



***overture*_{RT} LIVE**



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Today's challenge for broadcasters is to deliver more content in more cost-effective ways. The broadcasting space has become extremely competitive with new HD/SD services being launched on a daily basis. With the influx of mobile devices (such as tablets) in the consumer space, broadcasters are now required to provide services for these new platforms. The key to success is finding ways to add more HD/SD playout services without substantially increasing capital and operating costs.

With the convergence of broadcast and IT-based technologies, integrated playout is becoming an attractive solution for broadcasters. This concept integrates a traditional broadcast chain that includes multiple discrete devices, into a singular piece of IT-based hardware. These systems can also easily integrate with Media Asset Management (MAM) and automation systems. The result is a scalable, feature-rich and cost-effective solution for both baseband and file based playout. These solutions occupy less rack space and have lower power, cable, and cooling requirements which equate to long term savings.

Overview

OvertureRT LIVE is a cost-effective playout engine with integrated master control and advanced channel branding/graphics features. OvertureRT LIVE is ideal for applications that span from single channel "2" applications all the way up to large multi-channel playout facilities. In addition, OvertureRT LIVE can be used for regional opt-out, edge playout and disaster recovery (DR) applications.

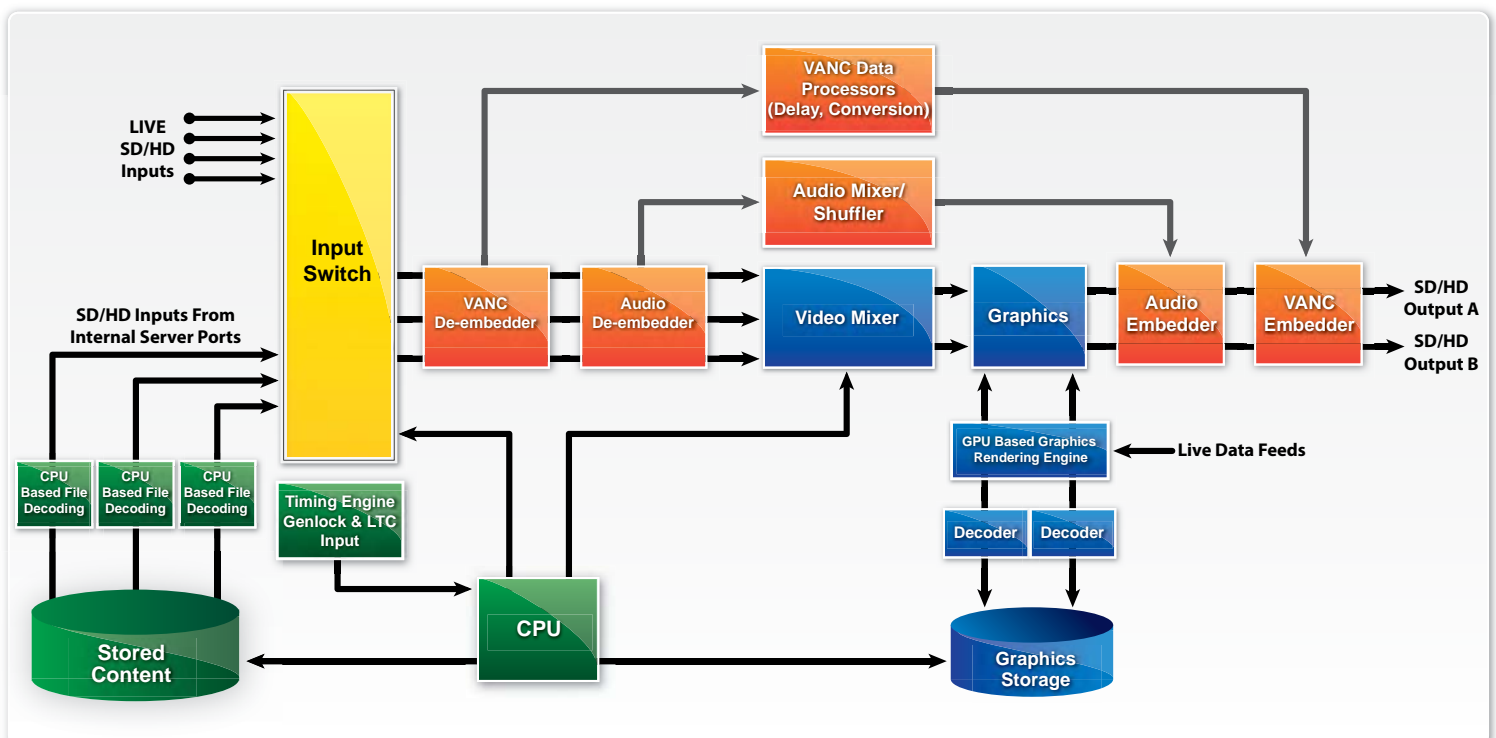
To deliver superior reliability in 24/7 applications, OvertureRT LIVE has been developed in a completely Linux based OS. OvertureRT LIVE also has an internal multi-port video server running CPU based software codecs for superior flexibility. In the 1RU version of the OvertureRT LIVE, 1.5TB (RAID1) of local edge storage is provided. Applications requiring additional storage can upgrade to the 3RU version of OvertureRT LIVE which has a standard 6TB (RAID6) of local storage.

