

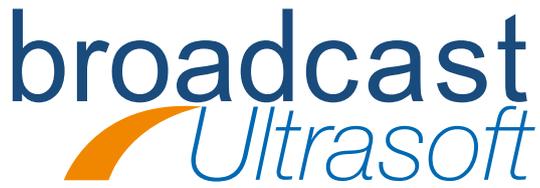


Broadcast Ultrasoft

> Cost-Effective > IP-Based > Hardware Independent > Cloud-Based

System integration and beyond.





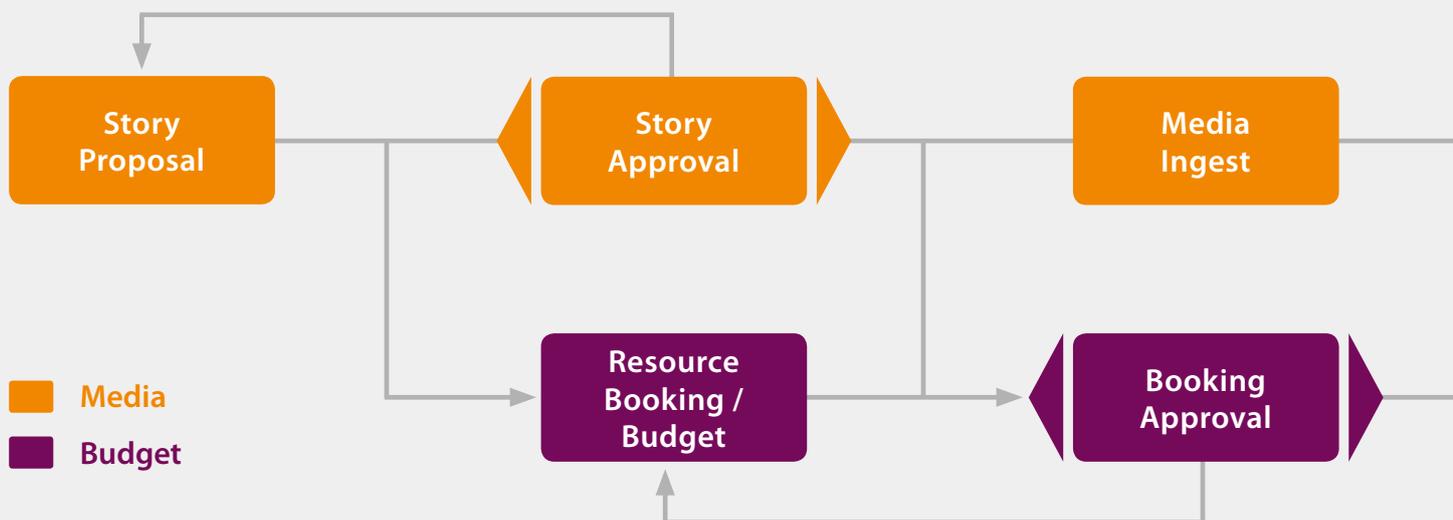
Powerful Suite for Software Defined Broadcast

Streamline your workflows and manage production, playout and sales with one tool!

Broadcast Ultrasoft is a software tool that manages almost every process within a TV Station. It provides a sophisticated solution for any Broadcast Station to work cost effective and fast by employing rapid processing structures, collaborative tools, commercial-off-the-shelf hardware and future-proof technologies as well as IP-based workflows. Broadcast Ultrasoft runs browser-based using the latest cloud-technologies that enables the users to work from nearly everywhere. The software can be hosted both in private and public cloud storages of the enterprise.

Broadcast Ultrasoft offers the management, control and survey on the media part as well as on the budget part of running a Broadcast Station. The tool consists of various modules to master and control the workflows for your media, including Ingest, MAM, Scheduling, Graphics, Playout and Automation. Further on Broadcast Ultrasoft gives you integrated tools for resource allocation, advertisement booking and accounting. During all stages users have a clear view on costs, resources and profit.

Broadcast Ultrasoft's extended MAM solution and management system



The product works as a distributed system that includes many software tools, modules and services to allow users to customize their workflows within the Broadcast Station processing. It manages all jobs in a Broadcast Station: groups, users, privileges, news content, Media Asset Management, editorial control, traffic, production, facilities, equipment, personnel and cost.

