

## KEY FEATURES

- **Modular:** 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
- **Device Control:** large number of drivers available
- **As Run logs available**
- **Edit your playlists offline without impacting the playout**
- **Connected to the 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 Alert (option):** time-line view of all your channels with configurable alerts

## Phoenix V3.5

### 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

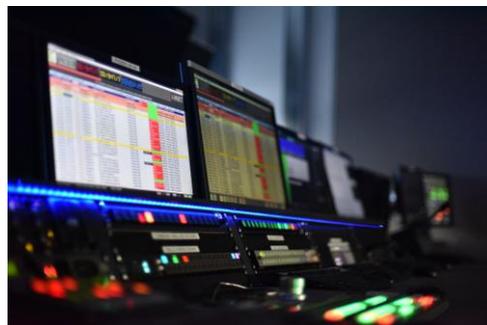
Phoenix Monitor is the automation client that allows the operator to visualise, edit and control the playout. Through this interface, you can load or add elements (videos, graphics, sub-titles, etc.) to the playlist by accessing in real time to the media stock on your broadcast equipment.



### 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: generalist, premium, thematic, regional, local, disaster recovery, 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 almost 15 years now, MBT develops powerful and configurable tools enabling to customize broadcast solutions. With Phoenix your playout system evolves without impacting the on-air continuity.

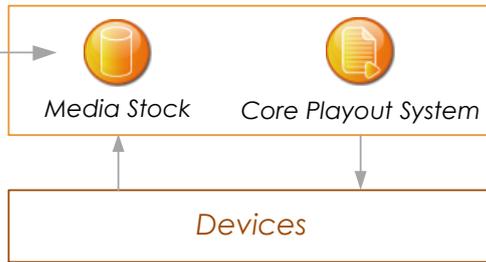
The MBT systems are compatible with a large number of manufacturers on the market and the number of partnerships with these manufacturers is constantly increasing (List available on request).

## 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.

To implement these redundant architectures, you need to be equipped with the number of bundles accordingly.

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

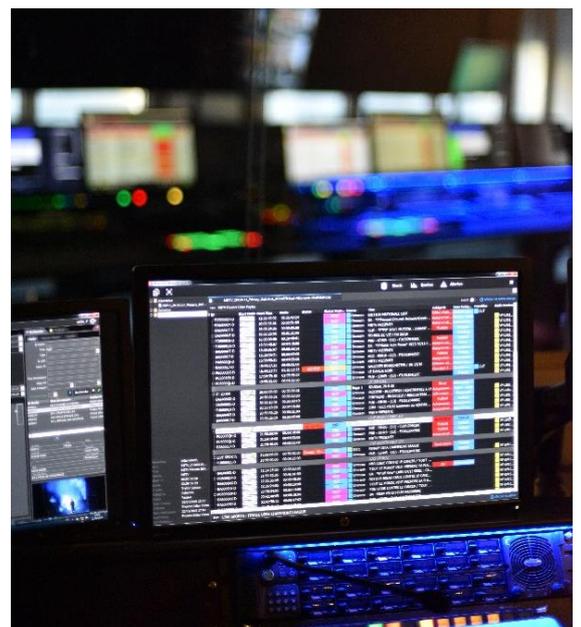
### Edit your playlists

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

# MULTI-CHANNEL MANAGEMENT

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.

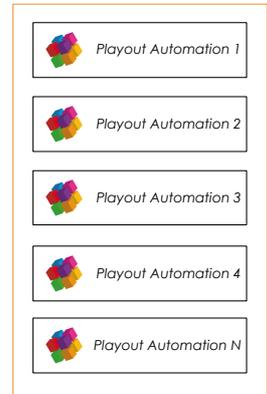
The system can be extended with other (MBT) solutions: dynamic branding management, media asset management (Sphere) or media publishing and delivery (Sphere Service Manager). More information on: [www.mbt.tv](http://www.mbt.tv)



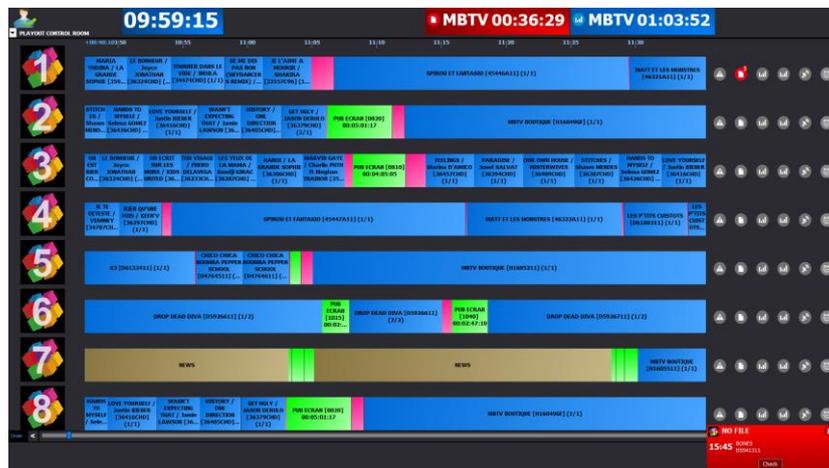
Interface multi-client



## Phoenix Layout Automation



## Easy Alarm Management (optional)



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

## Proven and feature-rich playout automation

## Phoenix broadcast automation is installed at all the Premium MBT customers.

This modular and scalable solution is recognized for its reliability, security and richness of its functionalities like the advanced ad quota management for example.

Phoenix can also be used as mixed automation combining continuity and news conductors (MOS) in the same playlist.

More than a simple sequencer, Phoenix manages the necessary workflows to broadcast such as importing files, feeding and cleaning broadcast servers, archiving, etc.



Advanced ad quota management



ADVANCED BROADCAST AUTOMATION

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Functionalities	Description
Database	SQL Express - 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 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, Catch-up 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 or region.
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 Quota	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
As Run	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](http://www.mbt.tv)

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