OvertureRT LIVE offers the ability to seamlessly play out a mixture of SD and HD content by utilizing internal up/down/cross conversion engines. OvertureRT LIVE provides a mixture of template driven branding and character generation capabilities that allow users to create dynamic lower-third promos, weather alerts, and "Coming Up Next" graphics, amongst others.

For physical I/O, OvertureRT LIVE uses an Evertz developed PCI interface card to offer a unique mix of HW and SW processing, unmatched I/O flexibility and cost savings.

OvertureRT LIVE offers a video and audio mixer that allows users to transition between multiple live HD/SD inputs and the internal video server playout engine. OvertureRT Live also supports advanced audio processing options like IntelliGain (+IG) loudness management for CALM Act compliance, stereo to 5.1 up-mixing (+UMX) and stereo to 5.1 down-mixing (+DMX). VANC data processing options also include AFD stamping and captions/subtitling insertion.

OvertureRT LIVE Block Diagram



Applications

OvertureRT LIVE can easily integrate with existing infrastructure to provide additional HD/SD playout services. Further efficiencies can be achieved when OvertureRT LIVE is used in conjunction with advanced Media Asset Management (MAM) or automation systems such as the Evertz Mediator and Playtime product offerings.

Launch New HD/SD Channels

OvertureRT LIVE allows broadcasters to launch new HD/SD services faster to start generating revenue sooner. The cost-effectiveness of OvertureRT LIVE also allows broadcasters to minimize capital expenditures required to launch these services.

Launch New Secondary (or Dot) Channels

In some markets, broadcasters have available bandwidth within their designated spectrum. OvertureRT LIVE allows broadcasters to add these “2” services quickly and cost-effectively. These channels can be informational channels that include weather, traffic, and news.

Time-delayed Channels

When combined with Mediator, OvertureRT LIVE allows broadcasters to launch time-delayed/time-shifted channels. These channels allow broadcasters to handle multiple time zones more efficiently.

Regional Opt Outs/Commercial Insert

Some broadcasters have a network/affiliate architecture where the network feed is sent to many local regions. To optimize revenue and grow market share, broadcasters often insert local content within each region. OvertureRT LIVE's internal video server, advanced graphics capabilities, and live input switching capabilities enable simple integration of local content.

Short-term Channels

The flexibility of OvertureRT LIVE allows broadcasters to launch short-term or temporary channels for special events (e.g. sport channels for a particular season). Due to the limited time these channels are on-air, OvertureRT LIVE is a cost-effective alternative to using a costly traditional broadcast chain.

