Post-NAB 2015
Imagine Communication

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Playout Portfolio
Software-based Playout Solutions

Delivering the Moment
Imagine au NAB
Product Information (AMP™ Gen-8 2RU )

AMP™ Gen-8 2RU
(Haswell HP DL380 Gen-9)

- The HP platform ticks all the right checkboxes:
  - Plenty of PCIe 8/16-lane full-height slots for 2022-6/UCIP, 10Gbe, HD/SDI I/O, 2+ GPU for graphics/branding
  - Front-mount HDD/SSD for media/graphics, optional rear-mount OS SSD.
  - Integrated RAID options w/o PCIe HBA
  - Optional 4x 10Gbe copper/SFP do not occupy valuable slot and are in addition to 4x 1GbE standard Ethernet
  - Deployment/provisioning tools and monitoring are common to HP blade/dense platforms
Product Information AMP™ Gen-8 1RU

AMP™ Gen-8 1RU
(Haswell HP DL360 Gen-9)

- The HP platform ticks all the right checkboxes:
  - 3x PCIe 8/16-lane slots for 2022-6/UCIP, 10GbE, HD/SDI I/O 1 GPU for graphics/branding
  - Integrated RAID options w/o PCIe HBA
  - Optional 4x 10GbE copper/SFP do not occupy valuable slot and are in addition to 4x 1GbE standard Ethernet
  - Deployment/provisioning tools and monitoring are common to HP blade/dense platforms
Nexio sur NAS (NAS as a SAN)

NAS APPLIANCE

- Nearline File-Copy Operations
- Nearline Accelerated File System

Files

Baseband

Editing

Archive

Automation

File Based Workflows

Versio

proprietary and confidential | 6
Channelbrand System Overview

- Multi-channel standard branding solution
- 4x live inputs
  - 1 per channel
- 4x program output channels
  - Single DVE per channel
- Optional Nexio clips
  - 4x playback, 1 per channel
- Upgrade for AMP Gen7
- External Automation control
- Multiviewer
  - DVI/VGA display of clips inputs and outputs
Animation Builder Workflow

Designers Create in After Effects

Publish to Animation Builder Watch Folder

Animation Builder

Select and Fill Templates

Preview

Batch Render

Distribute

Channelbrand

Versio

BrandNet 2.0
VersioCloud™ Formats

**Contribution**
- H.264
- ASI over IP
- SMPTE2022-6
- SPTS/MPTS
- File

**Distribution**
- H.264
- ASI over IP
- SMPTE2022-6
- SPTS/MPTS
- ABR
Playout in the Cloud via Imagine Communications’ VersioCloud™
Versio “Zenium” Architecture
3 Active POCs for VersioCloud™

- **North American Network & Affiliate model**
  - Turn around for live programming
  - Live captioning
  - Extensive aux data & processing

- **Cable Network**
  - Long form content with interstitial
  - Targeted messaging and branding for regions
  - Hyper-localization & advertisement opportunities

- **DR in the Cloud**
  - Pure software play in managed private cloud
  - Compatibility with existing distribution & contribution infrastructure
  - Transparent/seamless operations
  - Telco partnership “Telstra”
POC 1: Broadcast Network Origination

**Project Goals**
- 8 network feeds with unlimited number of unique regional feeds
- Live sports on a regional/local basis across regions
- Live regional/local news break-ins across regions

**System Design**
- NYC-based Master Control
- High-speed IP network between MC and 2 playout Data Centers
- Data Center 1 contains 2 instances (primary & backup); Data Center 2 is the Disaster Recovery site
- Elastic origination based on business needs

**System Operation Excellence Goals**
- Hyper-localization & advertisement opportunities to increase revenue
- Scale up or down channel count to take advantage of revenue potential of special sporting events and programming concepts
- Increase engineering and operator efficiency
Unified Control Surface

- **Powerful and Intuitive**
  - Reduces complexity by eliminating cumbersome and multiple operator interfaces
  - Unifies all channel management functions
  - Interfaces designed to complement complex operations

- **Scalable**
  - Controls 1-to-n channels
  - Can be remote or co-located

- **Robust and proven touchscreen technology**
  - Ruggedized and hardened for demanding environments
  - Future versions will incorporate haptic technology, giving users tactile feedback

Touch simplifies the human/machine interface enabling natural and intuitive reactions
### Master Control

**Automation**

- **Playlist**
  - Hold Program
  - Hold Effects
- **Playlist status:** Yellow
- **Return to Live**
- **Take Secondary**

**Graphics**

- **Transition**
  - I
  - K
  - V
  - V
- **Rate**
  - Slow (2X)
  - Medium (3X)
  - Fast (4X)

**Keys**

- Norwalk logo R2
- Norwalk logo L2
- Morning show graphics
- Opening title
- Morning news
- Monday promo title
- Tuesday promo title
- Wednesday promo title
- Thursday promo title
- Friday promo title
- View Key screen

**Custom Macros**

- **Morning Show Macros**
  - View Key
  - Monday morning
  - Tuesday morning
  - Wednesday morning
  - Thursday morning
  - Friday morning
- **Midday Macros**
  - View Key
  - Morning show
  - Conference
  - News
  - Thursday morning
- **Promo Macros**
  - View Key
  - Morning show
  - Conference
  - News

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The diagram visually represents the automation and control panel for a broadcast system, with sections for Master Control, Automation, Graphics, and Custom Macros. The interface is designed to allow operators to manage video transitions, rates, keys, and various macros for different show segments.