

# centralcontrol™

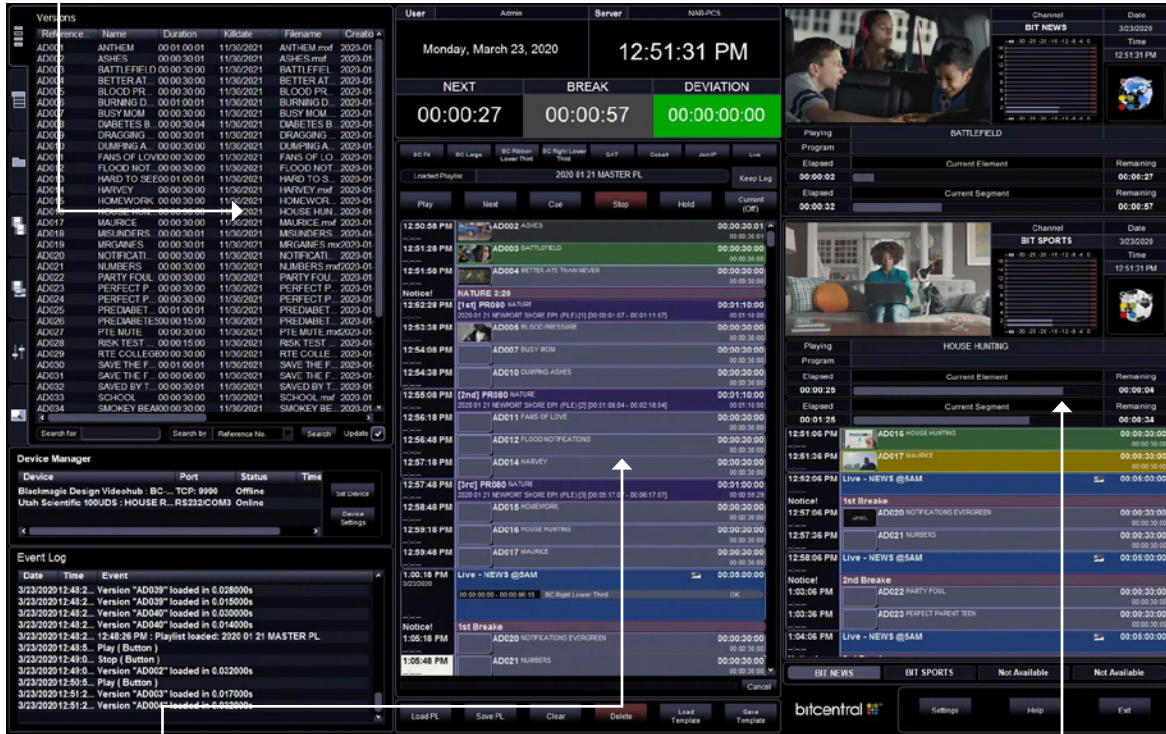
Reliable. Flexible. Efficient.



▶ **central control** Our comprehensive and fully integrated master control and automation solution provides a modular design toolset that executes all processes that converge into playout – streamlining operators' efforts without compromising ease of use. Central Control delivers full linear channels including traffic integration, media asset or storage management, offline playlist scheduling, program cataloging, media editing/versioning, system monitoring and reporting, syndicated content processing and automated feed recording.

## Asset Pools

Program catalog, spots, video, still and audio overlays



### Playlist Editing Space

Real-time playlist editing, including pre-programmed automation and branding routines

### Monitoring

On-screen channel and playlist monitoring

## PLAYOUT

Central Control's playout solution makes workflow administration a seamless process for operators. Reliable and responsive performance is based on multi-format support with back-to-back playback of multiple wrappers and codecs, resolutions and frame rates. Central Control streamlines the channel production process by eliminating the need for most transcoding, preserving the original media quality.

It supports alpha channel-based video and still graphic compositing, character generator with text crawl/rolls, as well as static text/clocks.

Central Control provides built-in tools to support full branding and transitions including DVE to produce a complete channel without reliance on third-party graphics devices.

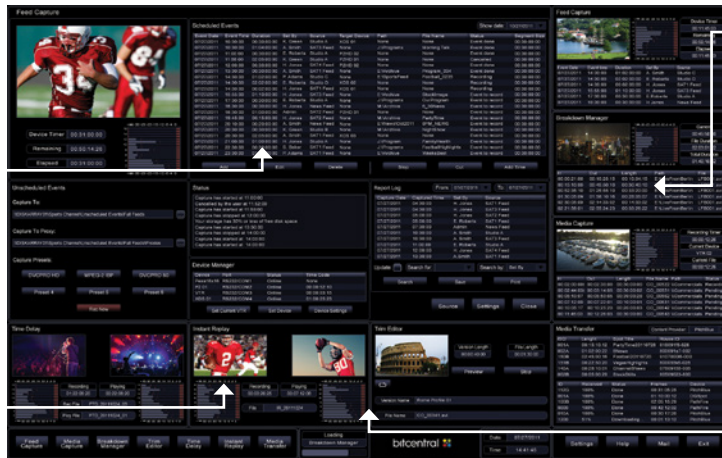
Our flexible design supports fully dedicated systems through 3rd party device control and automation. Central Control's system can control an extensive array of 3rd party highly specialized systems and components, including motion graphic engines, routers, switchers, and other types of devices from multiple vendors.

# Efficient Workflow Increased Productivity

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**Content Acquisition**  
From automated feed recordings, to syndicated content acquisition, including rule-based Program processing

**Deferred Playback**  
Record/playback for time delay



**Versioning**  
Versioning tools for spots and programs

**Multitasking-oriented**  
Operators can focus on particular activities while keeping an eye on other tasks in progress

## INGEST

Central Control ingest offers a workflow-oriented set of applications that include, automated feed recording, Time Delay, content versioning, file-based syndicated content acquisition, and prep tools.

