



Automation: Freedom of Choice with Open Architecture and Seamless Integration

The value of a broadcast media server is its ability to do what is expected. Record, store, and playback video, again and again, 24 x 7, without any dropped frames, without any dead air. Even the most flexible and resilient video server can only perform this task to the extent that the system controlling it is well integrated with that server and with your overall broadcast operations. When it comes to broadcast playout, whether it be large-scale playout centers or local singlechannel operations, no video server company puts more focus on integration with the world's leading automation systems than Omneon. Whether it is custom software written for one broadcaster or a distributed solution automating broadcast operations on six continents, Omneon has the tools and support to make it work – together.

Open Architecture, Seamless Integration

The Omneon media server maximizes the use of IT-based hardware and software systems and it is built on an open architecture that allows it to support a broad variety of third-party applications for automated ingest and playout, media management, and archiving. Omneon is completely committed to providing the industry's most open platform, so it enjoys premiere placement in the integration labs of many of the industry's leading automation developers.

File-Level Integration

As broadcasters move to file-based workflows, automation software is required to go beyond simply controlling the record and playback of video on the server. Automation systems are now accessing and transferring media in and out of the media server at the file level – over IP networks such as Gigabit Ethernet. Modern workflows also demand that audio channels, closed captioning, time code, and other metadata be added to video clips. And the generation of low-bitrate browse proxies for desktop browsing and editing is now commonplace. The Omneon media server powers these workflows through the support of standard TCP/IP protocols such as File Transfer Protocol (FTP), Common Internet File System (CIFS or SMB), and Apple Filing Protocol (AFP). Omneon has gone further in making it easy for developers to integrate at the file level by providing a native Media Application Programming Interface (API). The Omneon Media API lets automation developers quickly begin accessing, transferring, and parsing the QuickTime and MXF media files residing on the Omneon media server. And since Omneon has always used an open file format and file system, developers have become expert at integrating Omneon Spectrum media servers into file-based workflows.

SOLUTION OVERVIEW

Reliable Support of Industry Standards

Automation vendors can qualify Omneon media server integration in a matter of a few days, at the level of the industry-standard VDCP protocols. This allows broadcasters to get on air quickly and reliably with their choice of automation software. VDCP provides a reliable integration for mainstream transmission server operations utilizing legacy RS422 control infrastructure.

Flexible Native Server Control

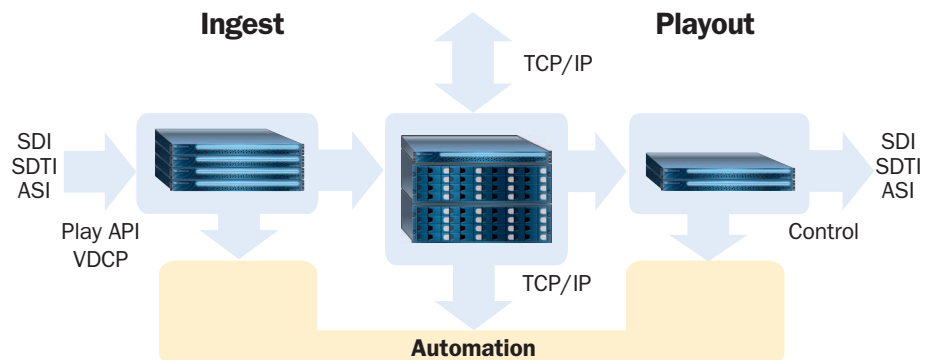
Omneon provides a robust Player Control Application Programming Interface (API) for even more flexible record and playout automation control. Omneon uses this API as the device interface for its own media tools and works with the leading automation vendors in the world to enable automation solutions for ever more demanding broadcast applications.

Network-Based Server Control

Leverage IT cost advantages and deploy flexible Ethernet networks for all server operations. Server control and fast file transfers (even to remote systems over WANs) can be executed on one single physical network reducing complexity. And unlike RS422 protocols, Ethernet protocols can efficiently query file system status. Automation systems can be automatically notified when a last-minute edit is transferred to the server for playout-to-air.

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■ SOLUTION BRIEF

Automation Vendor	Distribution			Installation Reference Installs with Omneon Americas, EMEA, Asia Pacific	Integration			Application						
	Americas	Europe, Middle East & Africa	Asia Pacific		Standard Control VDCP	Native Control Omneon APIs	File Transfer FTP, CIFS or AFP	Transmission Automation	News/Sports Automation	Newsroom Computer System	Browse	Browse Editing	Archive Management	Content Delivery
Autocue	•	•	•	WPTV, Teletext Holiday, ThaiDay.com	•	•	•	•	•	•	•	•	•	•
Aveco	•	•	•	Televisa, KFDM, Czech TV, L1	•	•	•	•	•	•	•	•	•	•
Avid	•	•	•	Czech TV Brno	•	•	•	•	•	•	•	•	•	•
Crispin	•	•	•	KAMU, KNPB	•	•	•	•	•	•	•	•	•	•
Dalet	•	•	•	Sarasota News Network, Fashion Show, RNF, S4C, Prime TV	•	•	•	•	•	•	•	•	•	•
Dayang	•	•	•	Broadcast Network Thailand (BNT)	•	•	•	•	•	•	•	•	•	•
ETERE	•	•	•	TV2 Hungary	•	•	•	•	•	•	•	•	•	•
Floral	•	•	•	Univision	•	•	•	•	•	•	•	•	•	•
Harris	•	•	•	PBS, Ascent Media, CBC Canada; Corinthian, Sky Italia, BSKyB, DW, BR, TV Denmark, NHK Mobile, Network Ten, SkyPerfect	•	•	•	•	•	•	•	•	•	•
IBIS	•	•	•	UMG, UlsterTV, SSV, Ministry of Information Riyadh, BBC Arabia Oireachtas Broadcasting Unit - (Irish Parliament)	•	•	•	•	•	•	•	•	•	•
Medit Profi	•	•	•	CBN, WBOC, AMK, Telesfera	•	•	•	•	•	•	•	•	•	•
MicroFirst	•	•	•	KVAL, KPTS	•	•	•	•	•	•	•	•	•	•
NVerzion	•	•	•	Time Warner, Ohio Ed. TV, WOWK, KSYS, KRNV, KMVT, HBO, Imparja	•	•	•	•	•	•	•	•	•	•
Pebble Beach	•	•	•	Fox News, Associated Press, TV4 & SVT, YLE, Dunya TV, Showtime, Phoenix	•	•	•	•	•	•	•	•	•	•
Pharos Comms.	•	•	•	Ascent Media, Sit up TV, British Telecom, BSKyB, HBO Asia	•	•	•	•	•	•	•	•	•	•
Snell	•	•	•	Turner, Ascent Media, PlazaMedia	•	•	•	•	•	•	•	•	•	•
SGT	•	•	•	SWR, Belorussia TV	•	•	•	•	•	•	•	•	•	•
Sundance Digital	•	•	•	Raycom Media, Twin Cities TV, KLCS, KTCA, KFVS, WISC, WWSB, KLRN, KOCE	•	•	•	•	•	•	•	•	•	•
VCI Solutions	•	•	•	Quincy Group, WGEM, WSJV, WVA, Northwest Community Television	•	•	•	•	•	•	•	•	•	•

Additional automation and controller vendors who have integrated with the Omneon media server include: Abit, Ardendo, Arcatron, BlueLine Technology, Building 4 Media, CIS, Comprompter, DNF Controls, GIP SmartMerical, HiTech Systems, Kondo, Ninsight, Omnibus, UID and Wide Orbit.



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