Disaster Recovery

The objective of a disaster recovery site is to allow broadcasters to continue to provide HD/SD services without interruption in cases of emergencies or disasters. Typically, these facilities are an extremely scaled down version of the main broadcast path. OvertureRT LIVE, with its branding and playout capabilities, allows broadcasters to continue to broadcast their content without compromising the “look and feel” of the main channel in emergency cases.

Overture Template Design Studio

Evertz' Overture Template Design Studio is a powerful integration environment in which diverse types of graphical elements and dynamic data sources can be combined to generate complex branding and advanced graphical templates. The Overture Template Design Studio supports multiple file formats including .mov, .bmp, .jpg, .tga, and .tiff files, etc. Diverse data sources are also supported including simple parsing of .txt, .xml, and .csv files in addition to advanced processing of RSS feeds and EAS alerts.

The Overture Template Design Studio has an embedded animation timeline which gives template designers full control over crucial object parameters such as object position, size, orientation, opacity, font, colour and alignment. Full rendering capabilities are included in the Overture Template Design Studio so that the final look and feel of the template can be visualized on a frame by frame basis prior to posting the template to the actual play-out device.

The screenshot displays the Overture Template Design Studio interface. The central workspace shows a news template with a female anchor, a 'NEWS AT 6' logo, and various news tickers and graphics. The interface includes a left sidebar with a file browser, a top menu bar, and a right sidebar with a properties panel. Yellow callout lines point to specific features:

- Comprehensive support for different file formats**: Points to the file browser in the left sidebar.
- Diverse definition of dynamic data sources**: Points to the 'Data' section in the right sidebar.
- Embedded animation timeline for object management**: Points to the timeline at the bottom of the interface.
- Full rendering capabilities for previewing templates**: Points to the central workspace area.
- Embedded control over critical object properties**: Points to the 'Style' section in the right sidebar.
- Full support for international languages and special unicode characters**: Points to the 'Text' section in the right sidebar.

Template Driven Graphics

Advanced and complex graphics presentation is becoming an increasingly crucial part of program delivery. At the same time, the number of sources from which data and information needs to be gathered continues to grow. To manage this increasing complexity and the costs associated with graphics creation, a practical option is to adopt a graphical template-based work-flow.

With template driven graphics, critical and dynamically changing elements can be specifically designed into a single graphical template and then pushed out to the relevant playout devices. With these dynamic elements, last minute and even on-air template updates can be easily accomplished.

Evertz' Overture Template Design Studio facilitates the process of template design and template management.

OvertureRT LIVE's Graphical Templates Enable:

- Increased flexibility to handle last minute graphical updates
- Superior ability to present real time information in dynamic and changing environments
- Centralized graphics creation for cost management
- Increased focus on a lower number of higher quality graphics
- Consistent graphical look and feel across different stations
- Consistent graphical look and feel across the programming day
- Simple and automated "Coming Up" and "Cross Channel" promotions, amongst others

Advanced Graphics Capabilities

DVE for squeezeback of main program

Time, date, and temperature objects



Static or animated station identifications

In show promos with dynamic data feeds



"Coming Up Next" promos with automatic & dynamic text updates from Playtime/schedule

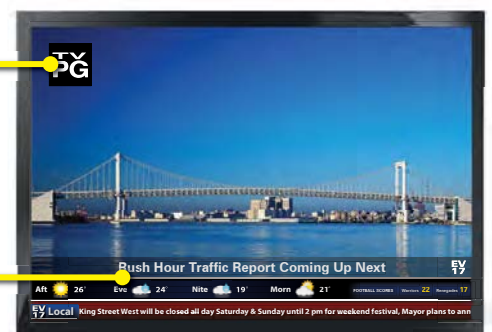
Full resolution animated backgrounds

DVEs for squeezing of videos for promos and reveals



Ratings, closed captioning & XDS

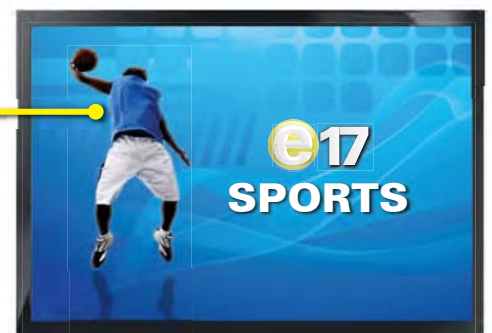
Multiple crawls with dynamic data from various sources (e.g. RSS, XML)