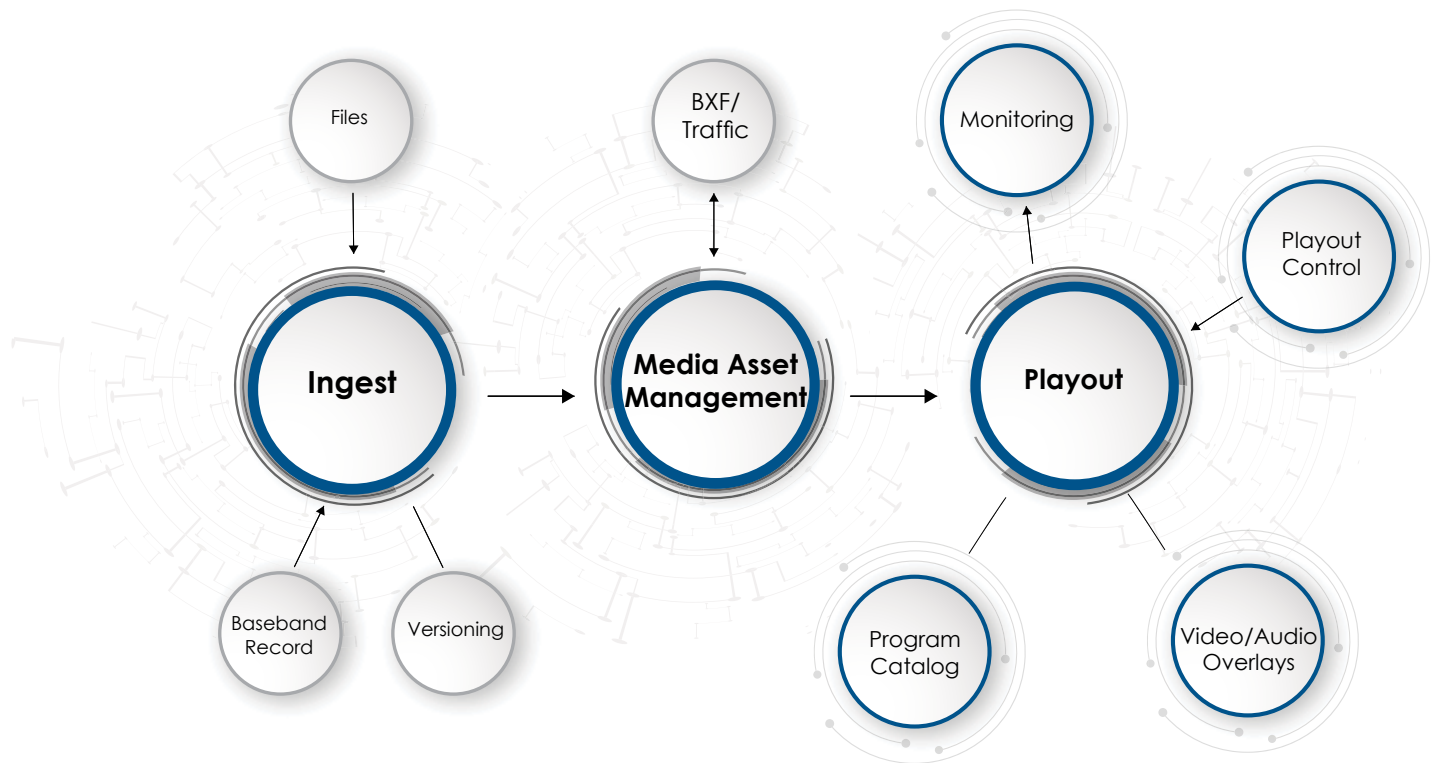
- Baseband Video Recording: Feed and Media capture (Automated feed and batch capture recordings)
- Versioning/Editing: Media versioning tools for pointer-based editing of spots/programs
- Our Breakdown Manager provides a full set of tools for preparing media
- File-Based Content Acquisition: Media transfer tool for syndicated content providers
- REC/Playout mode for Time Delay

## MEDIA ASSET MANAGEMENT

The primary integration points with traffic systems are the Management Module and the Web Portal. They provide traffic integration, offline playlist editing, storage management, playout and ingest monitoring, as well as database and user management.

The Central Control Web Portal includes a dedicated set of storage management and media monitoring features: automated log-processing functions, active media synchronization, database management (including database clustering options), syndicated content processing along with media retrieval schedulers, rule-based program templates and transmission-based media purging tools. Activities monitored by the Web Portal can be set up to notify end-users about issues by email.

For deeper 3rd party integration, the BXF MONITOR is an additional module that provides the basis for BXF compliant file or web-based data exchange and control services. This option enables "Live Log" editing, and can be used to integrate with Traffic systems for real-time versioning updates, missing material requirements and on-the-fly media version substitutions.



### Key Features

#### Ingest

Includes baseband and file-based ingest tools including versioning and media transfer

#### Media Asset Management

Features integration with traffic systems, storage management, and media synchronization

#### Playout

Provides content playout, transition control and channel branding

### EASY ONLINE TRAINING

Industry-leading online user training, on all workflows for all Bitcentral products. Learn Bitcentral is a perfect supplement to our post-sales, in-person training allowing users to take on more responsibility or cover others. 24/7 learning management system accessible on any device.



### WE FIND IT BEFORE IT FAILS

The industry's only technology that keeps your system functional and ready for air, anytime. Eagleeye Proactive Monitoring keeps an eye on your servers as part of your annual support agreement. We monitor your systems, taking care of any hiccups, so you can focus on doing your work.

