Play-to-Air made cost-effective, scalable, future-proof

SOLUTION HIGHLIGHTS

Ingest and Playout

- Broadcast-quality codec, all major formats supported
- Back-to-back playout of mixed formats with dynamic conversion
- Direct ingest to/playout from a central storage
- IP Streaming
- Optional channel branding such as logo insertion, text crawler or animations

Dense and Highly Scalable

- Scale channels (up to 12 channels per 2RU)
- Scale storage capacity (high density in economical and expandable footprints)

3rd Party Integration

- Seamlessly integrates with Dalet systems and applications
- VDCP, BVW, API interfaces for integration with other MAM, NRCS, Automation systems

Highly Available & Resilient

- Multiple, redundant connections
- Disaster recovery configurations
- Active-Active Storage Controllers
- RAID 6-protected arrays
- Dual power supplies

AirGo BR and Storage MX

Cost-effective, Scalable, Future-proof Playout

Broadcasters and studios face many different challenges today - from the ever increasing demand for content, to diminished growth in traditional broadcast TV brought about by increased competition from content sources beyond traditional linear broadcast, to changing industry trends and constant shifts in technology. These challenges require broadcasters and media companies to improve their agility and responsiveness, in order to protect their brand equity and stay competitive. They have to pioneer new ways of doing business or "go with the times" so to speak – whether that is to monetize content they already have, create more content and therefore rapidly support more channels or delivery methods, or tap new revenue sources beyond traditional business segments. In doing so, they have to be able to adapt and scale both their operations and infrastructure to deliver content in many different formats for many different platforms – all of these while reducing costs and risks, simplifying operations, and ensuring reliability. Simply put, there's so much MORE to do with LESS. This is the reality that we are in today.

With all these in mind, MediaPower has set out to put together a MediaPower branded solution for a cost-effective, highly flexible, scalable and future-proof ingest and playout platform built on open, non-proprietary IT-based systems to digitize and playback content. MediaPower has always been a proponent of enabling media workflows and these challenges are no different from ones it aims to address.

With two flagship products in its arsenal – the Dalet Brio-powered AirGo BR and enterprise-class media storage Storage MX, MediaPower offers a content acquisition and delivery infrastructure that is cost-effective, scalable, and future-proof. AirGo BR and Storage MX deliver a playout system that supports many different formats, scales as needs or requirements grow, supports the shift to IP streaming, uses protocols that allow integration with other systems and applications, and is provisioned with enterprise-class features for high availability and resiliency.

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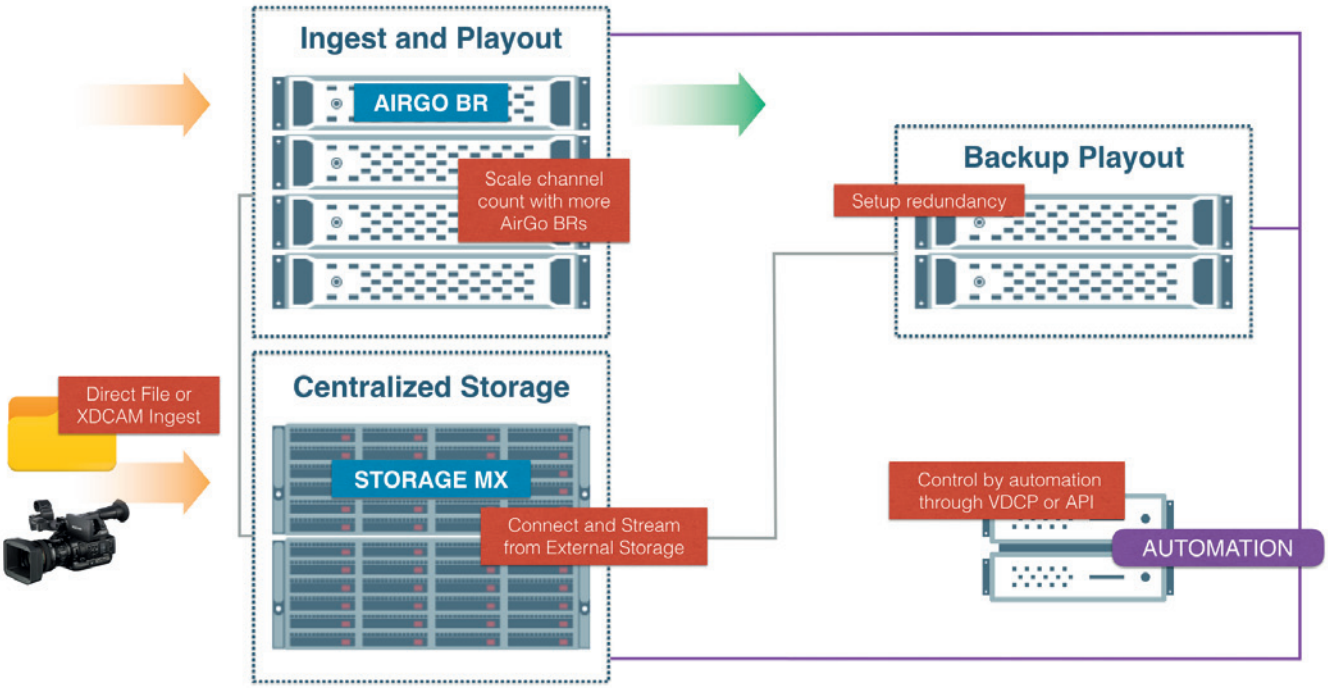
Cost-effective, Scalable, and Future-proof Play-out



AirGo BR

AirGo BR is a high-density, highly scalable, and cost-effective ingest and playout platform powered by industry-proven Dalet Brio platform. It is IP-ready and supports a wide range of software codecs ensuring broad interoperability. It also offers an optional embedded graphics engine. Apart from a tight integration with Dalet systems and applications, AirGo BR can also be controlled using VDCP, BVW, or its API protocol making it simple to integrate with 3rd party MAM, NRCS, and playout control or automation. Built on an open IT-based platform, it employs an architecture that allows multiple storage connectivity options and also allows for scalability and resilience, offering users the capability to start with their current needs, while allowing them to easily scale in the future.

Storage MX

Storage MX is a powerful NAS/SAN media storage array that achieves the performance and reliability of large enterprise storage and the flexibility and scalability of small to medium-sized systems. It is a high-density storage providing operators and production studios the capacity to store thousands of hours' worth of content in an economical footprint. It features load balancing and system failover capabilities, offering broadcast operators and media companies new levels of performance, reliability, and scalability, without limiting deployment options.

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ENABLE YOUR MEDIA WORKFLOWS
W www.media-power.it
E info@media-power.it

Via XII ottobre 2/181
16121 Genoa
ITALY
T +39 010 553-0177
F +39 010 570-9961

Avenue Emmanuel Pontremoli,
Nice la Plaine 1 – Bat. F1
06200 Nice FRANCE
T +33 4 83935070
F +33 4 93175174

Room 2107-08, 21/F,
Kai Tak Commercial Building
317-319 Des Voeux Rd Central
HONG KONG
T +852 2630 5016

PO Box 414,32 Mill Street
Greenville, NH 03048
USA
T +1 603 878 6400
F +1 603 878 4012