



an eye to the future

TECHTEL

Message from the MD



David Elsmore
Managing Director

Some 30 years ago Techtel was founded on emerging IT/PC technologies and their application within the broadcast market. Through sometimes turbulent years, sometimes depressed years and sometimes boom years, we have seen these markets evolve with ever changing technologies, government strategies, refined workflows and corporate streamlining into the highly sophisticated and efficient operations they are today. Twenty five years on when there is not a single solution that does not exploit those 'IT technologies', Techtel remains a leading tier-two provider delivering first class solutions to the industry. To do so we must remain focused, creative and even conservative at times. My desire is that we will continually strive to bridge the gap between manufacturer and end-user with best-of-breed products and solutions backed by first class support.

Dave Elsmore

Our Vision

As a leading tier-two supplier to the broadcast industry, Techtel strives to:

- Increase its turnover in real terms for every year of its operation
- Maintain a topical and competitive portfolio of solutions
- Avoid conflicts of interest within our product portfolio
- Measure its customer performance and improve it
- Continually improve our human resources through training and review
- Maintain a safe, positive and friendly workplace for its staff

Our Business

Since its beginnings in 1985, Techtel has maintained a focus on bridging the gap between present day technologies and those of the future.

Today, this convergence of technologies centres on file based workflows, DVB, IPTV and DAB+, which is now the focus and the core of our business.

Techtel currently sells and supports solutions within the following operational areas of the broadcast and telecommunications industry:

- Television multi-stream playout and asset management, television live production and post production
- Newsroom production systems
- Radio automation with integrated newsroom operations
- Transmission and content delivery for terrestrial and satellite systems

Techtel forms the cornerstone of an expanding group of operations, with a focus on broadcast television and radio. With a desire to deliver a more concentrated effort into the burgeoning production and post-production market, Techtel acquired the business operations of H-Digital, a local supplier to the broadcast post-production market. We recently merged that business unit into Techtel's mainstream business in order to streamline our operation and enjoy the synergy of both portfolios. We continue to search out strategic relationships, partnerships or acquisitions in order to provide the best possible outcomes for our market whilst remaining competitive and relevant.

Our People



The Techtel Group has regional offices in Sydney and Singapore with branches in Auckland and Melbourne. Staff allocations are generally split 40% for sales, 40% for support and 20% for administration services. We have full time product/application specialists, trainers, IT engineers, broadcast engineers and platform specialists, also drawing on contract labour when required. The company's head office of 1000sqm is in Artarmon NSW, a suburb 7km from the central business district of Sydney and close to all major broadcast facilities, technology hubs and post production houses. Our Melbourne office is located in the inner-city Melbourne suburb of Kew, VIC.

Our Sales & Marketing

Techtel staff continually strive to establish, maintain and further our one-on-one relationships with each of our customers for the purpose of understanding their needs, and subsequently providing the very best solution to suit these needs. Exhibiting and attending tradeshow is a mandatory requirement if we are to serve both our customers and our suppliers to the best of our ability. Product specific road shows and training seminars are planned where appropriate and special customer functions aimed at relationship building are a regular part of our calendar.

Our advertising and promotional efforts can be seen online, through print media in the major local industry magazines, as well as through the use of specifically targeted emails and traditional mail outs.

Our Support Network

Techtel provides support for all products it represents and in cases where we provide OEM system integration we act as the first call reference point. Our support departments are staffed with a combination of expertise and experience to cover computer networks, hardware platforms, operating systems, television standards and formats. Our team is 'cross-trained' to ensure a knowledge and appreciation of each technology, and will regularly attend supplier training courses across the world to ensure they are prepared to meet the most demanding of challenges.

Support is provided on several levels; user operations and configuration, commissioning and maintenance. Outside contractors may be sourced for larger projects or those requiring turnkey system integration and installation.





Our Products

The Techo product portfolio has been specifically developed to ensure that any additions are complementary and have the ability to create synergy with our existing products and skills. New product offerings must present the potential of adding new technologies and methodologies to enhance the value and effectiveness of the systems we offer our customers. As our market is relatively small in volume for its geographical coverage we strive to diversify our products to cater for variations in market needs and changing business models.

Our Customers

From our very first days of operation our customer portfolio included tier-one broadcasters in both radio and television. While this remains the case, in the many years that have followed we have seen the emergence of subscription television providers and telecommunication companies requiring the solutions which were once the domain of the free-to-air broadcaster. Today we can proudly boast that Techo has an installed solution at every major broadcast provider and telco, together with many other smaller operations that all form this region's network of content and service providers.



Asset Management & Storage · Automation, Traffic & Management
Cameras & Lenses · CAS/DRM · Connectivity · Content Repurposing
Digital Signage · Format Conversion · Graphics & Animation · IPTV
Master Control & Presentation · Mobile · MPEG Solutions · News & Weather
Presentation & Display · Production · Radio · Subtitling & Closed Captions
Telco Broadcast · Test & Measurement

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