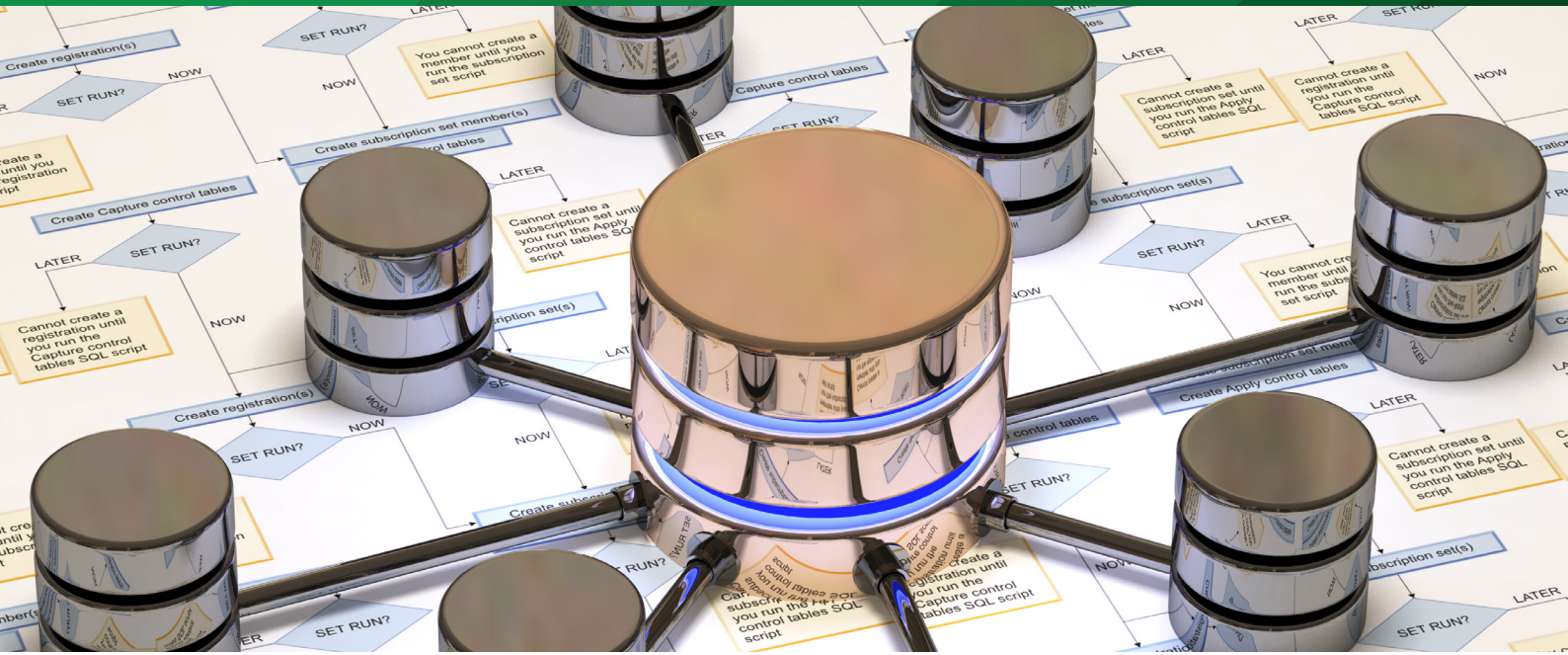


Gallium PLAYOUT

MULTI-CHANNEL AUTOMATION



Gallium PLAYOUT is a highly integrated, sophisticated and scalable scheduling, asset management and automation system that provides the intelligence to build a variety of playout solutions. Ideal for playout facilities that need to implement automated control of transmission devices for graphics or complete channel playout.

Gallium PLAYOUT goes beyond the limitations of traditional established 'channel in a box' automation, providing enterprise standard scalable automated transmission. With the ability to deliver multi-format content (incl. web, mobile, IPTV) Gallium PLAYOUT creates an environment that maximizes sharing across multiple channels, reducing workload and resource requirements while enhancing delivery and consistency with a single operator.

BENEFITS

- › Scalable workflow, scheduling and automation for single or multi-channel installations
- › Precise and sophisticated control of graphics playout built into the automation
- › Multi-channel timeline playlist creation and execution
- › Incorporates Gallium PROMOTE technology for automated branding and promotion events
- › Integrates with existing broadcast systems including archive storage, secondary storage, file-based QC, MAM, transcode, traffic, automation and subtitling
- › Advanced redundancy and failover features

Gallium PLAYOUT: PAY BY USAGE

A significant advantage of a software-defined solution is the ability to create new operational benefits such as on-demand usage and pricing models. Individual features can be purchased outright or bought on a pay-as-you-go basis by the quarter or hour.

SIMPLICITY IS THE KEY TO REDUCED LAUNCH TIME

Automation is central to any new channel launch. Unlike with conventional tools Gallium PLAYOUT enables new channels to take days rather than weeks to go on-air. Integration is already done “in the box”. Broadcasters no longer need to struggle with traditional transmission chain problems of getting multiple items of equipment to operate reliably as a cohesive system. Gallium PLAYOUT combines multiple functional units into a single system supported by a single vendor.

SIGNIFICANT SAVING IN BOTH CAPITAL AND OPERATING EXPENDITURE

Combining Gallium PLAYOUT with StreamMaster DELIVER saves costs compared with a functionally equivalent system using conventional equipment and automation. This cost saving is even more significant if full feature graphics are required. Operational costs are reduced too, with less equipment to maintain and support, lower power consumption, less rack space and less training required. The cost of launching new channels is therefore significantly decreased.

SUPERIOR OPERATIONAL EFFICIENCY

Gallium PLAYOUT goes beyond the limitations of traditional established ‘channel in a box’ automation, providing enterprise standard, scalable automated transmission. Add to that the ability to manage delivery of multi-format (web, mobile, IPTV) content, including SDI, HD-SDI, 4K and file based outputs, creates an environment that maximises sharing across multiple channels. It also reduces workload and resource requirements while enhancing delivery and consistency with a single operator.

Gallium PLAYOUT can be deployed to drive a range of playout products. Built around a fully resilient SQL database, the precise selection of functionality is driven by the specific application, resulting in a solution that can be built to precisely match needs, from a simple single channel to a complex, multi-channel installation. Gallium PLAYOUT offers precise control of graphical playout from the Pixel Power market leading graphics engine and delivers output that is difficult to achieve given the limitations of many automation systems.