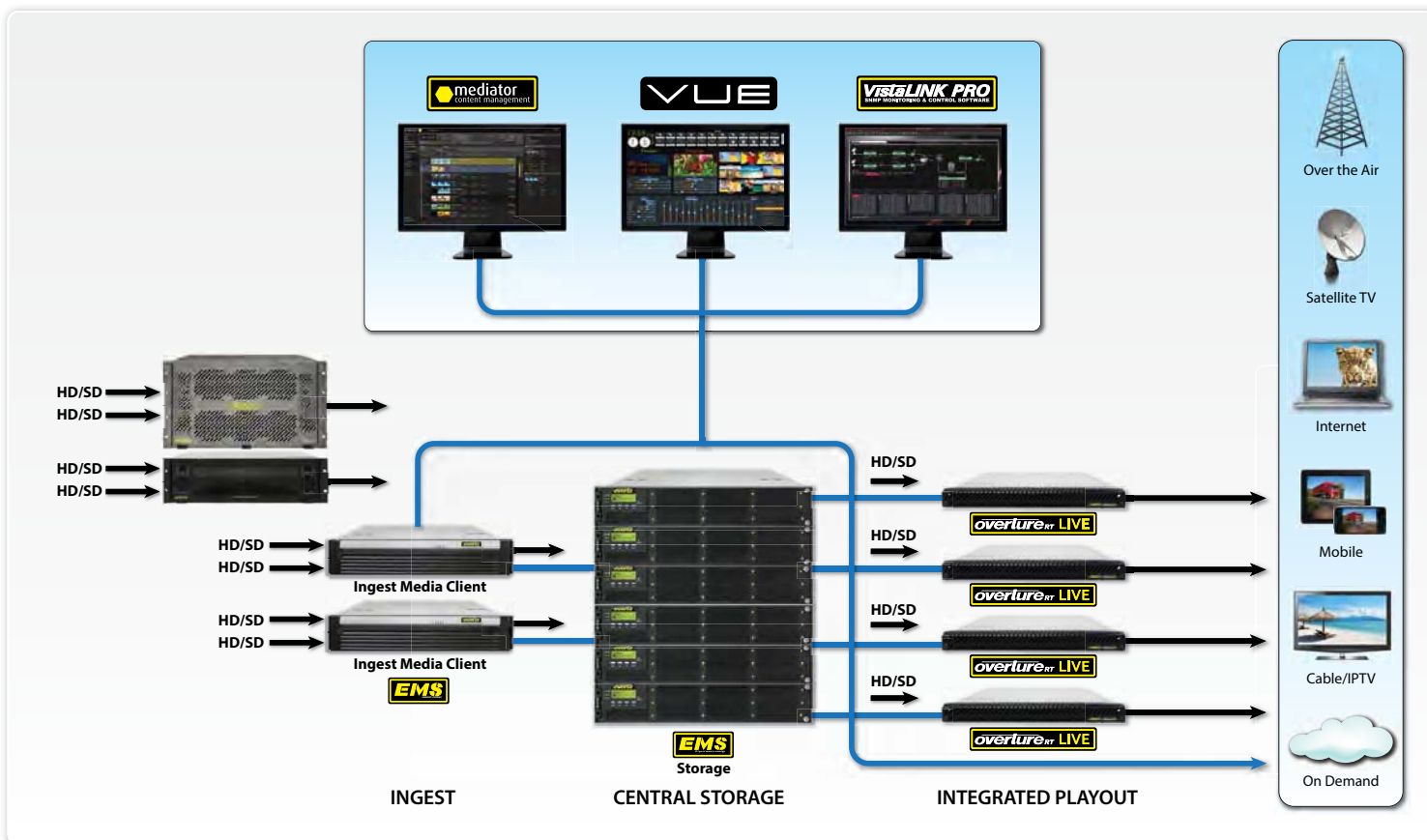
Animated lower third graphics



Full screen animations and "Bumpers"



