

Final Cut Studio Solutions

Third-Party integration featuring Softron Media



The Solution

Softron's OnTheAir Video is an easy-to-use and intuitive playout application, transforming an Apple MacPro equipped with a professional video card into a powerful video server.

The user-interface makes it easy for anyone to create an unlimited number of playlists for either 24/7 automated broadcasting or for live news operations. Many features found only on high-end systems are part of OnTheAir video such as high-definition playback, multi-lingual audio, built-in station logo overlay, programmable scheduling and detailed as-run logs.

Because it is a Mac-based application, it also provides full AppleScript support and complete integration with any existing or future hardware. OnTheAir Video is being used by about 300 TV stations worldwide, even for high-definition broadcasting for satellite and terrestrial television.

Softron also offers MovieRecorder, a new ingest application. MovieRecorder is fully AppleScriptable, controllable via telnet and can provide "edit-while-ingest" functionality. In addition, a free controlling application named MovieController is provided to control up to 12 MovieRecorder servers with video preview.

OnTheAir Video Key Features:

- Seamless playback of video clips back-to-back (even different video formats)
- Intuitive user-interface
- Support for many file formats including ProRes 422, MPEG-IMX, DV, DVCam, DVCPro, DVCPro HD, M-JPEG, MPEG-4 I-frame
- Full compatibility with Xsan, MacOS X Server and Intel/PPC
- Support for different off-the-shelf capture cards (BlackMagic Design and AJA)
- Unique playback engine with intelligent buffering technology
- Affordable even for small TV stations

MovieRecorder Key Features:

- Simple and intuitive user-interface
- Edit-while-ingest capability
- Fully AppleScriptable
- Fully controllable via TCP/IP (telnet protocol)

Primary components

Reliable and cost-effective

Both OnTheAir Video and MovieRecorder provide a cost-effective solution for any cost-conscious broadcaster without compromising on reliability or quality.

Openness

By using Apple technologies like AppleScript, it is easy to integrate OnTheAir Video and MovieRecorder into any type of workflow. The extended file format support is also essential when integrating into existing environments. There is also no use of proprietary hardware. Finally, playlists are XML-based, making it easy for any database application to generate them.

Easy of use

The intuitive user-interfaces makes it easy for anyone to start ingesting and to create and playback playlists.

Instant Playout

With OnTheAir Video, it is possible to play any clip from any playlist at any time.

Flexible Playout

OnTheAir Video can be used as a fully scheduled 24/7 playout server. You can also use OnTheAir Video to manually trigger any clip from any playlist, at any time.

Edit while Ingest

With Xsan, MovieRecorder allows you to edit content on an attached Final Cut Pro station, while the content is still being ingested.

Professional features

Includes built-in station logo overlay, multi-lingual audio support, clip trimming and splitting, integration with an external CG or keyer.

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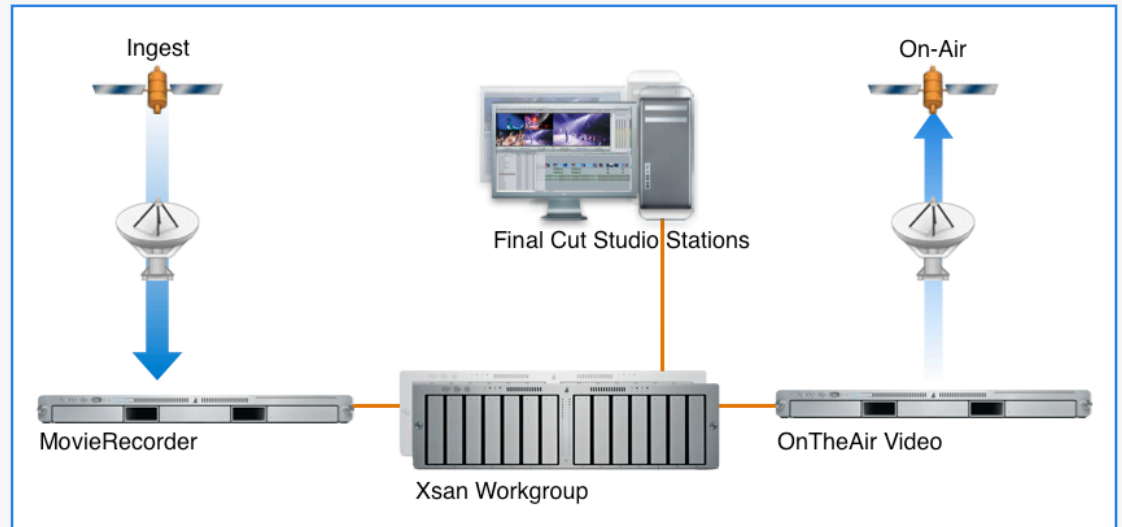
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The Workflow

Softron products provide key pieces to many Ingest and playout workflows.

For instance, instead of transcoding and transferring your video assets to and from dedicated video servers, MovieRecorder can record locally or to Xsan in its native QuickTime format. OnTheAir Video can then playout the file directly from the same location.



MovieRecorder can sit at the start of the chain and capture the incoming video feeds either at specific dates/times or manually when needed. Multiple users can monitor and preview the incoming video and decide to start recording at any time. When using automated recording, a controlling application can schedule events in advance using AppleScript.

As soon as the recording has started, the QuickTime file is available for browsing and/or editing. Tight integration with Final Cut Pro provides support for additional metadata input before or during the recording.

Once the Final Cut Pro editing session is completed and a reference movie is created, the file is consolidated on disk and is ready to be played back using OnTheAir Video.

In this workflow, the files can stay in their native format and do not need to be transcoded or compressed to be played out. Mixing and matching different file formats in the same playlist is also supported (as long as all file formats are supported by OTAV). Any step of the workflow can be automated using AppleScript to provide a completely integrated solution in any environment.



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Since 1991, Softron Media Services has been providing the broadcasting industry with innovative and user-friendly software solutions based on the Apple Mac platform. The Company is based in Brussels, Belgium but has also offices in Illinois (US) through its subsidiary IBS, Inc. Our focus is to help broadcasters migrate to fully-digital workflows with easy-to-use and intuitive applications. We believe the complexity of an application must be hidden from the user and reside in its code, not its user interface. Our users have learned to configure broadcasting systems with off-the-shelf equipment and simple applications like OnTheAir Video without having to learn computer science. So you will not find proprietary hardware or complex servers here, but only affordable, powerful and user-friendly applications to make your life easier.