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).
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.

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](http://www.mbt.tv)

**Easy Alarm Management**

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

This module is an advanced management system of alarms and alerts for all your playout 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

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**Make your data flow**

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### 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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