Playout and Content Management Solutions Overview



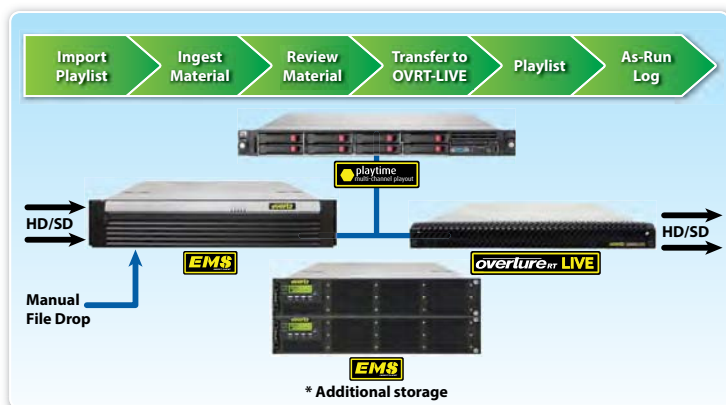
Playtime: End-to-End Multi-Channel Playout & Automation System

Evertz' Playtime allows broadcasters and service providers to cost-effectively use a turn-key solution to deliver new HD/SD services while making the transition from a tape-based facility to a file-based facility. Playtime is a complete file-based playout solution that integrates ingest, storage, and OvertureRT LIVE playout with automation. Playtime utilizes Evertz' ingest clients and SuperNAS to capture and centrally store content for use across multiple playout channels. The Evertz ingest clients allow for multiple ingests to occur whether it be from HD/SD sources or files. The ingest clients provide confidence and jog/shuttle playback outputs that can be used for quality control. Content in the system can be stored centrally but also cached to edge playout devices like OvertureRT LIVE. The Evertz SuperNAS provides a highly reliable central storage system that can scale seamlessly from terabytes to petabytes and can have multiple tiers under one system. The playout and branding of content is handled by OvertureRT LIVE.



Playtime Features

- Feature rich facility automation system
- Web based user interface for enhanced visual presentation and simple multi-user desktop system access
- Fully integrated ingest client control including content QC/QA using embedded H.264 proxies or high-resolution server QC ports
- Intuitive interface for setting and adjusting critical content markers for material start/end points and secondary/tertiary events
- Dynamic and automatic file transfers to/from central storage as needed based on system schedule
- Simplified traffic interface through the use of Automation Event Templates that integrate primary, secondary and tertiary automation events into single elements
- Advanced support for live events including support for variable time Join-In-Progress (JIP) automation events



OvertureRT LIVE Key Features

- Cost effective IT based play-out
 - Seamless integration with the Evertz Mediator Content Management System and Playtime Automation
 - Linux based OS
 - Internal multi-port video server
 - Software based A/V decoders
 - Evertz based PCI card for video/audio I/O
 - Support for up to 4x live HD or SD inputs
 - Integrated master control functionality
 - Internal video up/down/cross conversion
- Advanced graphics and branding functionality such as:
 - Full screen animated bumpers
 - Lower third animated promos/coming up next
 - Animated & static graphics for station ID
 - Crawls, time, date & temperature objects
 - DVEs for promo squeeze backs & reveals
 - Full support for template driven graphics workflow
 - Advanced ancillary data processing
 - 1.5 TB (RAID1) local storage with OVRT-LIVE-1U
 - 6 TB (RAID6) local edge storage with OVRT-LIVE-3U

