StreamMaster BRAND

SOFTWARE DEFINED GRAPHICS & BRANDING

PixelPower

A Rohde & Schwarz Company

StreamMaster BRAND is a software defined branding and graphics playout engine designed for 24/7 operation in a transmission environment. Using a singular workflow **StreamMaster BRAND** is designed to meet a wide range of automated graphics playout and channel branding needs. It is an efficient and highly cost-effective solution for delivering graphics reliably and without operator intervention.

Designed for autonomous operation and with no direct user interface **StreamMaster BRAND** enables a complete and effortless flow of on-screen information such as Branding, Promos, Stock Data, Weather news, Sports updates or News briefings.

StreamMaster BRAND is simple to deploy for single or multi-channel broadcast environments where reliable no-compromise playout and branding is required. It is perfectly suited for the demands of master control and highly automated playout and integrates seamlessly with all the leading playout automation systems including Channel in a Box solutions.

StreamMaster BRAND can be flexibly configured to match any graphics and branding requirement, in terms of both feature set and pricing model. It is format agnostic and future-proof, supporting multiple codecs with SDI and IP transports. It can be deployed as a turnkey server or virtualized in a private data centre or in the public cloud.

StreamMaster BRAND: 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.

FEATURES & BENEFITS

› Branding and Graphics on dedicated hardware, virtualized in a data centre or in the cloud

› Software defined, format agnostic, scalable and flexible

› New flexible pricing models including pay-as-you-go, pay-per-feature, OPEX or CAPEX

› Built upon the established Clarity graphics engine

› Real time 3D and multi-channel 3D DVE capable

› Open API for automation control with all major automation brands

› Internal video clip players directly supporting common broadcast media formats

› Template and timeline driven graphics, multi-layer static and animated logos, clocks, text crawls, tickers, DVE moves and more

› Sophisticated audio processing for multi-channel sound overlays with mix and duck

› Optional 3G SDI I/O with 10 bit downstream keyer with bypass