

# LEIGHTRONIX Customer Profile



## LYNBROOK-TV

*"... Everything about this piece of equipment is built to last."*

– Michael Shindler (Commissioner of Communications)

Friday, November 13, 2015

### The Problem

The Incorporated Village of Lynbrook needed a reliable system to broadcast their government television station, LYNBROOK-TV, that didn't require a complicated computer infrastructure to run.

### The Solution

UltraNEXUS

TOTAL INFO

### How It Works

Programs are edited, and then loaded onto the UltraNEXUS. Programming is devised into three-hour blocks, which are repeated throughout the day. TOTAL INFO slides fill in any gaps, avoiding the chance of dreaded dead air.

### In Their Words

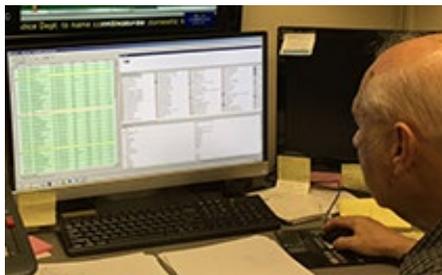
"Working in broadcast television for the years that I did, I was used to professional equipment and running a village government TV station, you don't usually have the kind of funding that allows you to purchase really high-end equipment, so you're constantly looking for performance vs. the cost of the equipment. ..."

– Michael Shindler, Commissioner of Communications

### End Result

"... The NEXUS and the UltraNEXUS provided us with really, I feel, broadcast-quality equipment at a price that we could afford."

– Michael Shindler, Commissioner of Communications



Lynbrook, NY — There is a lot of history in this part of the country. The virtue of time has provided the region with all of the contours and ridges of a storied past. The Incorporated Village of Lynbrook is home to a number of residents who care about their community. Along with the many other villages and hamlets in the area, Lynbrook is part of a larger, regional community, which spans the whole of Nassau County. Maybe it's the designation of small towns in close proximity that gives residents such a strong sense of community. Perhaps the relative distance to New York City, with its close quarters living and interactions, turns Lynbrook into a place of social participation. In any case, the residents here care about their town. This is made especially apparent with the area's popular LYNBROOK-TV station, a government access station that, as Michael Shindler will tell you, is run more like a small-market commercial station: an anomaly for the government access world.

Michael Shindler is the commissioner of communications for the village of Lynbrook and thusly runs LYNBROOK-TV. He also worked in broadcasting at ABC for decades. Back in the 1970s, the then village administration asked Mr. Shindler to come up with a way to begin televising village board meetings. Shindler designed and built the station expressly for government access broadcasting. With the growth of its original programming, the station was in the market for a new video server. Though a handful of solutions were weighed, the vast majority of options relied too heavily on outside computer assistance and at the time LYNBROOK-TV didn't have the infrastructure needed to support such a system. The station needed something all-inclusive; something that could



# LEIGHTRONIX



*“Even when I’m trying to figure something out that I don’t particularly know about, as a broadcaster, the way it’s set up makes sense to me; you can always figure out what it is you want to do based upon what you know.”*

– Michael Shindler (Commissioner of Communications)

## At a Glance

**Name:** LYNBROOK-TV

**Location:** Incorporated Village of Lynbrook, NY

**Products Owned:** UltraNEXUS, TOTAL INFO

**Village Namesake:** Lynbrook went through a handful of names before falling on its most recent one. The current village name is a play on “Brooklyn,” the well-known NYC borough, with the two syllables being reversed to create “Lynbrook.”

**County:** Lynbrook is part of Nassau County, one of the most affluent counties in the United States.

**Television Appearances:** The village is regularly referenced in popular television from *Seinfeld*’s Lynbrook Mall (which doesn’t actually exist), to the local TrainLand shop featured on the *Sopranos*. It’s also where *Everybody Loves Raymond* is set.

take on the responsibility of storage, broadcasting, and scheduling all in one, dedicated box.

## LEIGHTRONIX Broadcast Solutions

The original station-in-a-box, NEXUS®, and eventually UltraNEXUS™, perfectly fit into LYNBROOK-TV’s workflow. While recording and broadcasting is at the heart of NEXUS series video servers, the included WinLGX™ scheduling software fulfills the station’s requirements without the need of a hefty computer system.

Despite all of the required specifications being met, Michael’s decision to continue with LEIGHTRONIX, and subsequently upgrade to the UltraNEXUS later down the line, was based largely on one thing: reliability.

“In my thirty years of broadcasting, the one thing that I always used to value above everything else is reliability. You could have the greatest piece of equipment in the world and it could have all the bells and whistles, but if it wasn’t reliable, it wasn’t worth it and I am really blown away by the reliability of this piece of equipment.”

## Community Engagement through Government Access

Though LYNBROOK-TV is specifically categorized as a government access station, it plays an important role in the community. In addition to the typical governmental fare, special community events and programs are part of the regular lineup. The mayor of Lynbrook, William Hendrick, even has a show called *Good Day Lynbrook*, where he interviews various guests from government-based backgrounds.

This kind of programming encourages repeat viewership for a community audience. Also bolstering viewership is a handful of well-known announcers ...

***Get the rest of the story at [leightronix.com/lynbrook](http://leightronix.com/lynbrook)***

## About LEIGHTRONIX

LEIGHTRONIX is recognized as an industry leader in specialty video equipment design and manufacturing, including digital video solutions, television automation, live and video-on-demand streaming media, and remote equipment control. For more information, visit [www.leightronix.com](http://www.leightronix.com).