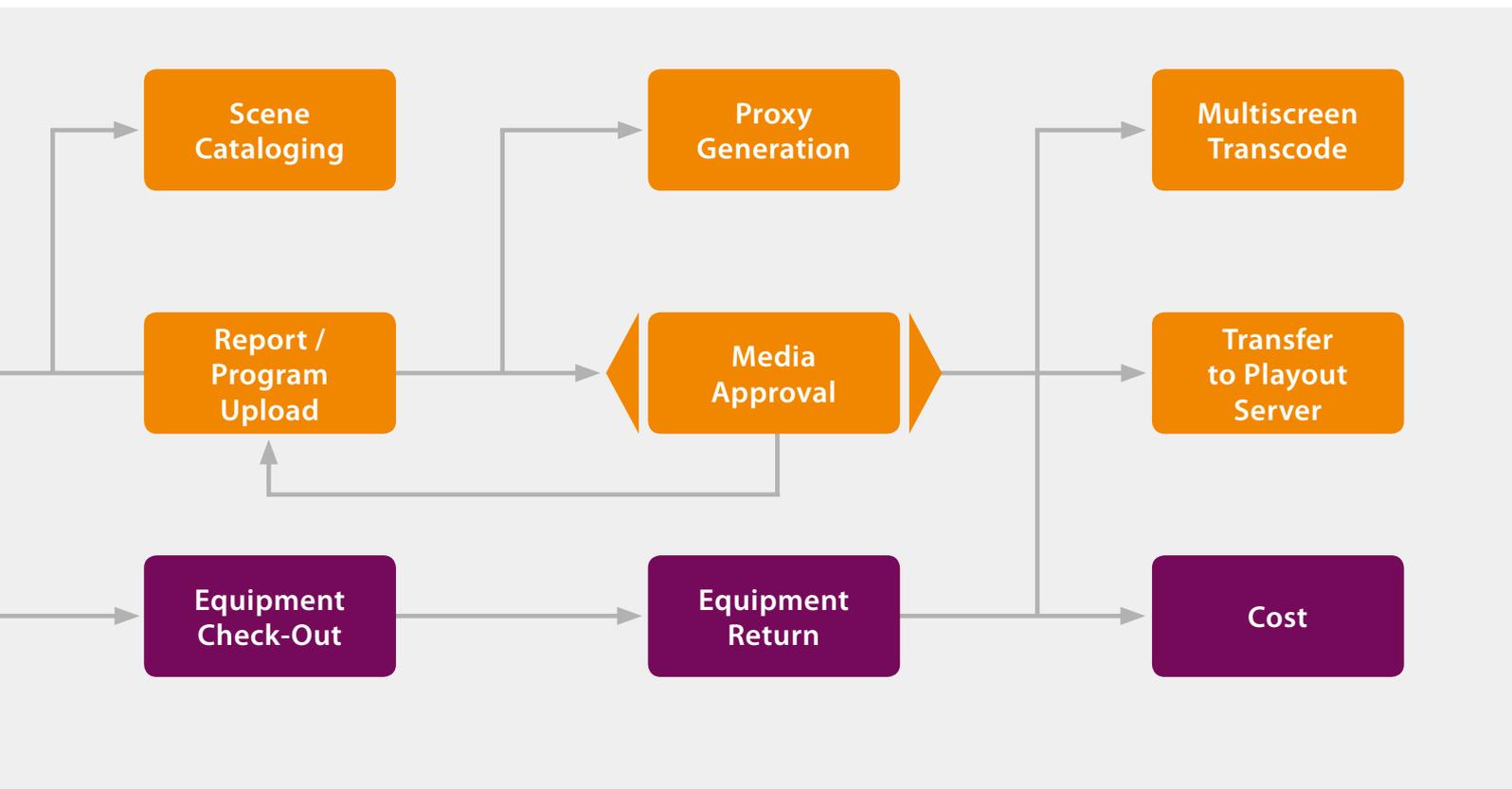
Using Broadcast Ultrasoft managing your Broadcast Facility will be easier than ever.

Broadcast Ultrasoft is a very extensive platform running in your browser. It offers the full control of IP based Broadcast Stations of almost any size. Clients can use Windows, Mac, Linux, or even a Smartphone.

The software tool consists of a number of modules for different purposes within a production chain in a Broadcast Station. With combined modules the software offers a powerful MAM and workflow automation, Scheduling and rundown routines as well as an overview on the story and the resources used.

