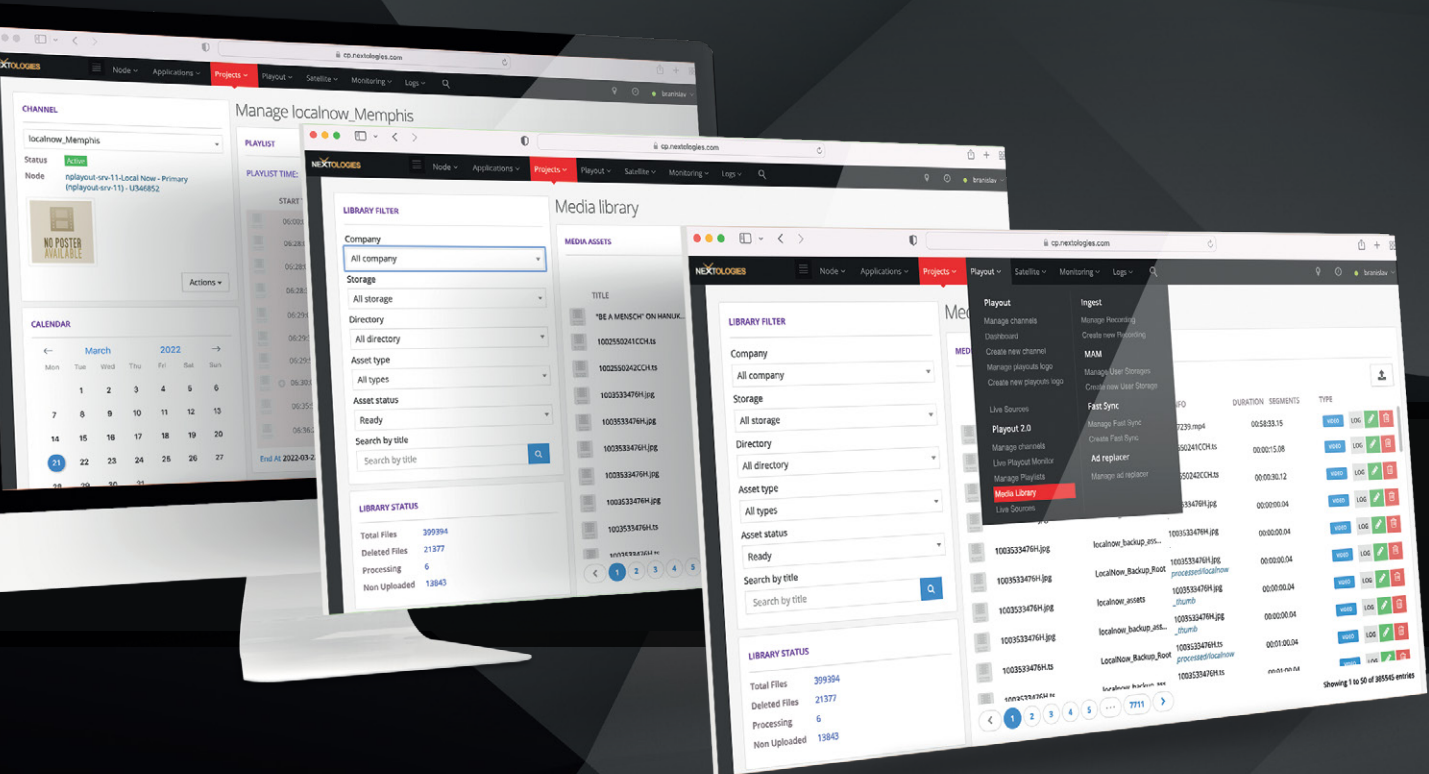# Hybrid Cloud Playout Within a Real Broadcast Infrastructure **SOLVED**

COMPLETE LINEAR CHANNEL SOLUTION

- OTT, Live/On-Demand, Scheduling, Ability to include Dynamic Ads, Easy Time-Shift
- Supports all platforms and devices
- Detailed web dashboard
- Spin up channels on a short notice
- Scalable solution supports future growth

- Up to 4k support
- Auto-detection & SCTE signalling and replacement of ads when triggers are not present
- SCTE35 which can be used for dynamic geo-targeted ad insertion
- Hybrid approach ensures most efficient redundancy and lowest cost (Hybrid Cloud + Real Broadcast infrastructure)
- Direct private fiber delivery to all the major telco operators
- Delivery over TXR, SRT, Internet Managed Services

- Channels can easily be setup and sent to FAST platforms
- Monetization through Advertisement (with approved partners)
- Integration with major traffic and EPG systems
- CSV or Excel based traffic accepted
- Manual playlist creation from web portal

INGEST FEATURES

Video: MOV, MXF, MPEG, MPEG-2, MPEG-4, MPEG-TS etc.
Audio: Up to 16 tracks supported PCM, Dolby E, Dolby Digital AC3, AAC, MP2
Subtitles/Closed captions: Up to 16 subtitles STL, SRT

PLAYOUT FEATURES

- Multisite workflows with the ability to perform HD to SD down/up conversions in output
- Multichannel playout in SDI/IP/ASI output
- Evergreen content played as rescue to avoid blackouts
- Customizable AsRun logs
- Role-based user permissions, audit trails of user activities, and customizable alerts

LIVE PLAYOUT CONTROLS

- Real-time master-control view
- Live on/off
- Logo on/off