

# StreamMaster PRODUCE

MULTI-CHANNEL, MULTI-OPERATOR VIRTUALIZABLE  
SOLUTION FOR GRAPHICS CREATION AND PLAYOUT



**StreamMaster PRODUCE** is a software-defined, game-changing, multi-channel, multi-operator, virtualizable solution for graphics creation & playout offering broadcasters flexibility, workflow efficiencies & cost savings. Implemented purely in software for virtualization either on-premise, in a data centre, or the public cloud it naturally supports IP and/or SDI I/O.

Using StreamMaster Media Processing technology, first launched for playout applications in 2015, StreamMaster PRODUCE includes the Pixel Power graphics engine that has an Open API and integrates tightly with third party automation systems.

## FEATURES & BENEFITS

- › Software defined graphics creation engine
- › Virtualizable on-premise, in a data center, or in the public cloud
- › Naturally supports IP and/or legacy SDI I/O
- › Open API for automation control
- › Modular software defined architecture is codec, resolution and frame rate agnostic
- › Configurable soft and hard panels for manual control in live production applications
- › Embraces 3rd party technology for best of breed in all functions
- › Local or networked control application

# SOFTWARE DEFINED VIRTUALIZABLE ARCHITECTURE

**StreamMaster PRODUCE** is built on a modular software defined architecture that inherently enables system flexibility. It is codec, resolution and frame rate agnostic, making it futureproof as new codecs and standards can be supported via a simple software update.

**StreamMaster PRODUCE** can operate as a standalone system or under external automation control and is available with configurable soft and hard panels for manual control for live production applications.

The fully virtualizable architecture means it can incorporate other software defined functions. Subtitling, for example, could be combined with branding graphics for content protection. Updates are straightforward as existing functionality is retained with the licence fee due only for the new feature applied.

## AWARD WINNING GRAPHICS

**StreamMaster PRODUCE** is based on 30 years of award winning Pixel Power graphics experience.

A wide range of graphics formats can be played back in real time with no transcoding or conversion. Two types of graphics layer are supported, logo layers and sophisticated template layers, with the number of each controlled through software licencing.

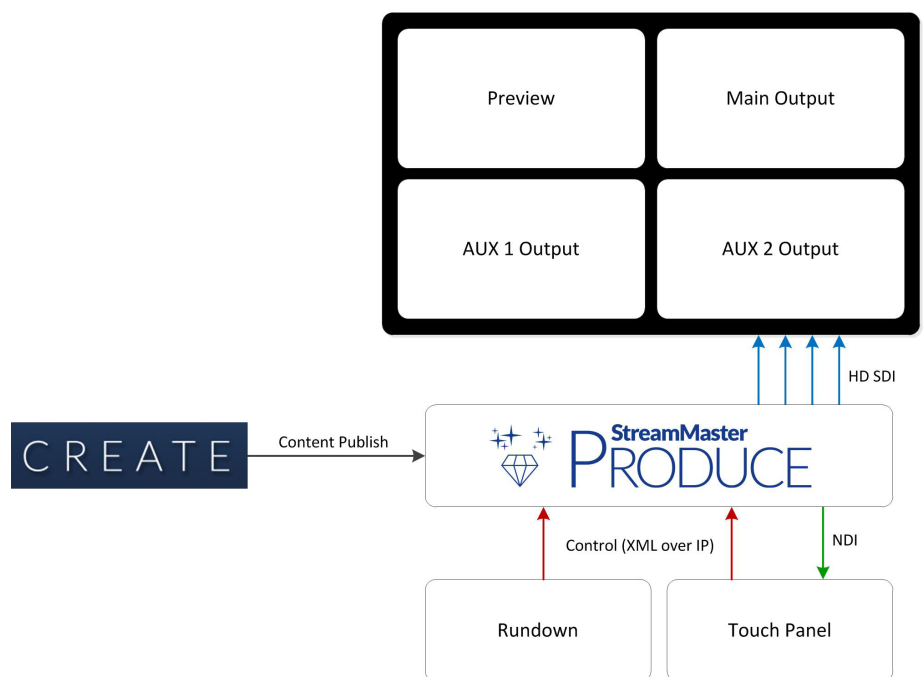
Multiple 3D layers leverage the full power of the 3D graphics engine to create sophisticated, template based graphics. Multiple independent channels of graphics can be controlled from a single operator's position.

## IP AND SDI I/O

Enabling the transition from current infrastructure, **StreamMaster PRODUCE** can combine SDI and IP inputs and outputs as well as IP proxy streams and NDI interfaces for low latency monitoring and main/preview outputs.

Automatic up/down conversion of media files is supported according to the channel output format. WAV, AIFF and Broadcast WAV are supported for secondary audio. SDI and IP inputs support industry standard formats and frame rates and **StreamMaster PRODUCE** will mix formats within a single software instance.

Pixel Power will support the SMPTE ST-2110 uncompressed format in due course and due to the modular software system design new functionality can be developed swiftly and added to customer deployments quickly and easily.



## StreamMaster PRODUCE : 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. New features, such as NDI, and the relevant licence upgrades can now be added easily and quickly thereby saving time and resources.