INTERNATIONAL DATACASTING

· Centralized management of Ad

• Broadcast Automation System

professional audio and video

• Media management for

distribution networks

· Content management

Applications

insertion

Production Manager™

Media Aware Content Delivery and Management

IDC Production Manager provides centralized content management of linear and file-based programming.

IDC Production Manager is a powerful content management tool used to control IDC receiver products including SuperFlex Pro Audio and LASER receivers. In these networks, Production Manager provides central management of remote site insertion of advertisement into linear live video and audio from the network operations center (NOC).

Production Manager | Pro Audio

Production Manager enables the targeted advertisement features that form the basis of exciting new revenue models being deployed by today's most advanced professional audio networks. Production Manager provides both scheduled program and event based functionality, enabling operators to trigger pre-defined events including: the insertion of commercials; regionalized content ("copy split"); activation of a playlist; changing of channels; firing of relay closures; and returning to live programming.

Ad Insertion Module (AIM) for Pro Audio

The Production Manager's Ad Insertion Module allows network operators to implement the functionality of an automated ad playout system. This interface allows the Production Manager to execute commercial insertion splices based on an operator defined schedule.

Production Manager | LASER

Broadcasters can generate exciting new revenue streams using Production Manager's targeted advertisement features. Production Manager allows system operators to schedule system-wide seamless ad and program insertion via SCTE-35 splices. Production Manager also allows the network provider to pre-define local and regional ad inserts, blackouts and long form programming.

Interfacing with Automation Systems

conversion utility.

Ad Insertion Module (AIM) for LASER

The Production Manager's Ad Insertion Module allows

network operators to implement the functionality of an

automated ad playout system for operators who do not

have SCTE-104 messaging capabilities. This module allows

Production Manager to convert basic broadcast GPIO and

IP based cue information into SCTE-104 messaging which is required by video encoders for DPI (Digital Program

Insertion) functions such as ad insertion. DTMF signals can

also be supported via use of an external DTMF to GPIO

Production Manager provides an interface to third-party automation systems allowing them to control the IDC platform. Automation and Traffic systems can send commands to Production Manager via a real-time electronic interface using IP commands, WSDL commands, or via file import. The results of commands from third party automation systems can be viewed and verified on a comprehensive Web-based GUI. This interface also allows operators to enter appropriate programming information directly for those customers who are not using automation

System Management

Production Manager provides management of content transmission priority queuing, retransmissions, FEC and automated redundancy to provide a robust, reliable content management platform.

Features

- Ad Insertion
- Content Ingestion
- Automated Playout Management
- Content Transmission
- SCTE-104 Messaging
- Time scheduled file playback
- Time scheduled channel changes
- Playlist support
- Global, group and individual receiver addressability
- Web- based GUI

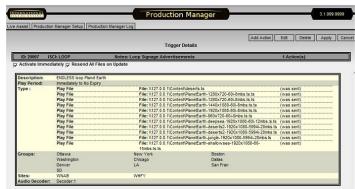
TECHNICAL SPECIFICATIONS—Production Manager™

DESCRIPTION	PRODUCTION MANAGER MODELS		
	Pro Audio	LASER	
Receiver Type	SuperFlex Pro Audio Series Receivers	LASER Video Distribution Receivers	
File Types	AAC, MPEG Layer II and MPEG Layer III	MPEG-2 and MPEG-4 Transport Stream (mp4, mpeg)	
PM Event Triggers	Play file, Playlist, Set Channel, Return to Live, Relays	Play file, Playlist	
PM Event Method	Frame accurate switching via Event Manager triggers, Provide IP messaging to Event Manager (s) Frame accurate splicing (via SCTE-35), Provide SCTE-104 IP messaging to Video Encoder(s)		
Local Event Triggers	Play file, Playlist, Set Channel, Return to Live, Relays Play file, Playlist		
Time Scheduled	Play file, Playlist, Set Channel, Return to Live, Relays	Play file, Playlist	
Playlist Methods	Looping, Percentage Based, Random	Looping, Percentage Based, Random	
Video Splicing	N/A	Play file, Blackout, Playlist, Random Playlist, Percentage Based Playlist	
AIM (Ad Insertion Module)	IP commercial cue interfaces Time of day scheduling	GPI and IP commercial cue interface Time of day scheduling, SCTE-104 messaging	
LICENSING			
Receivers Supported	50 (upgradeable to 5000)		
Channels Supported	1 (upgradeable to 100)		
Triggers	10,000		
Playlists	1,000		
Redundancy	Production Manager database required		

FEATURE SET			
Inputs	 IP Event trigger (from playout systems) WSDL interface (Traffic ingestion) GPI (from playout or DTMF detector) Web based GUI 		
Trigger Options	Start and stop playout datesContent deletion dateGroup mappings		
SCTE-104 Interface	For SCTE-35 creation (LASER Only)		
Event Manager Interface	Audio synchronized trigger injections (Pro Audio Only)		
XD Host Interface	 Content priority queue(s) Retransmission schedule/frequency FEC Database management Redundancy configuration 		
Addressing	Individual siteGlobalGroup(s) (Client, Service, Product)		
POWER REQUIREMENTS			
Supply Voltage	100 to 240 VAC, +6%, -10%, 50 or 60 Hz		
PHYSICAL PARAMETERS			
Chassis	1U rackmount server platform		
Dimensions (H, W, D)	4.5 cm x 48 cm x 40 cm (1.75" x 19" x 16")		
Weight	8.5 kg (18 lbs.)		
ENVIRONMENTAL CONDITIONS			
Operating Temperature	0° to 50° C (32° to 122° F)		
Storage Temperature	-20° to 70° C (-4° to 158° F)		
Humidity	Maximum 90% relative, non-condensing		







International Datacasting Corporation is a technology provider for the world's premiere broadcasters in radio, television, data and digital cinema. IDC's products and solutions are in demand for radio and television networks, targeted ad insertion, digital cinema, 3D live events, VOD, and IPTV. IDC is headquartered in Ottawa, Canada, has installations in over 100 countries, and a strong world-wide network of value-added partners and distributors. For more information visit: www.datacast.com.

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