Features

- ✦ IP-based, paperless workflow
- ✦ Cost-effective and future-proof
- ✦ Cloud or private based
- ✦ Collaborative and flexible
- ✦ Hardware independent
- ✦ User defined workflows
- ✦ Strong redundancy concept



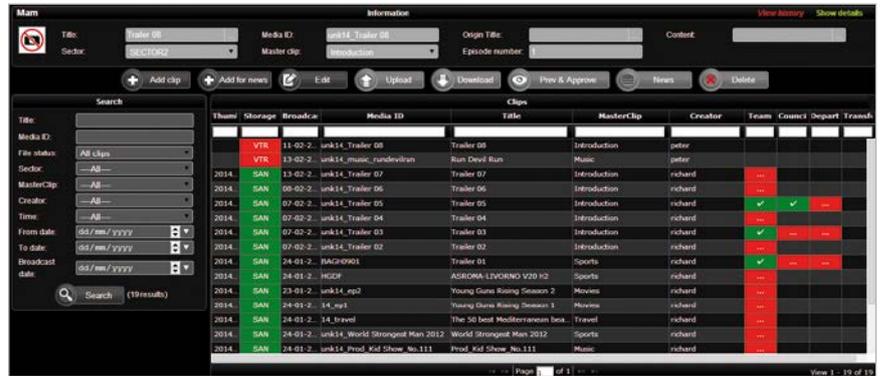
TVStation

TVStation is a web-based broadcast production system. It is fully modular and can interact with the products TVAutomation and TVAd.

Module Media Management

Manage your assets from anywhere on the network. Create, edit and delete assets. Access files on central or distributed storage. Search for media and preview media. Search with different templates or create a custom search template. Full Text Search allows for flexible and robust searching.

Record metadata for raw clips and the final program. The metadata fields are customizable and EBU core metadata is supported. Catalogue clips based on the automatic scene change detection and add frame-accurate comments.

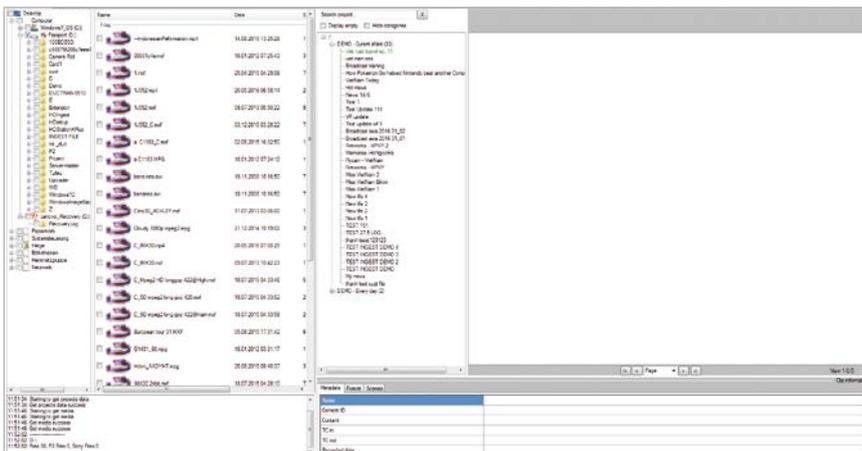


Media Management

Manage content censorship on up to 5 different levels with multilevel checking and approval. Use the integrated QC solution. The module co-operates with different automated background services like proxy creation, transcoding, file-based QC, file

transfer, MXF wrapping and cut & merge.

Drag & Drop integration with Avid and Edius NLEs. Deep integration with Adobe Premiere for low-res workflows.



Ingest

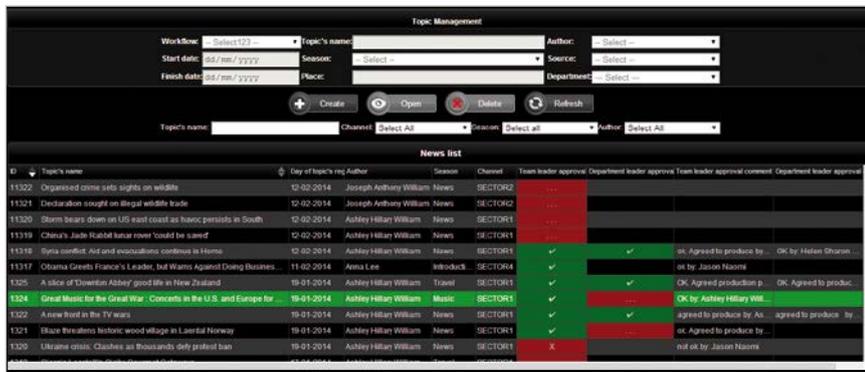
Module Ingest

Ingest allows you to ingest media files for assets and projects. Media files will be checked for their specifications before upload. Files that do not match the house format can be transcoded or rejected. The

validation rules depend on the configured workflow. Multiple files can be queued for processing. Advanced batch ingest for episodes that share most of the metadata of the same series.

