



**Centralize**  
**Regionalize**  
**Monitor**  
**and**  
**Remotely Control**  
**Broadcast Operations**



- Realize economy of centralized station operations
- Add revenue with regionalized spots and programming
- Control one or multiple stations remotely
- Centralize with edge servers or hub servers
- Automate satellite ingest and on-air playout
- Includes sophisticated asset management
- Control site uses a Web browser for control
- Interconnection can be a corporate WAN, private data circuit or the internet
- Control site has complete control over MediaFire Automation
- Central site program monitoring is included via an MPEG-4 based application for minimal bandwidth use
- Minimize capital expenditures and labor costs

Realize the economy and efficiency of centralized operations with Digital Broadcast's MediaFire Central. Increase revenues by regionalizing spots and programming. With MediaFire Central's Remote Client, you can control from one to any number of stations from a single central control site, saving you money while giving you seamless, automated play-out at each station.

Remote automation has never been easier. Open a browser and connect to the remote station's MediaFire Server for full control. Monitor the remote station's signal with the MPEG-4 viewer application.

Digital Broadcast's approach to centralization keeps interconnection costs to a minimum. Required media stays local, allowing for a flexible centralization approach which can be time-shared. Even the central site can be assigned dynamically.

# mediaFIRE CENTRAL



## MediaFire Central Alternative: Control FROM a central site with edge servers (low bandwidth):

**MEDIA FIRE REMOTE CLIENT**

**MEDIA FIRE PLAYOUT SERVER**      **MEDIA FIRE AUTOMATION**

**Control Site**

- MediaFire Remote Client provides communication to each station via simple WAN – TCP/IP.
- MediaFire Automation interfaces with Traffic & Billing to acquire and prepare on-air schedules that are transferred to the remote stations.
- As the schedules air, they can be monitored and revised as needed.
- MediaFire Automated Scheduled Record provides automatic recording of satellite feeds.

**Remote Stations**

Each station has MediaFire Playout server capability. Media is transferred to the server via satellite or removable media or it can be dubbed directly at the station site. Schedules sent from the central control site are aired automatically.

## MediaFire Central Alternative: Control AT a central site with hub servers (high bandwidth):

**STATION 1**

**STATION 2**

**Control Site**

- MediaFire Ingest and Playout servers are located at the Central Site
- MediaFire Automation interfaces with Traffic & Billing to acquire and prepare on-air schedules that are run from servers at the central site
- As the schedules air, they can be monitored and revised as needed.
- MediaFire Automated Scheduled Record provides automatic recording of satellite feeds.

### MediaFire Central's Remote Client Application



Using familiar screens and commands, on-air schedules at each station can easily be monitored, controlled and revised from the central site.



Each station's inventory list can be accessed and viewed from the central control site.



The schedules can be loaded, appended and saved. Drop-down menus provide a list of available schedules.



Audio and video settings can be reviewed and adjusted.