



mediatron TV Suite - Digital TV Workflow Solution

mediatron TV Suite - a revolutionary TV Automation Solution based on mediatron's proven Software Technology Platform, running under MS-Windows on standard off-the-shelf Server Hardware.



In recent years, the pace of change of IT and Consumer Electronics has been breathtaking. Rapid performance improvements have enabled many industries to move away from expensive custom hardware platforms to software based solutions running on cost-effective off-the-shelf PC workstations and servers, changing business models and working practices.

One-time digitisation of AV Data enables the creation of a seamless environment for networked team members. From Ingest of your Video, Audio and Graphic content via Editing, Content Management, through Digital Payout, Distribution and Asset Data Management, mediatron's TV-Suite ensures a consistent, efficient and comprehensive Digital Workflow.

mediatron's TV-Suite is suitable for any size of TV station. The Payout Solution has been developed to support single and multi-channel scenarios, for Cable, Satellite, DVB-T, Mobile TV or IPTV operators in SD both and HD resolution.

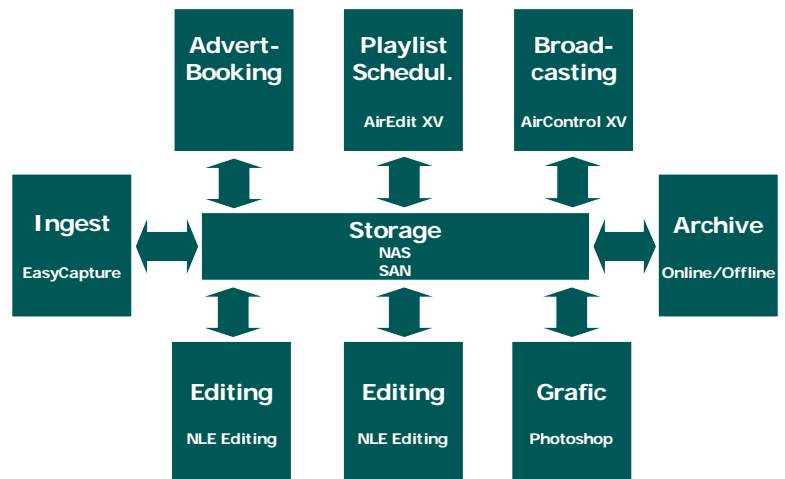
mediatron is an R&D technology company, focused on providing the broadcast industry with solutions that enable simple, structured Workflows. mediatron has been developing innovative software-based Automation products for over 15 years. Today, more than 250 broadcasters around the world use mediatron's technology to rationalise their Production and Payout processes, and to optimize productivity.



mediatron TV Suite - is an innovative Broadcast Production & Playout System, developed specifically to support the demands of modern digital television stations. This revolutionary system owes its unique feature set to more than 15 years experience in broadcast automation, direct participation & support of the analog-to-digital transition in the radio industry, and significant dialog with television content creation, management & broadcast professionals.

mediatron TV Suite provides team members with a common user interface and data access environment across the entire broadcast process. By integrating common NLE systems into the Workflow, it enables an end-to-end digital data path from Ingest through Production, Program Planning and Playout. Automated content distribution supports the most demanding IPTV, Internet TV, Mobile TV, Networking, Media Asset Management and Archival scenarios.

In the past, the capital and skilled personnel costs of small TV stations have been prohibitive. mediatron's technology enables broadcasters to drastically reduce costs and radically improve efficiencies, opening the possibility for much smaller organisations and special interest stations to enter the market.



Fully integrated digital TV Workflow

INGEST

EasyCapture offers a wide range of ingest options. Content from conventional media, such as cameras, video tapes or live signal feeds can be captured and stored on the server in real time. The system supports non-destructive Mark-in and Mark-out of video clips, allowing simple and fast control of start and finish locations. The Meta-data Editing Tool uses XML technology to label and categorise clip content, and enables the support of complex combinations of Logos, Lower Thrlds and Tickers-Crawls. Extensive use of Drag & Drop makes the User Interface intuitive and fast. Non-destructive content editing allows multiple versions to be created and broadcast in seconds. The optional Asset Media Database makes the creation of large content Archives simple and secure.