Module Archive

Integrated hierarchical storage management for central storage, attached storage and LTO robots. Set user quotas and use automated functions to free-up disk space.



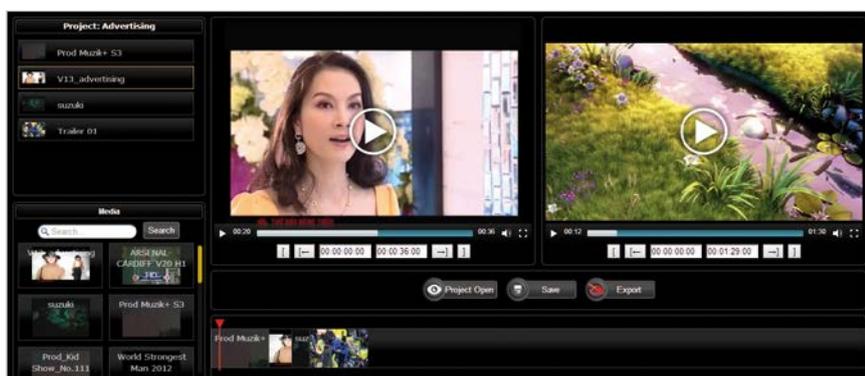
< News Management

Module News

Write news, scripts and stories online within the news module. A different workflow can be applied to any individual news depending on the news content. Therefore the News module is useful not only for the news department but also suitable for any other production department.

Module Storyboard

Web-based storyboard editor. Create playable stories with full support of existing clips, narrator's text and extensive description of environment (audio, video, and lighting) as well as a detailed control of timing.



< Draftcut

Module Draftcut

Allows editors and journalists to edit anywhere on the network. Preview clips, drag clips to timeline, edit mark in/mark out or whole sequences, export to EDL. The EDL can be imported to any NLE system.

Module QuickTrailer

Compose a trailer quickly from a given video program. The extracted scenes can be arranged on a sequence and the system will conform the cut to one video. Download to NLE for further polishing if needed. The module cooperates with the background cut & merge service.



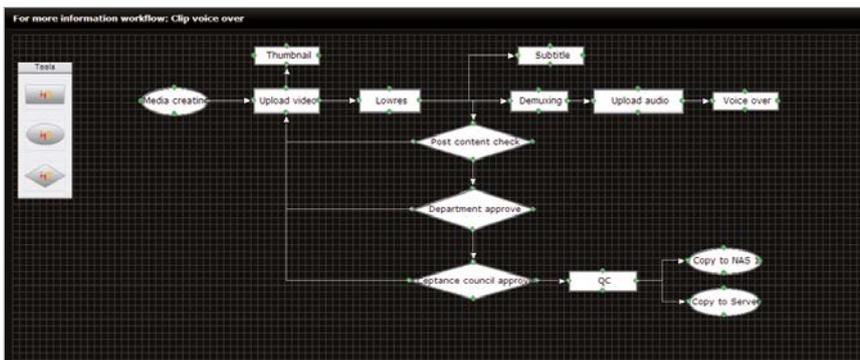
< Subtitle

Module Subtitle

Web-based frame accurate subtitle editor. Choose your colour and subtitle position. Import and export subtitles from or to different formats. The Subtitle burner runs as background service to burn in the subtitles for permanent open subtitling.

Module Audio Track

Manage the audio tracks of media online. Add a voice-over-track, add more audio tracks to media for localization or simply add/remove different language tracks to or from media.



< Workflow

Module Workflow

Authorized users can modify existing workflows or add completely new ones to the system any time by using the graphic workflow designer. Each file and each project can have its own workflow. The status of every active workflow is available for display at any time.

Module Service Control

Control all the background services of the system. The system uses extensive automatic services to process video, audio, data and also perform tasks like file transfer, storage management and metadata duplication or synchronizing.