Enterprise Class IT Hardware



OVRT-LIVE-1RU Front Panel



OVRT-LIVE-1RU Rear Panel



OVRT-LIVE-3RU Front Panel



OVRT-LIVE-3RU Rear Panel

Ordering Information

OVRT-LIVE-1U: 1RU solution for Integrated Play-out, Graphics, and Master Control Functionality
Includes 1.5 TB (RAID1) local storage
Dual redundant power supplies

OVRT-LIVE-3U: 3RU solution for Integrated Play-out, Graphics, and Master Control Functionality
Includes 6 TB (RAID6) local storage
Dual redundant power supplies

Ordering Options: Please contact factory for additional ordering options



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overture™ RT

Real Time Graphics



overture™ RT is a real-time graphics engine that has been designed for the ever growing branding demands of Master Control. **overture™ RT** provides a mixture of still graphics, multi-layer advanced graphics and character generation that allow users to create rich lower-third, weather, and "Coming up next" graphics.

Designed for HD/SD facilities, **overture™ RT** is ideal for the dynamic data and multi-channel environments. **overture™ RT** integrates with master control systems via the switchers' key and fill inputs.



►Features & Benefits

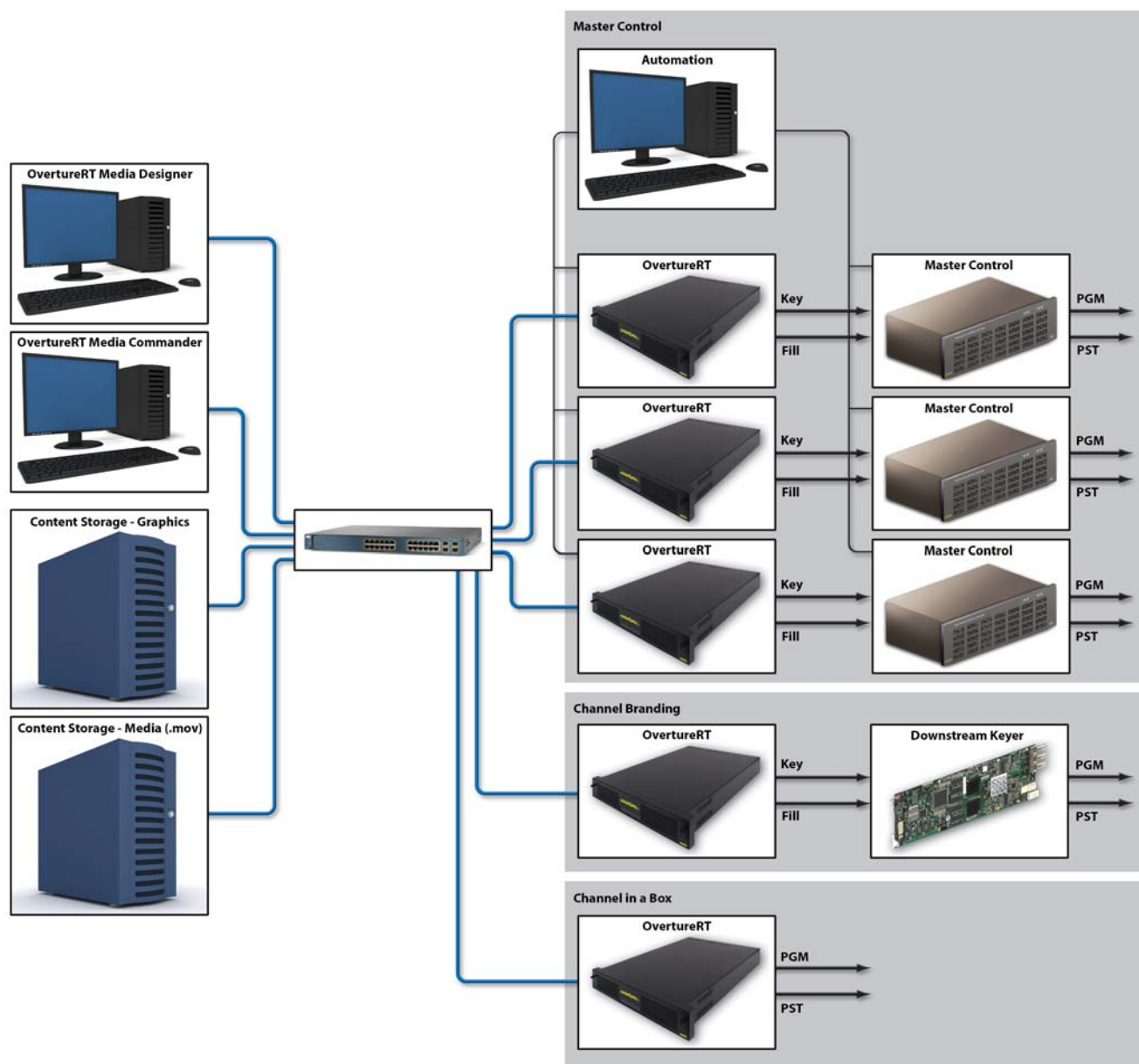
Graphics Engine Features:

