

Ardendo and Omneon News Production System

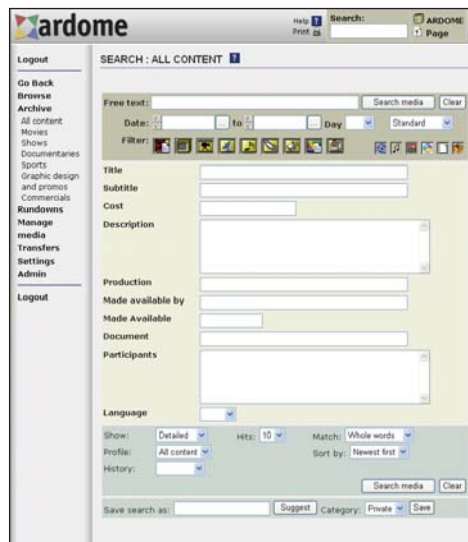


Complete News Asset Management

Digital convergence has changed the television news business: more competition, more distribution outlets and more complexity. The Omneon and Ardendo news production solution is built for these changing times: a more intelligent “open” system, designed for a multi-format, multi-output environment. The Omneon Spectrum™ and MediaGrid™ active storage systems and the Ardendo sophisticated and extensible media management software offer all the features of the best single-vendor solutions with none of the risk of closed architectures.

How It Works

News video feeds are recorded on a scheduled or ad hoc basis. News files can be received automatically, at any time, from feed services or crews in the field. Whatever the format, all material is stored in the Omneon MediaGrid active storage system. As material begins to be received, it can be opened for viewing or editing by other users. Workflow rules can be established to make low-resolution proxies of incoming material or to alert users of new items. Users have the tools to do whatever they want, such as click a video file to view it or click a button to add logging notes. Users can also perform full timeline-based edits with low-resolution proxies, complete with audio rubber banding and simple video effects or edit on the industry-standard Apple® Final Cut Pro®. In any case, there are no delays and no superfluous transfers of files during the edit process. Editing starts seconds after material begins to be received and finished pieces can be aired seconds after a timeline is completed.



Full MOS support is provided for integration with any modern newsroom text system. Your newsroom can configure work rules to automate tasks upon completion of items. To support Internet operations, each finished news package can be automatically transcoded into the appropriate resolution and format and transferred into the right web directory. “Sunset” rules can be applied to manage how long material should be saved and in what resolutions it should be archived.

Intuitive, advanced media management features simplify subsequent re-cutting and tedious searching. Select any media and with a keystroke, see all stories that include a clip from that media. Track rights, users, and repetitions all from one integrated desktop application.

Ardome Media Management

Third-generation news asset management allows users to focus only on the story slugs. The system manages multiple versions, resolutions and formats. Automate everyday redundant tasks like transcoding for the Internet and archiving to near-line storage.



› SOLUTION OVERVIEW

Ardendo and Omneon have teamed up to provide an HD-ready, true third-generation news asset management system that rivals the leading single-vendor products.

- Manages multiple resolutions and formats
- Stores many diverse file formats
- Automates redundant workflow tasks
- Works with your newsroom computer system
- Works with Apple® Final Cut Pro® and many other non-linear editors

Plus it's non-proprietary and extensible.