◀ Macroprogramming

Module Macroprogramming

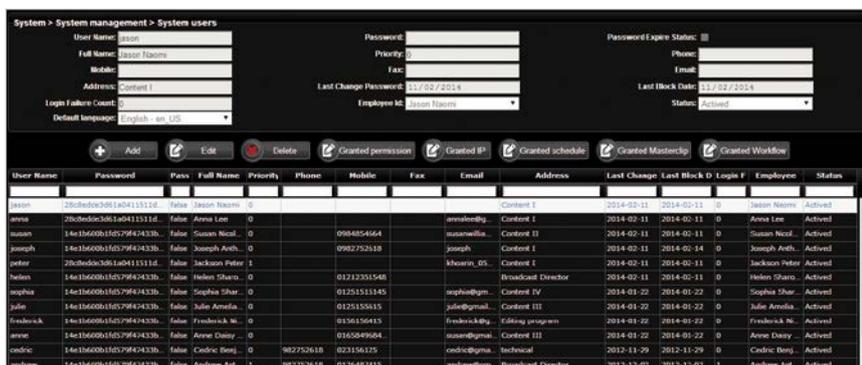
MAM support for long time channel scheduling, design channel structure, automated TV series scheduling, playout history or weekly programming. Automated generation of daily schedule from macroprogramming.

Module Schedule

Create or finalize the daily schedule with full MAM support and a view of the progress on production workflow.

Module Rundown

The playlist created by rundown is useful for all studio and live events. The background file manager service delivers the content on the playlist to the playout server on time according to the design of the specified workflow.



◀ User Management

Module User Management

The broadcast industry's most accurate way to define rights of staff on a TV-Station. Manage general user access based on IP and on time. Access rights can be defined down

to the access of single menus, single buttons and also single media. The user's role and rights on the system fully reflects the organizational structure. No one can work outside

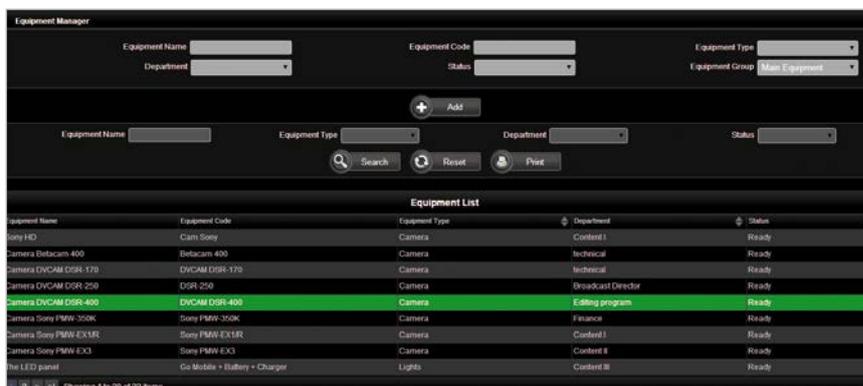
the scope of his position if this is not appreciated. This applies especially for the approval of workflows. In multichannel environments rights can be defined per channel.

Module Employee Management

Teaming the staff to different productions will give you enough data to generate production manpower cost and analyse staff activities over any period of time.

Module Equipment & Facilities Management

Always have a full picture of your equipment and facilities on the TV-Station. Browse to see what you have ready for production any time, anywhere. Manage equipment, facilities, vehicles and any other resource.



The screenshot shows the 'Equipment Manager' interface. At the top, there are search filters for Equipment Name, Equipment Code, Equipment Type, and Department. Below these are 'Add', 'Search', 'Reset', and 'Print' buttons. The main area is a table titled 'Equipment List' with the following data:

Equipment Name	Equipment Code	Equipment Type	Department	Status
Sony HD	Cam Sony	Camera	Control I	Ready
Camera Betacam 400	Betacam 400	Camera	Technical	Ready
Camera DVCAM DSR-110	DVCAM DSR-110	Camera	Technical	Ready
Camera DVCAM DSR 250	DSR 250	Camera	Broadcast Director	Ready
Camera DVCAM DSR-400	DVCAM DSR-400	Camera	Editing program	Ready
Camera Sony PMW-350K	Sony PMW-350K	Camera	Finance	Ready
Camera Sony PMW-EX1R	Sony PMW-EX1R	Camera	Control I	Ready
Camera Sony PMW-EX3	Sony PMW-EX3	Camera	Control II	Ready
The LED panel	Go Mobile - Battery - Charge!	Lights	Control III	Ready

^ Equipment Management

Module Cost

Statistics from the system help you to plan for future purchasing or rental activities. The cost analyser – part of the module – allows you to calculate the equipment costs for every production.

