Digital Broadcast Provides Solutions to Today's Broadcast Challenges

THE CHALLENGE

Today's broadcast industry faces new and exciting challenges. Now, more than ever broadcast facilities look for enabling and cost effective solutions. They seek ways to take advantage of new revenue streams now made available to them through the Internet, PDA's and multi-channel opportunities. They want to capitalize on the ability to streamline their operations with efficient sharing of programming and data. These areas are where Digital Broadcast rises to meet the needs of today's broadcast industry.

THE MISSION

Founded by a group of veterans in the broadcast and computer industries, Digital Broadcast's mission has been to develop full-featured, but affordable products for a television industry that has been impacted in recent years by economic and security concerns, ever sharpening competition and major transformations in broadcast technology.

Underlying the founding principles is the realization that increasingly television stations are becoming computer networks, which provide huge conveniences of transferring and sharing data, random access of A/V material, minimization of equipment space requirements and vast savings on mechanical equipment repair. At the same time, these station computer networks require new, and sometimes complex, procedures and adjustments to new ways of operating.

Digital Broadcast has developed products that integrate both broadcast and computer technologies into a product line that offers an amazing variety of powerful features, but at prices that avoid heavy financial burdens on the television station.

THE SOLUTIONS

Digital Broadcast's products include applications for automated receiving and airing of television programming, the editing and broadcasting of television news, the consolidation and centralization of broadcast air operations, and the efficient sharing of programming and data. Additionally, Digital Broadcast products offer mass archiving of audio/video material on blu-ray media, verification recording of station off-air feeds and disaster recovery systems that enable continued broadcasting in the event a station is disabled. All Digital Broadcast systems are fully compatible with developing technologies in digital broadcast and HDTV.

The scope of Digital Broadcast solutions is impressive:

Master Control Automation – MediaFire: Complete server-based master control automation including ingest, playout and control of external devices. It features powerful asset management software and direct transfers, both standard definition and high definition from Pathfire™, DG FastChannel® and Vyvx®

Archiving - MediaVault: Cost effective, near-line/off-line storage with Blu-ray and holgralphic technology. High speed search capability and interfaces with iNews™ and AP® streamline archiving operations

Disaster Recovery – SafetyNet: On-air functions can be maintained off site if the station is disabled. Remote control of off-site server system allows on-air operations to be controlled until normal operations are restored. The system also provides off-site backup of station inventory

On-Air Verification - MediaView: A year's worth of off-air feeds of multiple channels 365/24/7 can be recorded for verification. Recordings can be browsed from any desktop and are time and date stamped for accurate verification

News Automation - NewsBank: Automates newsrooms into one streamlined operation. Interfaces to AP", iNEWS™ and Comprompter? as well as interfaces to Pathfire™, BitCentral?, Ipump™ and NewsPath™

Centralization: Centralize or regionalize broadcast operations with automated control and real time monitoring of playout from a remote location

High Definition: Digital Broadcast products feature highly flexible High Definition. Able to handle different formats, Digital Broadcast's HD also offers simultaneous playout of high definition and standard definition streams. Incoming SD streams are upconverted to HD; incoming HD streams are downconverted to SD. HD is user selectable 1080i or 720p.
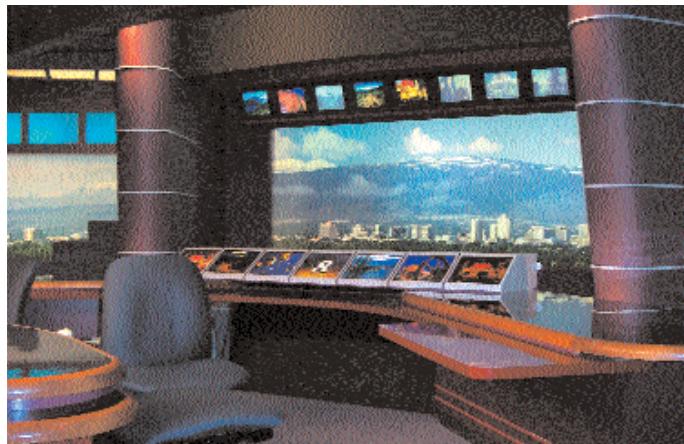
THE TEAM

Digital Broadcast …

With a team of specialists in both broadcast and computer technology, Digital Broadcast has merged the two fields into a streamlined working whole that not only revolutionizes broadcast operations, but sits on the very cusp of developing technologies that will carry broadcast into the future.

And you! …

Digital Broadcast works closely with its customers to provide systems that work for them. We make every effort to accommodate customer needs as well as to seek customer suggestions for improving and enhancing our products. Customers have described our support as "phenomenal" and claim they have "never dealt with a company that has worked as closely with us to meet our needs as has Digital Broadcast."

To date, Digital Broadcast has installed well over a hundred systems in stations throughout the U.S. including stations belonging to the major station groups. Worldwide viewers of television broadcast from Digital Broadcast server systems currently number over 1.7 billion.

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