Customer References

M-Net - South Africa

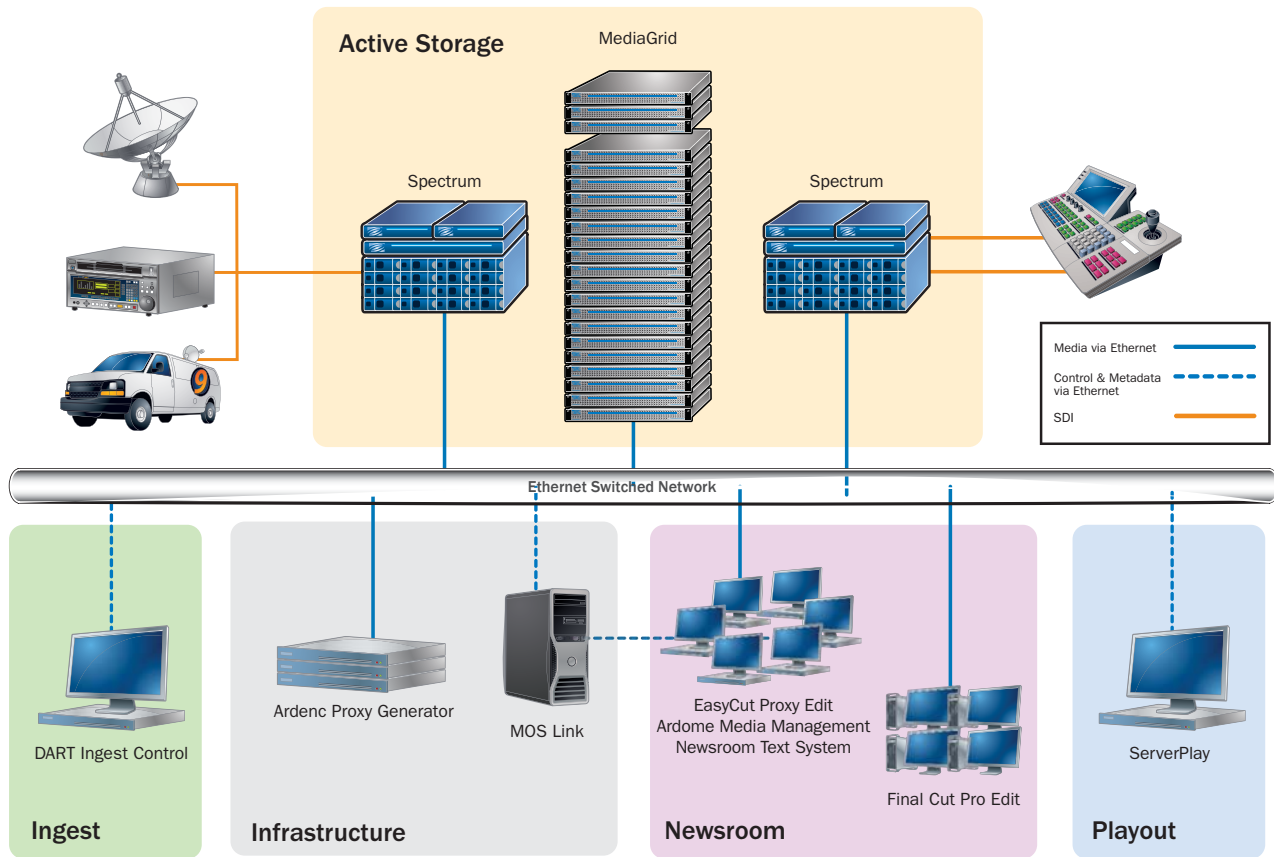
VRT - Belgium

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Within seconds of the start of a record, the beginning of the clip is actively transferred from the ingest Spectrum server to MediaGrid active storage. This enables immediate viewing and editing of the clip while it is still recording. Proxies are created during this active transfer for Ardendo EasyCut viewing, shot selection and editing. The air-resolution content is available a few seconds later for edit-in-place with Final Cut Pro®. Once a segment has been edited on MediaGrid active storage, it is published and actively transferred to the playout Spectrum. Playout can begin within seconds of the start of the publish operation.

Solution Specifications	Solution Components	Options
I/O: 4 ingest and 4 playout channels Storage: MediaGrid 900 hours of DVCPRO 25 Spectrum 75 hours of DVCPRO 25 Formats: DV, DVCPRO 25/50, IMX 30/40/50 Upgradable to HD	MediaGrid Spectrum Media Server SPL 1004 ServerPlay 4-channel news playout control application and hardware control panel Ardendo News Package OSS-DART-01 DART ingest application OSS-DART-02 DART additional streams OSS-ADNC-01 ARDENC proxy generation OSS-AOME-01 ARDOME media management 12 OSS-ECUT-01 EasyCut edit seats	Ardendo Ardlog Feed logging application Apple Final Cut Pro Available from your local dealer or systems integrator MOS Interface Available from Ardendo



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