Compose and analyse reports on production cost.

Module Transcode

Transcode allows users to transcode media to other codecs and formats. Each transcoding has its own profile depending on configuration or user selection.

- ▶ Background transcoding services
- ▶ Support multi-file transcoding
- ▶ Support GPU for acceleration
- ▶ Rewrapping without transcoding to retain video quality and performance.
- ▶ Watch folder functionality
- ▶ Automated file movement

Module QC

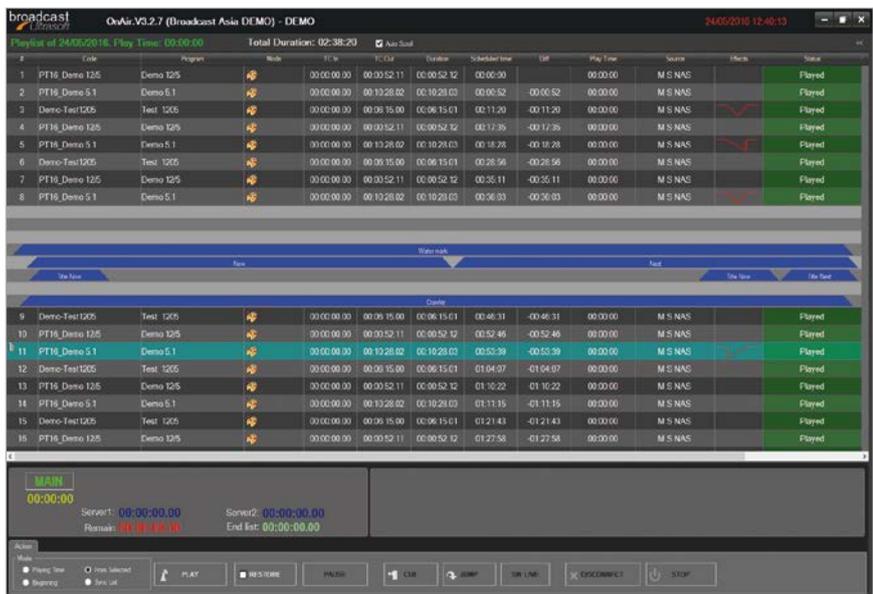
HD QC is used for detecting errors in video files. It can check – among others – for black frame, freeze frame, audio silence or audio reverse-phase.

TVStation – Export Functionalities

- ▶ File exporter for media and metadata to partner watchfolder
- ▶ Statistics on media files
- ▶ Generic file converter (e.g. Excel to XML)

TVAutomation

TVAutomation covers all the playout automation requirements of broadcast facilities. 52 channels actually use TVAutomation for broadcast every day. It can run in standalone mode or it can be integrated with TVStation.



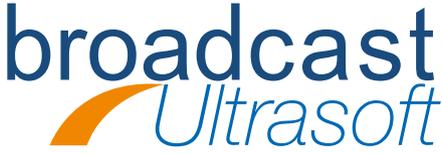
< Playout OnAir

TVAutomation is a multi-channel automation system with different redundancy configurations available. It can control single or multiple video servers for playout.

It features a multilayer timeline for auxiliary events. Graphics, channel branding and any other external equipment can be controlled with IP, GPIO or RS-422/232 protocol.

Selected Features

- ✦ Controlling mixer, video router, Master Control via GPI or native API, external shotbox
- ✦ Supports VDCP, Oxtel, MOS
- ✦ Multi format support in the playlist
- ✦ Insert breaking news or ads at the last minute
- ✦ High content control with RTB (ready to broadcast) option
- ✦ Automatic metadata exchange with TVStation and automatic program transfer between 2 systems
- ✦ Automatic metadata exchange with TVAd for commercial cut transferring and on air
- ✦ Live sequence mode support
- ✦ 3 playback modes: from beginning of a playlist, from a selected clip, from beginning list at predefined start time
- ✦ Fade, cut mode for clip or live signal
- ✦ Freeze last frame, first frame and delay effect



