who are the key designers or technical visionaries?*

**Drews:** Business leaders are General Manager Werner Drews, Operative Manager Mirko Goldschmidt and Tech-



Werner Drews helms the 2wcom ship.

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The 2wcom team are shown on their daily ride to the 2019 IBC show.

## MEET THE MAKERS

Radio World | June 2020





# In good times and in hard times as well, we stay at your side.

## **360° solutions supporting high quality, reliable audio broadcast:**

- ▶ studio to WAN bridge ▶ hybrid distribution over IP, SAT, DAB or FM
- ▶ transcoding ▶ TS multiplexing ▶ streaming ▶ audio applications in the cloud
- ▶  $\mu$ MPX over IP ▶ RDS2.0 ▶ regionalization ▶ multimedia approach
- ▶ high compatibility ▶ on-demand scalability

**Your audio. Our solution.**



## TIELINE

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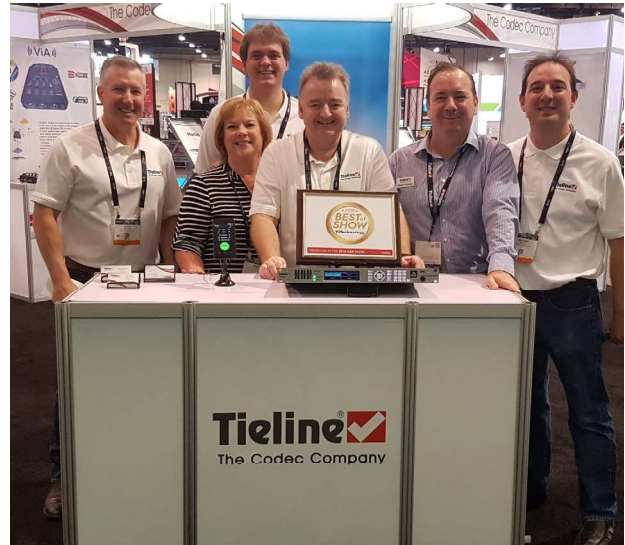
**RW:** And the most important recent product introduction?

**McLean:** The ViA remote codec has been a revelation to the market. Designed with remote flexibility in mind, top engineers all over the world have chosen this codec before all others. Like our company, it is forward thinking, innovative and adaptable as technology changes.

**RW:** What sets Tieline apart from others in its marketplace?

**McLean:** I believe our success is due to continually striving for excellence through innovation — every single day. We are inherently customer-focused in everything we do. We don't dictate technology to the market, we collaborate and create.

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Tieline team members at the 2019 NAB Show.

## 2WCOM

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nical Manager Leif Cipriani.

True visions don't emerge behind closed doors. The key is to listen to customers' requirements. These are the magic ingredients our engineers need to develop visionary solutions. Moreover, everyone brings in their ideas and long-term experience.

Subdivided into specialized units, one team is working on our new hardware platform, which can run various products on it. Another works on our new software platform, which can run on boxes, VMs, virtualized in the cloud or as a Docker container. Both new platforms create completely new opportunities and flexibility in system design because customers can use the same functionalities while saving rack-space and money.

Subdividing into specialized units allows us to process the design of new solutions in a concentrated and efficient manner.

**RW:** How has 2wcom confronted the pandemic?

**Drews:** Covid-19 has minimal influence on our business. The sales volume is good, projects are going on. Ninety percent of the team is working in home offices without any big challenges. But we are still careful, the crisis is not over yet. We are not selling a consumer product but industrial goods; and in a crisis like this, our industry will be hit with time delay.

**RW:** What have been the company's landmark product introductions?

**Drews:** Our satellite receiver for audio and DAB+ signals (EDI and ETI); our AoIP codecs MM01, MM08, IP-4c and IP-8e encoder; and our Multimedia over IP Network (MoIN) Server.

*True visions don't emerge behind closed doors. The key is to listen to customers' requirements.*

**RW:** What is your most important recent product introduction?

**Drews:** The most exciting new product is our MoIN Multimedia over IP Network server software, which can be operated on a hardware server, VMs and also virtualized as a Docker container on cloud platforms. This product shows the direction in which 2wcom is actually going. A lot of the workflows of our customers are, or will become, software-based in the future, and we will react to this transformation.

**RW:** What else should we know?

**Drews:** We have a very agile team, which is the key to our success. The strategy and products are discussed very openly within the team. As a whole, we are developing the best solution for our customers.

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