

Spotlight on...

Sustainability



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Winners of the 2023 NAB Show Excellence in Sustainability Award, global media processing and delivery technology leader Appear take their sustainability commitments seriously, and talk to the SCTE about their achievements and vision for a sustainable future.

Sustainability is THE buzzword right now. Lot of words, often a lot of inaction behind them. Is Appear any different?

Sustainability matters to Appear because of the significant environmental footprint of the Technology, Media and Telecommunications (TMT) sector due to energy consumption, e-waste generation and greenhouse gas emissions. Developing innovative, sustainable practices is essential to minimise these impacts and mitigate climate change, obviously a growing global priority.

Some say embracing sustainability prevents innovation...

We believe the opposite! It drives innovation. Companies that develop and implement eco-friendly technologies may gain a competitive edge by appealing to environmentally-aware customers and investors. As a company we recognise the urgency to review and improve practices across the entire technical supply chain to minimise environmental impact.

Give us an example of what you're doing in this area.

As a company we are committed to ensuring that our products and operations create the lowest possible impact on the environment. We evaluate and test the energy efficiency of our solutions rigorously. Appear's X Platform, for example, underwent a study conducted by a European Tier 1 telco comparing its energy and space efficiency with a market-leading competitor's comparable server-based solution when encoding a UHD channel.

Really? How did it go?

The results showed that Appear's X Platform achieved considerably superior energy and space efficiency, producing 38 times less CO₂, 22 times less cardboard packaging, 7 times less watts per channel, 20 times less weight per channel, 20 times less rack units per channel, 40 times less electronic waste per year and 7 times less power expenses over a period of six years.

That's very impressive.

We think this demonstrates Appear's dedication to sustainability.

How does Appear's X Platform outperform its competitors' solution in terms of sustainability?

There are multiple aspects at work here. We believe that if our engineering is as elegant as possible, then our media processing and delivery solutions will always be more power, space and operationally efficient than our competitors. This approach has been a critical element in the X Platform becoming a world-leader in premium live event contribution. Its modular and tailor-made design contributes to these improvements, making it 5 times more space and energy-efficient than other leading providers.

How do you ensure the environmental friendliness of your products and operations?

All Appear products, including the X Platform, are designed and assembled in Norway using electricity sourced from hydro power production. This ensures a reduced carbon footprint associated with electricity usage. The company also complies with relevant EU directives, including ISO 9001, ISO 14001, REACH and WEEE, demonstrating its commitment to meeting environmental standards and regulations.

Now that is impressive. Packaging and recycling is the answer I was expecting, not Norwegian hydro-electric power.

Companies are falling over themselves to prove their green credentials and shout about them from the rooftops. It isn't always as green as it seems on the surface either. How do you do credibly communicate what you're doing?

We believe in total transparency and accountability regarding our environmental impact. The company provides openness and insists on third-party scrutiny of its technology, business and operations. In doing so, we create a platform for further improvement and ensure that our sustainability efforts are objectively assessed.

Third party access is important; it demonstrates a credible commitment.

We feel strongly that this commitment allows our customers to make informed choices and align with Appear's dedication to a more sustainable energy future. It's all good.

Finally, how do you build on this?

We are looking hard at innovation – you can see it in the company's ongoing efforts to explore and implement innovative ways to make its technology and operations even more sustainable. Also, by staying proactive and responsive to the evolving landscape of sustainability, we aim to remain at the forefront of environmentally friendly media processing and delivery technology.

Innovation becomes routine if executed well, after all.

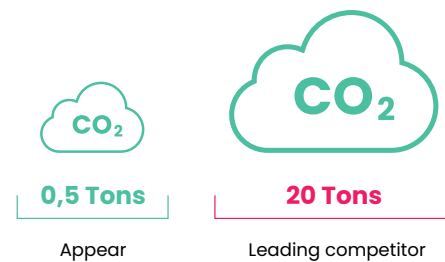
Exactly.



Appear achieves superior energy and space efficiency by offering modular tailor-made solutions that ensure 5 x less space and energy consumption than other market-leading solution providers.

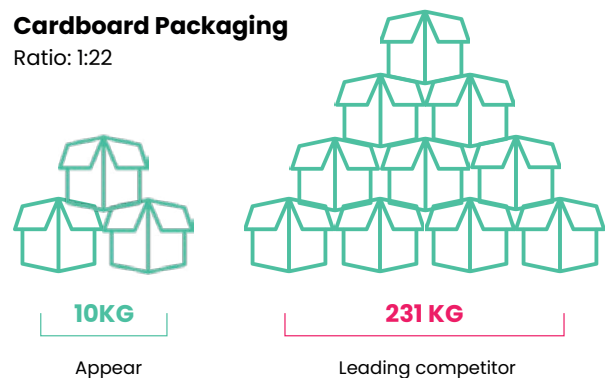
CO2 Production

Ratio: 1:38



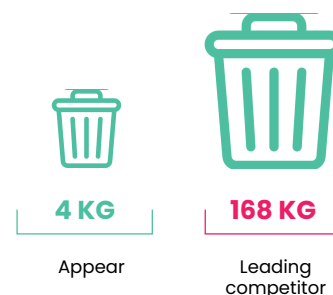
Cardboard Packaging

Ratio: 1:22



Electronic-waste / Year

Ratio: 1:40



For more information, see www.appear.net