EasyCapture for Asset Data Management

EDITING AND MIXING

mediatron TV Suite supports all common NLE editors, enabling the insertion of features, news reports and the production of trailers, ads and jingles. Simple drag & drop is usually all that is required to transfer the content between the mediatron DataManager and the NLE system. These powerful systems allow video sequences to be edited and mixed with titles and other effects. Additional Meta-data to support program planning and playout control of the video clips is added via the DataManager. NLE Systems such as Avid Xpress DV, Avid Xpress Pro, Avid Media Composer, Avid Liquid, Adobe Premiere Pro, Apple Final Cut Pro, Canopus Edius Pro and Sony Vegas are supported.



NLE Editing System integration example: Avid Xpress Pro

INTELLIGENT PROGRAM PLANNING

AirEdit XV is a powerful program planning tool that provides complete access to the broadcast process. The powerful drag & drop user interface means just a couple of mouse clicks are all that is needed to adjust clip timings, control Logos, animated Logos, Tickers, Stills, Slide Shows, Lower Thirds, Text Overlays, Clocks, Logo Cross Fades and other live content, and to send GPIO commands to external devices. Through the modern template based control the course of events can be predefined from a Super User or Administrator. AirEdit XV's integrated preview facility allows the control and fine-cueing of content. A comprehensive User Rights-Management facility automatically controls access, creation, editing and deletion of controlled-rights content. AirEdit XV interfaces with all common traffic & billing, program and music planning systems. The AirEdit XV architecture comfortably supports single and multi-channel co-located and multi-location scenarios. It provides a modern, flexible program planning and content management environment without the need for special custom broadcast hardware.



AirEdit XV Program planning tool with Clip Preview and Cue functions

FULLY AUTOMATED AND LIVE-ASSIST PLAYOUT

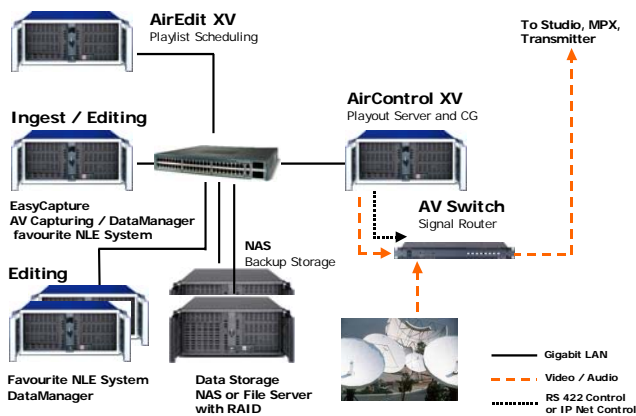
mediatron's **AirControl XV** Broadcast Server is a robust 24/7 playout control system that supports both fully automated and live-assist operation. It supports single and multi-channel TV applications, regionalisation, the control of advertising content, IPTV and Mobil TV program playout. AirControl XV Broadcast Server can combine content from AirEdit's XV playlists with various CG effects like: Logos, animated Logos, Stills, Slide Shows, Ticker-Crawls, Lower Thirds, Text Overlays, Clocks and Logo Cross Fade sources. It also provides control signals for external studio hardware such as CG, Logo Inserters and AV Live Signal Routers, via GPIO and RS 422/232 (Master & Slave-mode) interfaces. In stand-alone configuration, AirControl XV Broadcast Server can also be used for station program planning. The system is XML-based to enable a flexible and open architecture. It provides an intuitive and powerful drag & drop user interface, conduits for connections to 3rd party e-commerce, traffic systems and supports mediatron plug-in technology. Through this flexible architecture and the use of software-based video Codecs, mediatron's TV Suite supports all current and future video, audio and graphic formats. As Web-based Broadcast Server AirControl XV can be operated on multiple locations with different playlists content over standard DSL connections (VPN). This avoiding the need for costly leased line or real time ATM connections and drastically simplifies IPTV and other Web-based broadcast scenarios.



