



Powerful Cost-Effective Automated Master Control

Processes multiple file types

- Instantaneous and automatic transfer of syndicated programming from PitchBlue and Pathfire. No prep required – programs already segmented
- Handles multiple file types:
 DV MPEG-1 MPEG-2 MPEG-4 Quicktime
- Automation built into server hardware provides operational and cost efficiencies
- Conforming engine with automatic audio normalization
- No preview channel required
- Powerful asset management
- Content sharing and viewing via network with standard Windows® tools
- Preview on desktop
- Edit last-minute events quickly and easily
- Clear warning of errors or conflicts
- Built-in server redundancies for on-air protection
- Interface with your traffic system for automatic schedule download and reconciliation

Digital Broadcast's MediaFire Automated Master Control System automates an entire HD and SD master control operation from ingest through playout through reconciliation with the traffic department. With automation built into the video server hardware, MediaFire controls the playout of programming and spots as well as all master control equipment, including routers, switchers, logo inserters, etc.

The MediaFire is able to encode and decode in real-time multiple file types including DV, MPEG-1, MPEG-2, MPEG-4, Quicktime and others.

Receiving and prepping syndicated programming has never been easier or *faster*. MediaFire with its direct interfaces to PitchBlue and Pathfire eliminates the time and work of preparing syndicated content for air. Syndicated programming received from PitchBlue or Pathfire is transferred to the MediaFire automatically. Once on the MediaFire, it can be played directly to air using MediaFire's integral automation application. It's virtually effortless – the syndicated material is already prepped and ready to air.

Content transfer is amazingly fast and MediaFire plays the content natively without the need to unwrap, transcode or rewrap the MPEG2 files, saving time and insuring the highest quality playback.

MediaFire also features interfaces with DG FastChannel for direct, native MPEG-2 transfers.

MediaFire Automation provides all the functions needed to run a seamless, trouble-free schedule. It provides automatic audio normalization. Error warnings are issued to alert of missing media, time conflicts and other issues that could interfere with the schedule. Last-minute changes and join-in-progress functions are straight-forward and easy to make.

mediaFIRE AUTOMATION

Event	Device	Status	Time	ID	Length	Description
1	ENC001	OK	07:00:00:00	Feat#1	00:00:01:00	Feat# Segment 1
2	ENC001	OK	07:01:30:00	Feat#2	00:00:01:00	Feat#2
3	ENC001	OK	07:03:00:00	Feat#3	00:00:01:00	Feat#3
4	ENC001	OK	07:04:30:00	Feat#4	00:00:01:00	Feat#4
5	ENC001	OK	07:06:00:00	Feat#5	00:00:01:00	Feat#5
6	ENC001	OK	07:07:30:00	Feat#6	00:00:01:00	Feat#6
7	ENC001	OK	07:09:00:00	Feat#7	00:00:01:00	Feat#7
8	ENC001	OK	07:10:30:00	Feat#8	00:00:01:00	Feat#8
9	ENC001	OK	07:12:00:00	Feat#9	00:00:01:00	Feat#9
10	ENC001	OK	07:13:30:00	Feat#10	00:00:01:00	Feat#10
11	ENC001	OK	07:15:00:00	Feat#11	00:00:01:00	Feat#11
12	ENC001	OK	07:16:30:00	Feat#12	00:00:01:00	Feat#12
13	ENC001	OK	07:18:00:00	Feat#13	00:00:01:00	Feat#13
14	ENC001	OK	07:19:30:00	Feat#14	00:00:01:00	Feat#14
15	ENC001	OK	07:21:00:00	Feat#15	00:00:01:00	Feat#15
16	ENC001	OK	07:22:30:00	Feat#16	00:00:01:00	Feat#16
17	ENC001	OK	07:24:00:00	Feat#17	00:00:01:00	Feat#17
18	ENC001	OK	07:25:30:00	Feat#18	00:00:01:00	Feat#18
19	ENC001	OK	07:27:00:00	Feat#19	00:00:01:00	Feat#19
20	ENC001	OK	07:28:30:00	Feat#20	00:00:01:00	Feat#20
21	ENC001	OK	07:30:00:00	Feat#21	00:00:01:00	Feat#21
22	ENC001	OK	07:31:30:00	Feat#22	00:00:01:00	Feat#22
23	ENC001	OK	07:33:00:00	Feat#23	00:00:01:00	Feat#23
24	ENC001	OK	07:34:30:00	Feat#24	00:00:01:00	Feat#24
25	ENC001	OK	07:36:00:00	Feat#25	00:00:01:00	Feat#25
26	ENC001	OK	07:37:30:00	Feat#26	00:00:01:00	Feat#26
27	ENC001	OK	07:39:00:00	Feat#27	00:00:01:00	Feat#27
28	ENC001	OK	07:40:30:00	Feat#28	00:00:01:00	Feat#28
29	ENC001	OK	07:42:00:00	Feat#29	00:00:01:00	Feat#29
30	ENC001	OK	07:43:30:00	Feat#30	00:00:01:00	Feat#30

- User-friendly screen provides easy monitoring and revising of on-air playlist
- Download playlists from Traffic or create manually
- Clear and easy monitoring of playlist events
- Edit last-minute events quickly and easily
- Clear warning of errors or conflicts
- Plays default material in case of missing media

mediaFIRE AUTOMATED SCHEDULED RECORD

Title	Device	Status	Start Time	End Time	Size/Bit
Friends	Encoder1	Done	13:00:00	13:30:00	67
Seinfeld	Encoder2	Done	13:00:00	13:30:00	73
Oprah	Encoder1	Recording	15:00:00	16:00:00	64
Will and Grace	Encoder2	Recording	15:30:00	16:00:00	75
Scrubs	Encoder1	Good	17:00:00	17:30:00	67
ER	Encoder2	Good	17:30:00	18:00:00	76
Law and Order	Encoder1		17:30:00	18:00:00	73
Dawson's Creek	Encoder2		18:00:00	19:00:00	65
Nightline	Encoder2		19:30:00	20:00:00	67
Survivor	Encoder1		20:00:00	21:00:00	74

MediaFire ASR application lets you schedule and automatically record satellite feeds or other content.

mediaFIRE

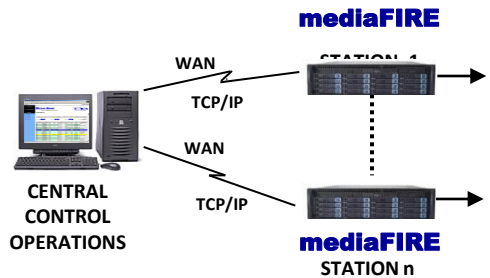
- Playout HD and SD material simultaneously
- Encodes HD as MPEG-2 4:2:2 or 4:2:0
- Seamless back-to-back playout of multiple formats
- Simultaneous ingest and playout
- Powerful asset management

mediaFIRE SEGMENTER



Segmenter performs frame-accurate edits on I, P or B frames of MPEG2 compressed material. **NEW** – Now featuring a convenient station identification graphic and “bag and tag” functions.

mediaFIRE REMOTE CLIENT



MediaFire Remote Client allows centralized or off-site local control of MediaFire systems