

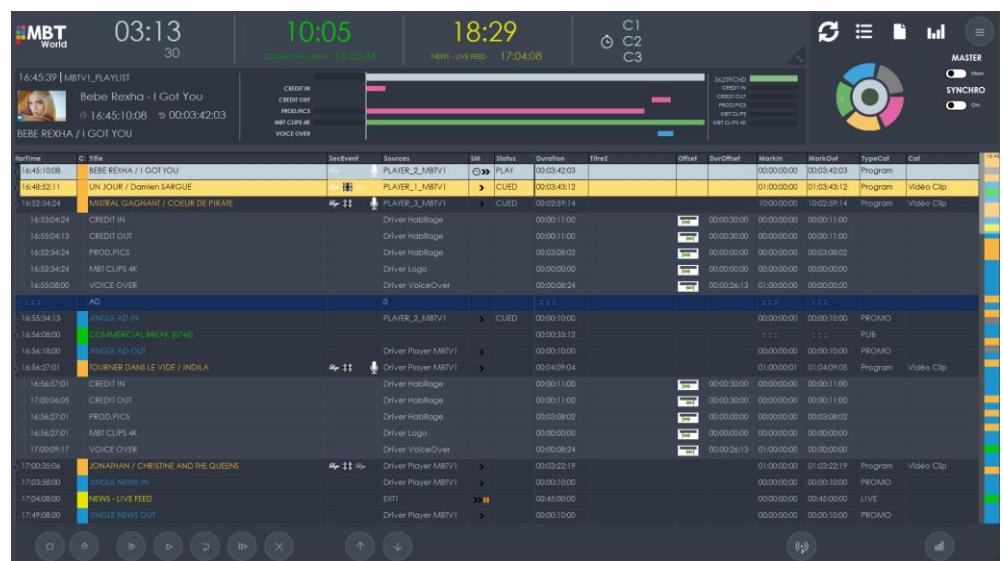
KEY FEATURES

- Multi-channel **playout automation**
- Innovative and future proof system
- Pure and streamlined user interface
- Customizable interface
- Dual or single screen
- Powerful **monitoring tools**
- Workflow automation
- Full redundant system
- 12 years of experience in advanced playout
- 4K compliant
- Agnostic: **controls devices of all brands**
- Traffic Interface: via BXF, API and other protocols
- Vertex Data Platform : MAM data management in real-time
- API available for 3rd party systems

Phoenix V4 Advanced Playout Automation

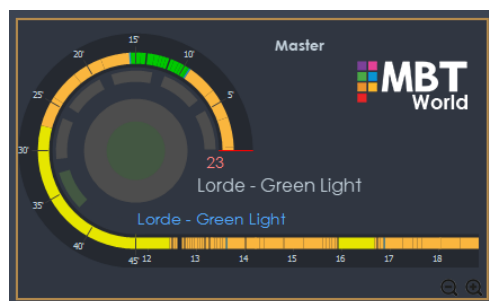
MEDIA & BROADCAST TECHNOLOGIES® (MBT) launches a new major version of its playout automation system Phoenix, creating the first real multi-channel playout operating and monitoring system that is ready for the challenges of the 21st century.

Streamlined User Interfaces



Based on cognitive broadcast intelligence, this new generation playout automation system, processes systematically all the defined workflows.

Monitoring & Pure Interface

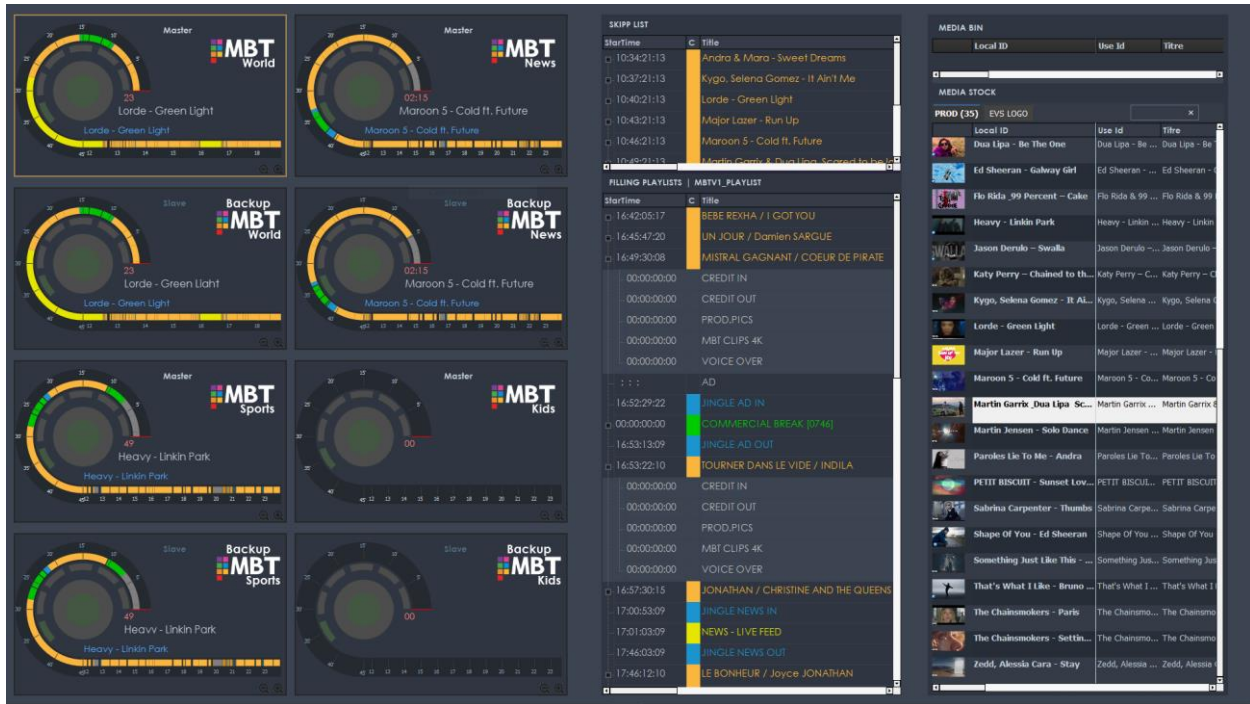


Monitor your channel through a non-linear timeline in a pure environment!

When the timeline starts to curve, it shows the last 45 minutes of your playlist. In one wink you can see all the key categories (commercials, live ...) on this timeline. But moreover, the inner circle is a technical (device control) and editorial supervision tool!

Finally a pure environment: if nothings happens on your channel, there is no need to see pop-ups and hear bells clinging. In this system when there is a warning, the operator won't miss it. That is monitoring in the 21st century.

Multi- and mono-channel automation



Customizable interface

Define your own user interface!

The interface is divided in slots. The customer decides what these slots will contain. That can be a mix of 16 automation channels, the media library, the secondary events, the advertising quota, the skip list or supervision of all the controlled broadcast devices.

A unique user experience

The Phoenix playout automation system is no longer a simple sequencer of events but a playout workflow manager that offers the operator a unique user experience in a single or multi-channel environment.



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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