ASG and SSL Announce NAB 2024 Panel “Lesson Learned on Advances in Cloud Production Technology from a Systems Integrator’s Perspective”

With the introduction of Solid State Logic’s (SSL) System T Cloud, SSL and [Advanced Systems Group](https://www.asgllc.com) (ASG) announce an NAB Show session entitled, “Lesson Learned on Advances in Cloud Production Technology, from a Systems Integrator’s Perspective.” Scheduled for Sunday, April 14th, from 4:30-5pm and Monday, April 15th, from 5-5:30pm in the SSL booth (Audiotonix C6307) , Dave Van Hoy, ASG President, and JanMeja Heir, ASG’s Lead Cloud Engineer, will share first hand insights. .

Over the past two years, SSL and fellow Audiotonix manufacturer Calrec have worked closely with leading broadcasters and system integration companies, such as ASG, to gain insight into their production needs, particularly in harnessing cloud-based processing and virtualized control. ASG’s experience in cloud production is unparalleled, from the earliest releases of real-time tools for broadcast and production applications.

SSL and ASG have a longstanding relationship, with significant cooperation in the concept phase of System T Cloud and exploring the requirements of a cloud broadcast mixer at scale. Tom Knowles, Director of Product Management at SSL states, “Having very strong technical partners is key. The use cases can vary, and a cloud production system is the sum of its parts. ASG understands how to deliver customer requirements as a complete package. We are excited to continue this relationship further as System T Cloud is put into general release.”

“This is the culmination of a tremendous partnership between SSL and ASG, and I’m confident our customers will be thrilled with the results. System T rounds out our audio mixing workflow offerings with a solution that’s to be on par, and exceeds, on premise technology,” states Dave Van Hoy, President of ASG.

In addition to SSL, ASG maintains a longstanding partnership with SSL’s sister company, Harrison Audio, with a specific focus on their enterprise-scale live broadcast mixer solution, Mixbus VBM.

SSL System T Cloud offers truly flexible capabilities with virtualized processing, control and audio routing. It provides up to 256 processing paths, supporting stereo, 5.1, and immersive formats - all controlled via hardware or software interfaces from any location. With a fully integrated Dante Connect implementation, the Virtual Tempest Engine offers 256x256 inputs and outputs, with audio routing control managed directly from the UI and stored and recalled with the showfile. Across a distributed production architecture, any combination of hardware and software control interfaces can be utilized, offering a unified operator experience.

Come visit SSL (Audiotonix #C6307) at the NAB Show 2024. For more information on System T Cloud, please visit [SSL’s solution page](https://solidstatelogic.com/solutions/audio-cloud-processing). Also don’t miss the panel “Lesson Learned on Advances in Cloud Production Technology from a Systems Integrator’s Perspective” on Sunday 4:30 - 5pm and Monday 5pm - 5:30 pm in the booth. Want to book a meeting with [ASG’s Cloud Team](https://www.asgllc.com/cloud/) at NAB? Contact them at <https://www.asgllc.com/contact-us/>

**About SSL:** *Solid State Logic is the world’s leading manufacturer of analogue and digital audio consoles and provider of creative tools for music, broadcast, live and post production professionals. For more information about our award-winning products, please visit:* [*www.solidstatelogic.com*](http://www.solidstatelogic.com) *.*

**About Advanced Systems Group:** *ASG enables creativity through better technology. From acquisition and post-production to delivery, on-premises or in the cloud, ASG ensures client success through tailored solutions that create optimal outcomes. One of the largest media and entertainment technology and operations suppliers in N. America, ASG provides engineering services, physical and cloud consulting, design and integration, training, and support. ASG’s Managed Services delivers customized operations for all phases of media production.* [*www.asgllc.com*](http://www.asgllc.com/)

 ###