- HD/SD Character Generation for real-time updating of text
- Shadows, outlines, transitions and rotations are support text effects
- Multi-layer advanced graphics including animations and static logos
- Multiple crawls with dynamic content and animated/static "bullets" and repeat capability
- TrueType and Unicode character sets
- Support for analog / digital clocks
- Playout of 8 channel audio clip files
- Supported interfaces to Microsoft Excel, RSS feeds and ODBC-compliant databases
- Support EAS alerts/notices
- Overture Media Designer allows for import of popular graphics formats such as TGA, TIFF, PNG, JPG, MOV, and AVI
- Full integration (via M2100 protocol) with leading automation vendors for streamlined workflow via serial or IP
- System can controlled manually via Overture Media Commander, CP-2200E or QMC-DCP control panels.
- On board storage up to 6TB (increments of 1TB)
- VistaLINK® enabled for monitoring and control via SNMP
- Operates on standard IT hardware

Media Playout Features (optional)

- Support for .MOV (MPEG-2 files)- contact factory for full list of supported formats
- System can controlled manually via VDCP protocol, Overture Media Manager, CP-2200E or QMC-DCP control panels
- On board storage up to 6TB (increments of 1TB)
- VistaLINK® enabled for monitoring and control via SNMP

► Applications



► Specifications

Platform Functionality

- Support for 525i, 625i, 720p, and 1080i formats
- Key (or PGM) and Fill (or PST) outputs
- Dual Gigabit Ethernet

- On board storage up to 6TB (increments of 1TB)
- Dual Parity RAID storage, hot swappable
- Dual redundant power supplies
- Processor Core: Standard IT hardware

- Serial Ports (RS-232, RS-422)
- 100-240 V, 50-60Hz

► Ordering Information

OVRT

overture™ RT Graphics Co-Processor / Engine Graphics only engine with Key/Fill out or Program IN/OUT. Includes: 1 TB storage and Clip Playout
Optional two channel 2D DVE or two channel 3D DVE (check with factory on release of 3D support)

OVRT-DVE

Storage Options

OVRT-STORE-2TB

Storage expansion of a single channel Overture RT Live from default storage of 1TB (RAID1) to 2TB (RAID1) using 2 x 2TB, 7200rpm, SATA-II drives

OVRT-STORE-8TB

Storage expansion of a single channel Overture RT Live from default storage of 1TB (RAID1) to 8TB (~6.0TB RAID6) using 8 x 1TB, 7200rpm, SATA-II drives

OVRT-STORE-NAS

Software support for Network Attached Storage support

Data Service Options

OVRT-DS-LIVEWIRE

OVRT-DS-MOS

OVRT-DS-INEWS

OVRT-DS-EAS

Support for Weather Central LiveWire as a data source.
Support for MOS protocol as a data source
Support for iNews as a data source
Support for Emergency Alert System (North America only)

Ordering Options

OVRT-CMDR

OVRT-TEMPLATE

Remote Software Control Panel
Template Creation Tool