

# VISICUBE

## MAM & Schedule

- Cross-Media Scheduling
- Strategic Planning
- Lifecycle Management
- Program Guide & EPG
- Open API Interface
- Teletext & HbbTV
- OnAir Graphics Management



DiSA MAM combines end-to-end production and distribution workflows. As a content lifecycle management it is the heart to deliver content efficiently to more channels and devices. With DiSA MAM you will lower your operational costs.

It creates a wide-scale workflow for delivery to many markets and devices. Now you can handle more content even more efficiently, allowing you to deliver all your services with even less manpower. The MAM modules cover the complete media lifecycle from ingest to playout and distribution.

As a repository for metadata the key feature of the MAM is to keep track of content. DiSA MAM provides a large set of metadata presets such as EPG or Teletext data, parental guidance and user rights. Various background tools use the entered metadata to drive automated processes. This generates a high degree of workflow automation and thereby reduces cost.

You can even more benefit from an MAM if it is capable of being part of a widely integrated system. DiSA MAM is built as an open system allowing deep interaction with third-party systems. It also supports several proprietary interfaces (e.g. Harris®) to perfectly interact with third-party solutions.

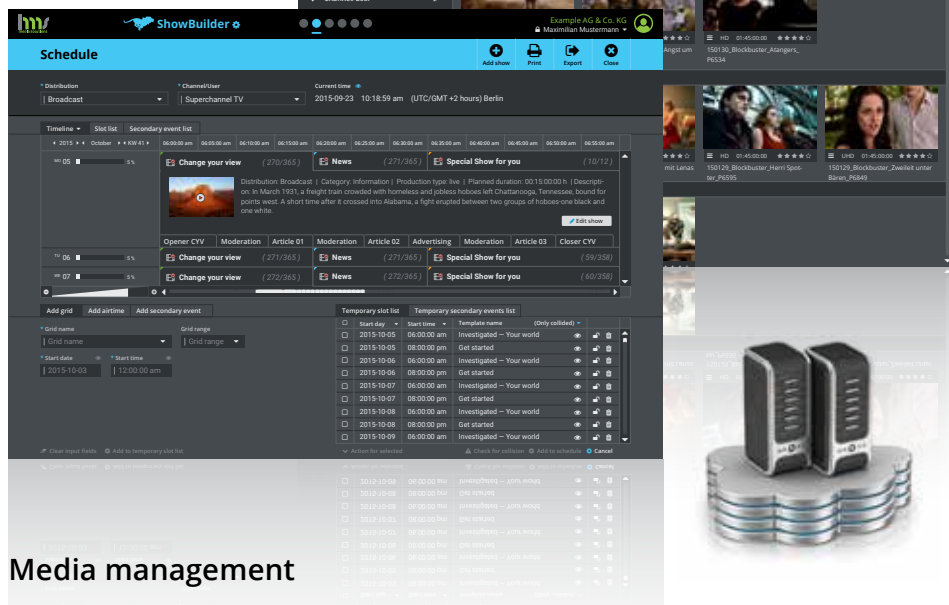
With the vast increase in mobile communication it is necessary to stay connected wherever you are. The DiSA web service design allows a truly distributed workflow. You have access to your data from all over the world. With the integrated instant-update-system you can work collaboratively - no matter where you are.

Channel branding and station identity have become increasingly important for broadcast stations that want to create a unique appearance. With the Graphics Management you are free to define templates, manage layers and dynamically merge these with imported data.

The high grade of modularity gives you the flexibility and scalability you need.



DiSA Broadcast Suite can be controlled by a variety of HMS applications, interfaces and third party applications.



## Media management

Besides client specific metadata the MAM provides many types of technical metadata. This data is retrieved automatically from assets by DiSA system services.

## Integration

With our API the whole functionality of DiSA is available to external systems. It can be controlled via XML or REST API. Several MAM systems already support our API. The MOS Gateway is a direct interface to newsroom systems.

## In sync

All applications can simultaneously edit the schedule. This works the same way for browser-based applications and other external applications running over our web service API.

## Grid schedule

Our scheduling application is designed to simplify the daily work with the master playlist and particularly

automates recurring jobs. This is achieved by templates, repeats and automatic updates on changes. With the calendar view the clarity of the current and scheduled shows is improved.

## Secondary events

Secondary events can be booked file-based, show-based, timecontrolled or manually (live). You can define time offsets and fade effects. The graphics can be assigned to different layers with transparency effects. Different combinations of graphical elements (each of them with individual time-offsets) can be saved as templates (layouts).

## Trimming

Trimmed sections of a file can be registered separately and though be used like individual files. The trimming tool has been completely redesigned and now allows frame-accurate trimming very quickly and conveniently.

## Key Features

### Media Asset Management

- Multichannel management
- 3rd party data import interface (XML API)
- Automated asset import
- Web feed import
- Teletext and EPG data creation
- Customer specific metadata import | export
- Scheduled and manual ingest
- Multi-platform file transcoding
- Proxy file creation
- Audio level measurement / adjustment (EBU R128 compliant)
- Automated multi-platform delivery (Smart TV, Web TV, TV guide, ...)
- Backup features
- Broadcast statistics
- Instant file archiving
- User rights management

### Scheduling

- Multiuser application core
- Real-time editable playlist
- Program templates
- Automated fill up of broadcast gaps
- Virtual asset features (wildcards)
- Clip preview and trimming
- Control of multiple channels with different playlists
- Manual playout control (emergency mode)
- Playlist reports (As-run log)
- Matrix switcher control
- Creation of rotations and loops

### Channel Graphics

- Real-time insertion of channel brandings (animated graphics, bugs, lower thirds, crawls...)
- Templated graphics designer
- Convenient layout designer with drag and drop
- Real-time transitions
- Real-time insertion of web feed data

