

# How ORIVISION Empowers Global Broadcasting as a China Leading Professional SRT Encoder Supplier

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**Nantong, Jiangsu Mar 24, 2026 ([Issuewire.com](http://Issuewire.com))** - The global broadcasting landscape is undergoing a fundamental structural shift. For decades, the industry relied on costly satellite links and dedicated fiber-optic circuits to ensure the high-fidelity transmission of live video. However, the rise of IP-based workflows has introduced a more agile, cost-effective alternative: the public internet. Central to this transition is the Secure Reliable Transport (SRT) protocol, an open-source video transport protocol that

optimizes streaming performance across unpredictable networks. As a China Leading Professional SRT Encoder Supplier, [ORIVISION](#) has emerged as a pivotal force in this evolution, providing the hardware infrastructure necessary to redefine remote production and bridge the gap between traditional broadcast standards and modern IP flexibility.

## Redefining Remote Production in the IP Era

The transition to IP-based broadcasting is driven by the need for efficiency, but it is not without significant technical hurdles. Transmitting high-definition video over the public internet often encounters jitter—the fluctuation in packet arrival times—as well as packet loss and congestion. Traditionally, these issues resulted in buffered streams or degraded image quality, making the public internet unsuitable for premium live sports or breaking news.

ORIVISION has addressed these core pain points by specializing in [SRT encoding technology](#). By integrating sophisticated error correction and low-latency algorithms into their hardware, the company enables broadcasters to utilize standard internet connections to achieve broadcast-grade reliability. This shift not only reduces heavy reliance on expensive infrastructure but also empowers smaller production houses to compete on a global scale, positioning ORIVISION as a trusted partner for international broadcasters seeking stability in an increasingly digital world.

## The Technological Edge: Why SRT Matters

At the heart of ORIVISION's market leadership is its deep integration of the SRT protocol. Unlike standard RTMP, which was designed for flash-based distribution, SRT is purpose-built for the contribution stage of broadcasting. ORIVISION's encoders act as an intelligent gateway, managing the handshake between the source and the destination to ensure data integrity even when the network loses up to 10% of its packets.

The technical superiority of their solutions is further evidenced by their support for 4K resolution and H.265 (HEVC) compression. High-efficiency video coding is essential for modern broadcasting; it allows for the transmission of ultra-high-definition signals while reducing bandwidth requirements by nearly 50% compared to older H.264 standards. For live events where every millisecond counts—such as competitive sports or financial news—ORIVISION equipment maintains end-to-end latency in the sub-second range, ensuring that the global audience experiences the action in real-time.

## The Power of Interoperability and Open Standards

The efficacy of a transport protocol is only as strong as the ecosystem it inhabits. ORIVISION recognizes that for SRT to truly revolutionize broadcasting, it must operate within a framework of total hardware compatibility and cross-platform flexibility.

- **Universal Protocol Bridge:** The modern media environment is a hybrid ecosystem where legacy SDI/HDMI hardware must coexist with cloud-based platforms. While SRT remains the core focus for long-distance transport, ORIVISION encoders serve as a versatile hub, simultaneously supporting FULL NDI, RTMP, RTSP and This multi-protocol capability ensures that a single piece of hardware can stream to a local network via NDI, a social media platform via RTMP, and a remote broadcast center via SRT—all at once.
- **Commitment to the SRT Alliance:** As an active member of the SRT Alliance, ORIVISION demonstrates a deep commitment to open standards. This participation is crucial for global interoperability, ensuring that an ORIVISION encoder in a field studio communicates flawlessly

with decoders or cloud gateways from other major manufacturers. By adhering to these universal standards, the company eliminates vendor lock-in, allowing engineers to build best-of-breed workflows without compatibility bottlenecks.

- **Cloud-Ready Infrastructure:** The hardware is designed with a cloud-ready philosophy, featuring extensive optimization for seamless integration with global service providers such as AWS Elemental MediaLive, vMix, OBS, and Google Cloud. In these scenarios, ORIVISION devices function as critical edge computing components—the first point of contact where high-quality raw signals are processed and secured before entering the cloud production pipeline.

## **Chinese Innovation and Global Quality Standards**

The evolution of ORIVISION reflects a broader trend in Chinese manufacturing: the move from high-volume production to high-tech intelligent manufacturing. Since its establishment in 2004, the company has transitioned from simple network cable transmission to sophisticated fiber optic and wireless IP systems. This 20-year trajectory has allowed for the development of a robust quality control (QC) framework that meets international expectations.

The company's products carry essential international certifications, including CE and FCC, which serve as benchmarks for safety and electromagnetic compatibility in the European and North American markets. Furthermore, as an upstream manufacturer, ORIVISION offers significant flexibility through OEM and ODM services. This capability allows global partners to receive customized hardware solutions that fit specific localized needs while benefiting from the scale and R&D depth of a specialized Chinese facility.

## **Conclusion: Empowering the Future of Content Creation**

As the broadcasting industry continues to move toward a fully IP-centric architecture, the role of the encoder becomes more vital than ever. ORIVISION does not merely manufacture hardware; it provides the technological foundation that allows content creators to transcend geographical and financial barriers. By championing the SRT protocol and emphasizing interoperability and security, the company has secured its position as a leader in the digital transformation of global media.

For broadcasters looking to future-proof their operations, the choice of infrastructure is a strategic decision. ORIVISION remains dedicated to advancing long-distance transmission technology, ensuring that the next generation of video content is delivered with the precision and reliability that the global market demands.

To learn more about their professional encoding solutions and past projects, please visit:

<https://www.orivisiontech.com/>



## Media Contact

ORIVISION Electronics Co., Ltd.

\*\*\*\*\*@orivision.cn

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