

KEY FEATURES

- **Modular System:** Designed to adapt to the customer environment and to evolve with his needs and those of the market
- **Security and reliability:** a serene playout with a totally redundant and secure system
- **Traffic Interface:** via BXF, API and other protocols
- **Multichannel monitoring system with timeline view, Phoenix Alert**
- **Advertising synchronisation:** play the same ad screen on different channels at the same time
- **Edit your playlists offline without impacting the playout**
- **Mixed playout automation:** continuity and news in the same playlist
- **Phoenix News Automation :** Produce Live events with a dedicated production playout automation
- **Connected to our bus, Vertex Data Platform :** MAM data management in real-time
- **API available for 3rd party systems**
- **Connected to Sphere Service Manager and Media File Mover for transfer and publication of files.**

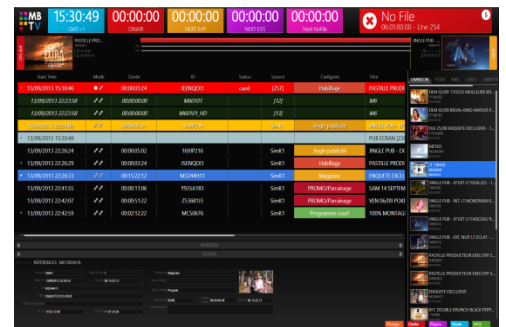
Phoenix Playout Automation

Phoenix is the ideal automation system for your linear playout, mono- or multi-channel. This modular and scalable system is recognized for its security and reliability.

Based on a robust core system, Phoenix is able to control all kind of broadcast equipment from different brands. The used technology guaranties an optimised and synchronized playout.

Optimised User Interfaces

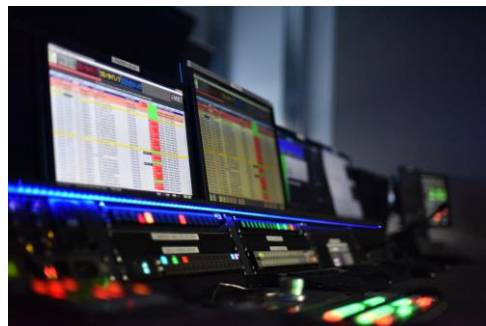
Phoenix Monitor is the automation client that allows the operator to visualise, edit and control the playout. Through this interface, you can load or add elements (videos, graphics, sub-titles, etc.) to the playlist by accessing in real time to the media stock on your broadcast equipment.



An all-terrain automation

With the constantly changing needs of television channels, Phoenix offers a modularity that allows the system to adapt to your existing workflows regardless of the type of the channel: News, generalist, premium, thematic, shopping or even a music channel.

Adding a module to cover a new feature and update the on-air system is feasible without any loss of operation. The latest version of Phoenix offers a range of new and unique features that makes the job of the playout operator even more comfortable.



For more than 10 years now, MBT develops powerful and configurable tools allowing to customize broadcast solutions. With Phoenix your playout system evolves without impacting the on-air continuity.

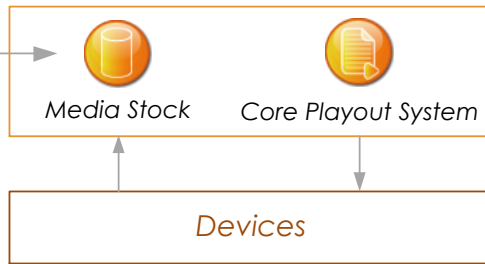
The MBT systems are compatible with a large number of manufacturers on the market and the number of partnerships with these manufacturers is constantly increasing (List available on request).

Vertex Data Platform



Synchro

Phoenix Payout Automation



Local Database

Phoenix manages, through a local database called Media Stock, the elements present on the broadcast equipment.

This way of stock management offers an advanced level of security in case the central database stops working or disconnects.

Thanks to this flexible architecture, Phoenix can provide linear playout without a central database.

Modular and redundant architecture

Due to its modularity and flexibility, Phoenix offers secure business integration solutions that meet the market needs. The possible redundant architectures to secure a channel can be:

- 1+1 (Synchronised)
- N+1 (Synchronised / Desynchronised)
- 2N (Desynchronised)

For hardware security, Phoenix disposes of a module called « Duplication ». This module allows you to duplicate the control of the main decoder to a backup decoder. This tool can also replicate the branding elements and associated secondary events.