The bundle includes

Playout: Control servers through VDCP or through the server's proprietary control protocols (GV and Harmonic supported, other servers upon request). It is a multi-layer, multi event playout system

Ingest: Manual or automated ingest that can even handle timecode broken tapes

File manager: Control and manage file flow in the playout environment between storage and servers. Files are made ready to go on air automatically as soon as they are on the playlist. The automation system also removes media that no longer exists in the playlist from the video server to free-up server storage space



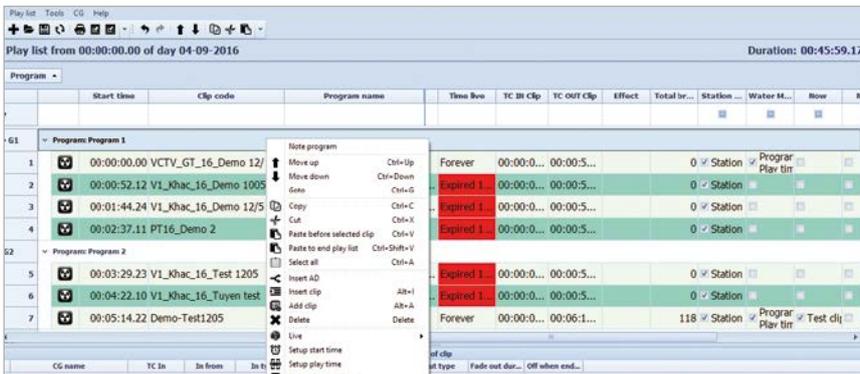
^ Playlist

Playlist: Manage/create playlists directly on the playout system. Users can create arbitrary playlists – each clip in the playlist is an event that can playout or ingest by event time, in sequence mode or in loop mode.

Playlist Pro: Manage/create playlists also on remote computers

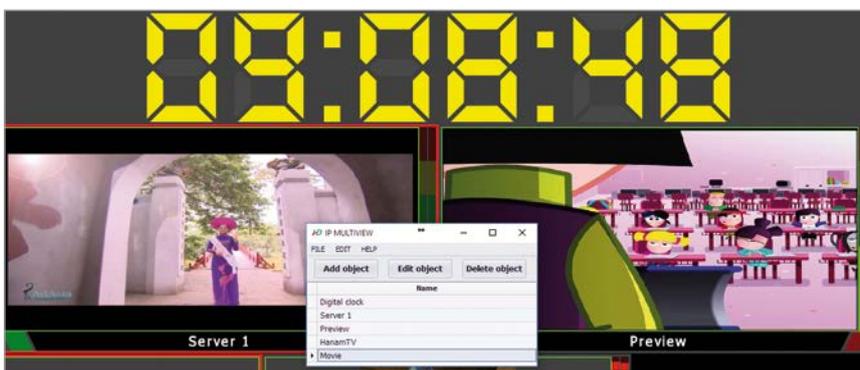
Monitor: Multi-channel monitoring/ alarm system. Monitor playout systems and receive alarms before a channel failure

Additionally available for use with TVAutomation



TVGraph

A graphics engine usually controlled by TVAutomation. Supports an almost unlimited number of graphic layers. Templates can be created by using Adobe Flash. Graphics can be depend on clips or on timeline. Multi operator support to deal with lots of clips.



IPMultiviewer

A fully configurable multiviewer for IP input written in software. It is helpful not only for IP playout, but it can also display streams from the internet. Often combined with TVAutomation. Very cost-effective compared to traditional multiviewers.

TVAd

A large package to let you manage your sales comfortably. It can run in standalone mode or it can be integrated with TVStation.

The package includes the following features

- ✘ Customer Management
- ✘ Handling of regular broadcast sales contracts, sponsor contracts and onetime contracts
- ✘ Ad booking according to contracts
- ✘ Ad rundown control and content management
- ✘ Management of ad-blocks, ad-slots and ad-cuts
- ✘ Premium ad management (position and special cut)
- ✘ Price management and price lists
- ✘ Discount management
- ✘ Ad booking analysis
- ✘ Reports per channel, per customer, per product, or per slot
- ✘ Financial and general reports
- ✘ Export of rundown
- ✘ Broadcast evidence record
- ✘ Add compactor- create one media file from add rundown
- ✘ Auto backup



Support

We offer basic and extended support plans depending on your needs. Because this is a software defined solution, almost any issue can be fixed by remote access. Please contact us for details.

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