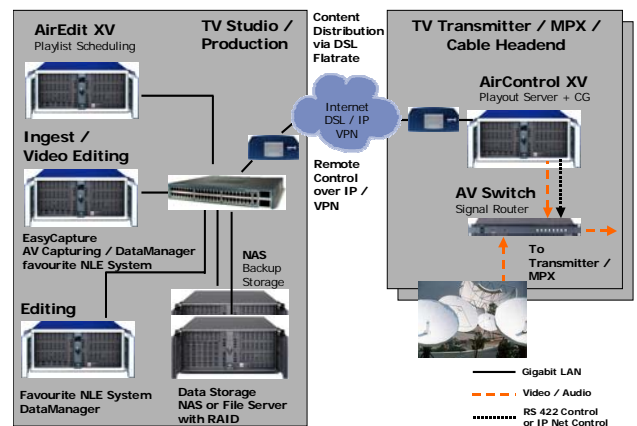
AirControl XV Playout Videosever for fully automated and live assist broadcast control



AirControl XV video output with CG effects



Full digital Workflow of a modern TV Production & Broadcast environment



Store & Forward support removes the need for costly ATM connections and increases coverage

KEY FEATURES:

- Seamless end-to-end Digital Workflow
- Networked simultaneous Content Access from unlimited multiple workstations
- Flexible Client-Server Architecture
- Integration of all standard-of-the-shelf NLE Video Editors
- Simple-to-use Ingest / Capturing and Metadata creation tool
- Templated and automated Media Asset Data Capture
- SQL Meta Database for Asset Content Data Management
- Fast Content search function
- Simple-to-use Program Scheduling and Metadata creation tool
- Interfaces to all current Program and Music Scheduling Systems
- Optional scheduling software for advert administration and advert booking
- Interfaces to all current Advertisement / Traffic Systems
- Non-destructive creation of Mark In and Mark Out points
- Seamless Playback
- Gap Filler
- Integrated Multimedia and Computer Graphics Engine for Logos, animated Logos, Tickers-Crawls, Lower Thirds, Text Overlays, Stills, Slide Shows, Clocks and Logo cross fades
- Administrator created template based management and control of CG Effect sequences (time or element controlled)
- E-Commerce and SMS-Ticker functions (Premium SMS) including billing tool for Value Added Services
- Creation and editing of Playout lists supporting 24/7/365 operation
- Automatic loading of Playout lists (Calendar, Date / Time dependant)
- Time-synchronous Playout control with fade outs
- Automated logging of broadcasted clips (as run logs)
- RS 422/232 control of Live Signals via AV Switches (e.g. Kramer, Leitch, ...)
- GPIO Remote Control (Master & Slave Mode)
- GPIO Remote Control of external hardware such as Logo Keyers (Trigger, element control)
- Phone line control for Game TV Stations or call in and voting
- User Administration with integrated and extensive Rights Management and control of the User Interface
- Codec dependent Playout of multiple file types in a single playlist (DV, MPEG 2/4, H.264)
- Open system built on XML-based Metadata and Playout lists
- Modular Software Architecture with trusted mediatron Plug-In technology
- Robust Broadcast Software enables a high guaranteed availability
- Fully redundant Video Server operation
- ABEPPS - Advanced Backup and Emergency Programm Playback with SMS alarms
- Supervisory SMS alarms and watchdogs for high availability fully automated unattended operation
- IP / Web-based Remote Broadcasting Function
- Automatic / Batch Format Transcoding
- Fully automated intelligent data replication with extensive distributions tasks for: IPTV, Internet TV, Mobil TV, Content exchange, TV Station Networking
- Archival Tools (Online, Near-Online, Offline Archiving)
- SD and HD support



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