

PHILIPS

Professional Displays

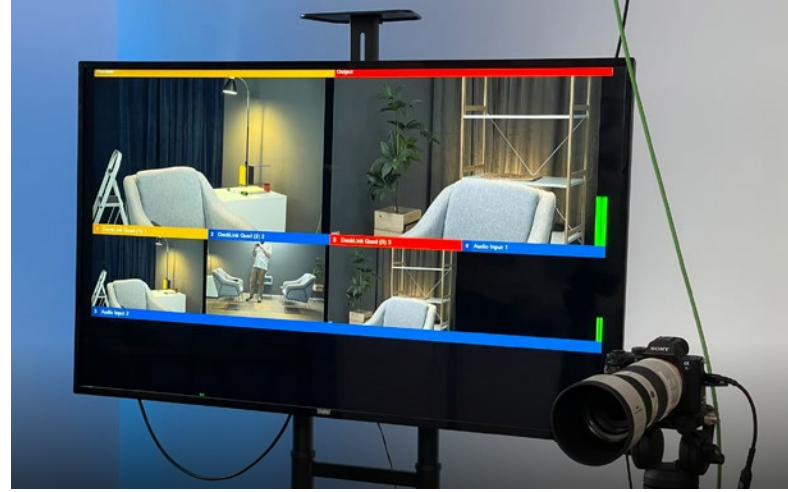
Mute Madness Studio

Philips Professional Displays are just the business for Mute Madness Studio

“ The Philips Business TV’s intuitive operation required no additional configuration or training, allowing our team to adopt it immediately and maintain uninterrupted production efficiency from day one. The integrated cast feature helps us demonstrate a high level of professionalism and offer a premium service for our clients.”

Jordan Mihajlov, CEO and Producer | Mute Madness Studio





Background

Mute Madness Studio was established in 2015, pioneering some of the earliest live streamed discussions on everyday and political subjects on YouTube. It has since evolved from the non government sector to providing corporate clients with a comprehensive range of video services, including webinars, video podcasts, and talk formats, training plus learning and development content, streaming and live broadcasting, and corporate image videos, event filming and related production, all while operating a dedicated physical studio to create meaningful, high quality, and relevant content.

Challenge

With clients visiting to collaborate in both the studio environment and for conferences, the Mute Madness team needed to source a digital display that would allow them to share their content onto a reference screen from their own devices. The new solution should easily connect with different systems, instantly show files, and removing unnecessary delays or the hassle of extra wires and settings. All making the experience as convenient as possible.

With multiple purposes, the solution would need to be used as a reference screen for those filming in the studio, often showing an auto cue, or to show presenters how they are interacting with the background without turning their back to the audience. It could also be used when preparing a studio set, showing all the cameras on the large screen to enable the client to give feedback on the positions of the individual cameras without needing to walk around the whole set to check what is being captured.

“ Even integrating with other complex systems and AV signal routing, it took literally five minutes to customise the Philips Business TV with our company logo and to set the sleep/standby timer to ‘never’ – crucial functionality for longer webinars and events.”

Jordan Mihajlov, CEO and Producer | Mute Madness Studio

Solution

Working together with PPDS Partner, OmniChannel BG, the Mute Madness team laid out their criteria and the use cases for their screen, quickly finding that the Philips Business TV had everything integrated to deliver the reliability, compatibility, and ease of use required for their dynamic production environment. Performing consistently both in the studio and on location, the Philips Business TV was set up to support multiple use cases while maintaining a professional and frictionless user experience.

The implementation process was smooth and straightforward, with no technical complications or integration challenges. The display was quickly incorporated into both the studio workflow and event setups, working effortlessly with existing equipment and the signal chain.

Benefits

Customised branding: Easy to use and update, managers can program the Philips Business TV welcome screen with their own logo and colours to bring a customised brand experience.

Built in casting: Clients can cast their content from their own devices onto to the Business TV with ease – no extra wires, hardware or software configurations required.

Energy savings: Lower power consumption with an F rated European Energy label plus no need for supplementary hardware and its associated energy usage.

Fast facts

 Client Mute Madness Studio	 Partners OmniChannel BG
 Industry vertical Broadcast / Corporate	 Project Philips Business TV for Mute Madness Studio
 Location Sofia, Bulgaria	 Products 50" Philips Business TV 50BFL2114/12



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