StreamMaster DELIVER is a software defined integrated playout engine designed for 24/7 production of simple or complex linear TV channels in a wide variety of environments including dedicated server and virtualized in a private data centre or in the public cloud.

Using a singular workflow **StreamMaster DELIVER** goes further than standard playout systems by enabling you to maximise your brand and grow revenues through the creation of dedicated content for multi-platform delivery. Running on COTS hardware **StreamMaster DELIVER** offers you the choice whether to host your playout, automation, master-control and branding applications on-premise, in a private data centre or in the public cloud. StreamMaster DELIVER offers media playback, real-time master control of live feeds, real-time graphics and DVE over SDI and/or IP streams.

As a format agnostic software-defined system, **StreamMaster DELIVER** allows you to scale with your business and remain flexible as needs change. Software licences are portable allowing you to move applications freely between different deployment environments. **StreamMaster DELIVER** licences offer totally flexible pricing models that include pay-as-you-go and pay-per-feature/functional-block, all of which are very beneficial for pop-up, event or test channels.

StreamMaster DELIVER is perfectly suited to thematic, premium or live channels through clever use of COTS processing technologies and is highly cost-effective for business continuity and disaster recovery applications.

The business decision of bringing a channel to air, protecting existing channels or streamlining and enhancing existing facilities has just become easier and more flexible.

StreamMaster DELIVER: 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.

BENEFITS

› Quickly bring new channels to air, on-premise or in the cloud

› Replace multiple hardware devices with a modular software defined system

› Live feeds, real time graphics (simple or sophisticated) and DVE

› Cost effective and flexible for Business Continuity / Disaster Recovery

› Portable licences for on-premise, data centre or public cloud

› Clarity Graphics built in

› IP encoder with full Graphics and Master Control built in (hard & soft panels)

› Flexible pricing models, pay-as-you-go, pay-per-feature, OPEX or CAPEX

› Open API for automation control with all major automation brands as well as support for legacy control protocols

› Powerful metadata handling to enhance content monetisation

› Future-proof – new codecs, functions and formats can be integrated easily using Pixel Power or third party IP

StreamMaster DELIVER is the new channel in a box but without the constraints of the box.

Although **StreamMaster DELIVER** is designed to support virtualization, whether on-premise, in a data centre or in the public cloud, it can also be supplied with SDI input/output to support hybrid and transitional environments. This provides you with a seamless migration from today's SDI environment to the IP world and ensures your hybrid investment is truly future-proof.

With **StreamMaster DELIVER** all your channels, whether VOD, OTT, IP or Multi-screen can have exactly the same brand sophistication as linear channels

StreamMaster DELIVER implements the functionality, graphics capability and image quality of Pixel Power master control, Clarity graphics and integrated playout systems in software running on commodity hardware.

This software system is designed to support new functionality, formats and codecs as they become available taking you from HD to UHD and beyond.

StreamMaster DELIVER is compatible with third party automation providers so there is no need to change workflow or operational practice, maintaining simplicity and without locking you in.

visit **pixelpower.com**
for more information about **StreamMaster DELIVER**

PixelPower
A Rohde & Schwarz Company