The system gives operational teams the opportunity to increase the security level of the ON AIR automation without impacting the playout.

Phoenix manages automatically the lock of the elements foreseen for the playout.

This lock management is configurable in order to optimize the security level and the occupation of the video servers.

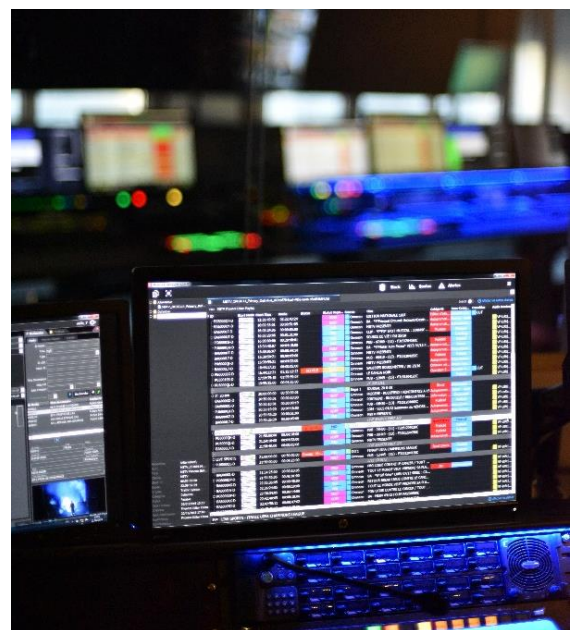
PLAYLIST EDITING

Edit your playlists

The management of your playlists is completely independent of the automation. Phoenix Editor has its own engine which makes it possible to manage centrally all your different channels. The playlists of all different channels are thus accessible for every operator. Phoenix Editor offers the possibility for all users to work simultaneously on the same playlist.

Through the user interface of the Phoenix editor application, you can visualise and edit the playlists.

Being connected to a control engine, the operator is notified in real-time of the anomalies in the playlist and of requests of automatic transfers.



The MBT products dispose natively of the possibilities for operable configuration by the operator: the GUI itself (colour, font, selection of displayed columns), alarms, and counters

The mutualisation of master control rooms requires appropriate tools for multichannel management. Media & Broadcast Technologies (MBT) offers a complete tool box and several dedicated clients to simplify its operation and supervision:

Multi-client

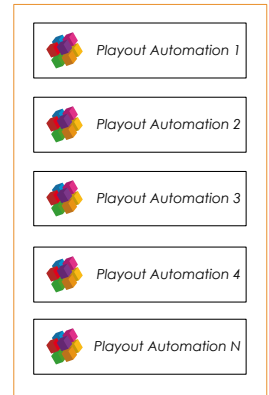
Using the automation client, the "Multi-Client" feature allows you to access simultaneously to all your automations.

Through this intuitive user interface, Phoenix Monitor offers you the best operational tools to manage your multi-channel master control room.

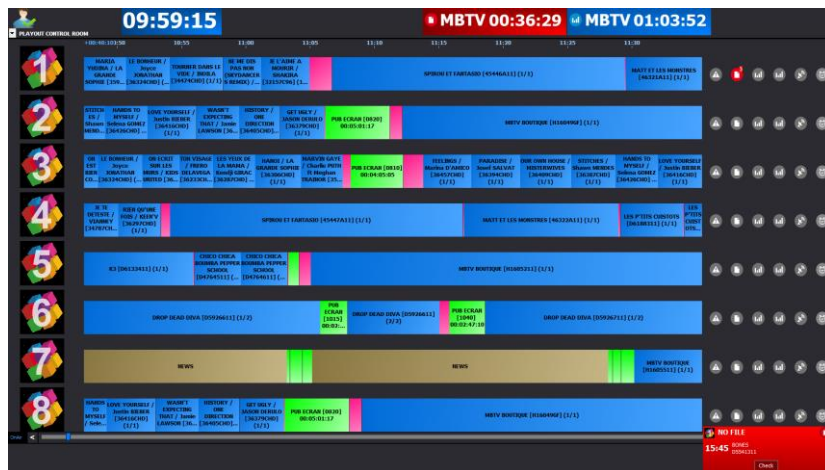
The system can be extended with other MBT solutions: dynamic branding management (Liberty), media asset management (Sphere) or media publishing and delivery (Sphere Service Manager). More information on: www.mbt.tv



Phoenix
Playback Automation



Easy Alarm Management



The Phoenix Alert module provides a timeline view of all the playback channels through a single interface.

