



## Digital Broadcast introduces MediaFire DUB HD system

TVNEWSDAY, May. 23, 6:39 AM ET

By Staff

Digital Broadcast has launched its new MediaFire DUB HD system, which provides the ability to dub both HD and SD syndicated programming off the Pathfire DMG server. Designed in collaboration with Pathfire, the MediaFire Dub HD was constructed as an integral component of the Pathfire delivery system and totally integrates into Pathfire's dub service architecture.

"MediaFire Dub HD is the fundamental solution to the broadcast industry's HD syndication requirement," said J.T. Davis, chief operations officer. "Digital Broadcast is pleased to work with Pathfire on this project, and that we continue to create and develop a variety of solutions for the broadcast industry."

"Digital Broadcast has been a valuable partner for creating and implementing an effortless means of transferring programming to tape or to servers," said Mike Connell, Pathfire product manager. "MediaFire Dub HD provides a solution to stations receiving HD syndicated content via Pathfire that utilize a video-based workflow."

With a drag and drop operation, the syndicated programming from the DMG Server transfers directly to the MediaFire Dub HD so that it is immediately available for dubbing to tape or to an existing server system. Files transfer across via gigabit Ethernet in their native format. No transcoding is required. The user can select the output to be either 1080i or 720p HD or 480i SD. The MediaFire Dub HD also preserves 600 and 708 closed-captioning and passes AC3 bitstream.

The MediaFire Dub HD also offers an easy upgrade path to the MediaFire HD automated server system. With MediaFire HD the programming is played directly to air according to an integral schedule provided via an interface with the station's traffic and billing system. The MediaFire HD system automatically and virtually instantaneously transfers HD syndicated programming from the Pathfire server. Each syndicated program is automatically prepped frame accurately using the attached metadata. It is ready for play out without requiring format "flipping" or additional processing and with no degradation of the HD material.

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