This module is an advanced management system of alarms and alerts for all your playback channels and offers management capabilities for all involved automations. For example:

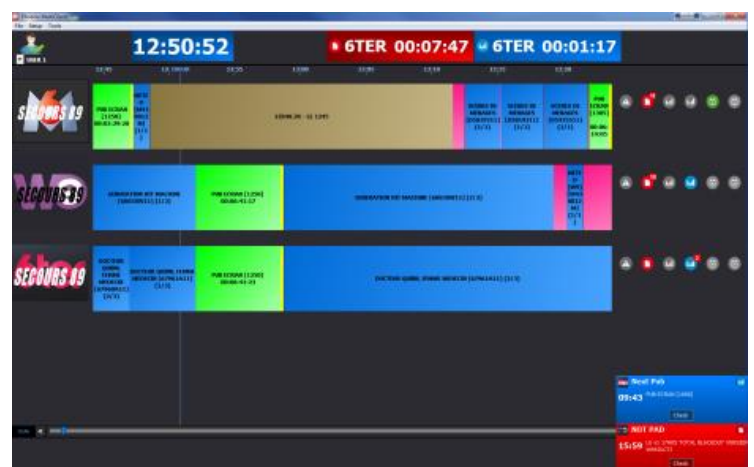
- counter for the next alert
- configurable counter to trigger a pop-up (the next live for example)
- schedule of a specific reminder for operators, for an important commercial break for example

At a glance, you have a general view of all your channels!

Advertising management, increase your revenue thanks to a multi-channel environment

To get the most out of a mutualised master control room, MBT offers specific add-ons such as advertising synchronisation: play the same commercial break on different channels simultaneously.

A supervision client is proposed where the advertising screens of different channels are displayed. Alerts are available on this client to interact with the playlists and to have full control.



Functionalities	Description
Databus	Connection with the Vertex databus
Anticipated Playout	Play the playlist X time before it's broadcasted (X is configurable)
Open Architecture	Exchange possible via BXF, API, Web Service (SOAP), XML, MOS, FIMS
Supported Video File Formats	All the Broadcast formats: MXF, QuickTime, MPEG 1-2-4, H264, H265, WMV...
Players	Players available to view media in parallel with the playout; cue and play any playlist
Advanced Playout	Configure VOD, Catchup TV and Second Screen exports and control your external devices with the automation
Last minute change	Add or remove an On Air program easily by drag & drop
Group of events	Grouping of several primary events for a global management: Target Mos, Advertising screens, etc.
MOS Interface	To interface with a NRCS
Switch to second signal	Switch to a second signal for regional news or a commercial break for another country. Start and Stop of related channels. Unlimited number of channels
Playlist Export in real time	To export the playlist in real-time for external systems
Multi-Channel Client	Dedicated interface to visualise different channels on the same screen
Duplication	Controlling a backup server in parallel with the main server on the same channel
Ad synchronisation	Synchronising several channels for simultaneous playout of the advertising screens
Alarms	Dedicated window to visualise and manage alerts. Counter available of the number of alarms
Ad Quotas	Visualisation of alerts when the advertising quota exceed the norms
Advanced Ad Quotas	Simulation on the timeline when a live is ending
Accuracy	Management of short elements starting at 4 frames. Subject to the video server capabilities
AsRun	Export of an As-run at every event of the playlist. Possibility to request an as-run for one-day
Production Mode	Produce live programs using your automation system in production mode
Unicode System	Benefit from this standard to use different languages
Device Control	API, VDCP, GPI, Corba, Oxtel,....



Make your data flow

ABOUT MBT

Media & Broadcast Technologies® (MBT) is a dynamic and innovative software editor for the audio-visual and broadcast industry supplying high-quality solutions for ingest, playout automation, digital media asset management, production (studio) automation, graphic management, and advanced news & sports logging.

MBT provides a high level of customer support with an availability of 365 days a year and is a certified training centre.

For more information> www.mbt.tv

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