

Document:

SI Media MediaCG

Channel Branding and Character Generator

Technical Document – Vers. 3.0

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1 Preliminary Information

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1.2 Trade Mark

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1.3 Documentation and Support

We have tried to do our best in writing this document, but it is possible to find some mistakes and omissions. For further information, please contact:

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2 Company profile

SI Media is a private owned company founded more than 25 years ago as a software house for TELEVISION management systems. Today, it is a leading company with a long term experience in the development and deployment of Traffic, Play Out Automation, Media Asset Management and NewsRoom solutions for TV Broadcasters.

Even though the Traffic, Automation, MAM and Newsroom applications are built to be modular and stand-alone, they are fully integrated in a harmonic and homogeneous workflow. They share several information fields over the same SQL database and through the XML protocol.

SI Media solutions will easily interface with any available archive system.

All the solutions developed by SI Media are field-proven, based on .NET platform running over SQL 2012-2014 Server and in a high availability clustering environment.

With more than 180 customers (more than 250 channels on air 24/7) SI Media is able to offer a complete solution starting from Traffic, through Play Out Automation, Newsroom Computer System, Newsroom Play Out, TV Broadcast Logger, Internet control, streaming, uploading to web and mobile for VOD, MAM with Transcoding, HSM, NLE integration and QC.

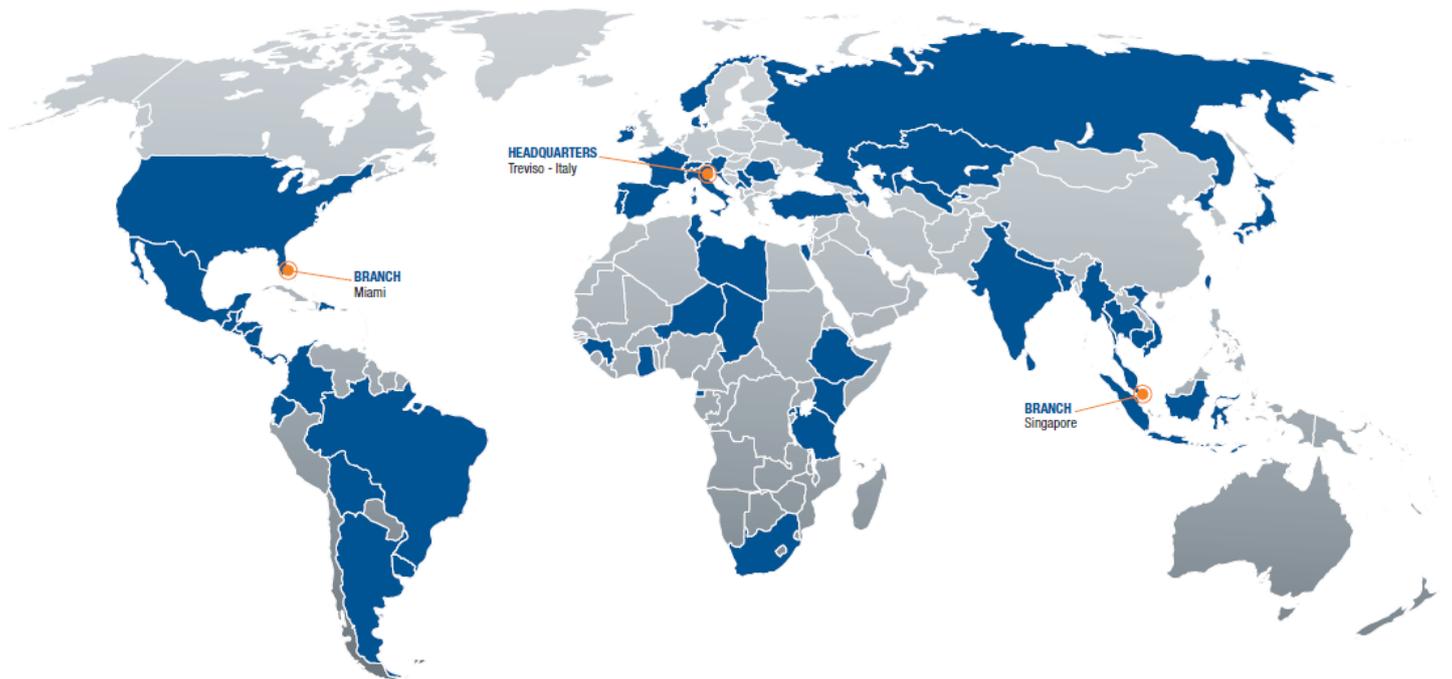
Due to the impressive and fast introduction of DTT in Italy, SI Media since more than 3 years, specialized also in MHP interactive applications and services for DTT.

SI Media Play Out Automation solution interfaces almost any broadcast devices as well as Video servers, including: SeaChange, Leitch, Omneon, EVS, Grass Valley, Ross and all other video servers controlled via API or “VDCP protocol” or IT solutions based on AJA-boards, BlackMagic, Matrox and more.

SI Media provides TV stations with easy to use solutions that:

- **Improve their operational efficiencies,**
- **Lower their running costs,**
- **Increase their functional capabilities,**
- **Increase their revenues,**
- **Minimize their risk of on-air down-time.**

2.1 Overview



SI Media has installations all over the world involving the entire range of its products. Here some numbers:

- 452 channel currently on-air with SI MEDIA playout 24/7/365;
- 26 software modules available;
- 37 years of experience developing broadcasting software;
- 153 customer trusting SI MEDIA;
- 11 average days to integrate/customize

3 Software Description

In the last years TV graphics have become more important for broadcasters because everyone wants to put on-air complex graphics to attract more viewers and to differentiate their brand.

MediaCG is the SI Media's module that satisfies broadcaster's needs of creation and management of animations, crawls, logos, DVE (i.e., picture-in-picture) and other graphic objects.

This module is fully integrated in the SI Media turnkey solution and as such is compatible with all the other existing modules. The graphic engine guarantees high-quality graphics and cutting-edge results. MediaCG includes a preview that allows testing the graphic projects created.

All the graphics can be scheduled in advance from the Traffic Manager (using MediaList application module) or played directly On-Air: the same operator that plays a graphic project, also can edit it on the fly adding and/or modifying metadata.

MediaCG allows the creation of elaborated graphics with more than one ticker: so it can be used for showing news texts, stock exchange indexes, sports results, SMS, Facebook and Twitter contents combined with the TV Logo, the clock and other information. The module also allows saving templates in order to create new projects starting from the most used ones.

MediaCG is a complete tool for TV branding for all the programs: live events, commercials, news programs, etc and allows the creation of 3D graphics projects.

3.1 Total On-Air CG Control

Every graphic project can be edited during the on-air session: the user can change the text, the animations, the position of the objects and many other properties. The changes can be done directly on-air or in a preview monitor.

MediaCG Live module manages the live graphics and allows opening several graphic projects and playing them: just one click will CUE the project and the second click will put it ON-AIR. The same module allows doing last-second changes to all the graphic objects without open again the editor.

3.2 Powerful graphic engine

The graphic engine of MediaCG guarantees cutting-edge results: graphic objects can have up to 16,7 millions of colours with 256 transparency layers. These colours can be assigned to texts, borders, shadows or background.

3.3 Unlimited layering

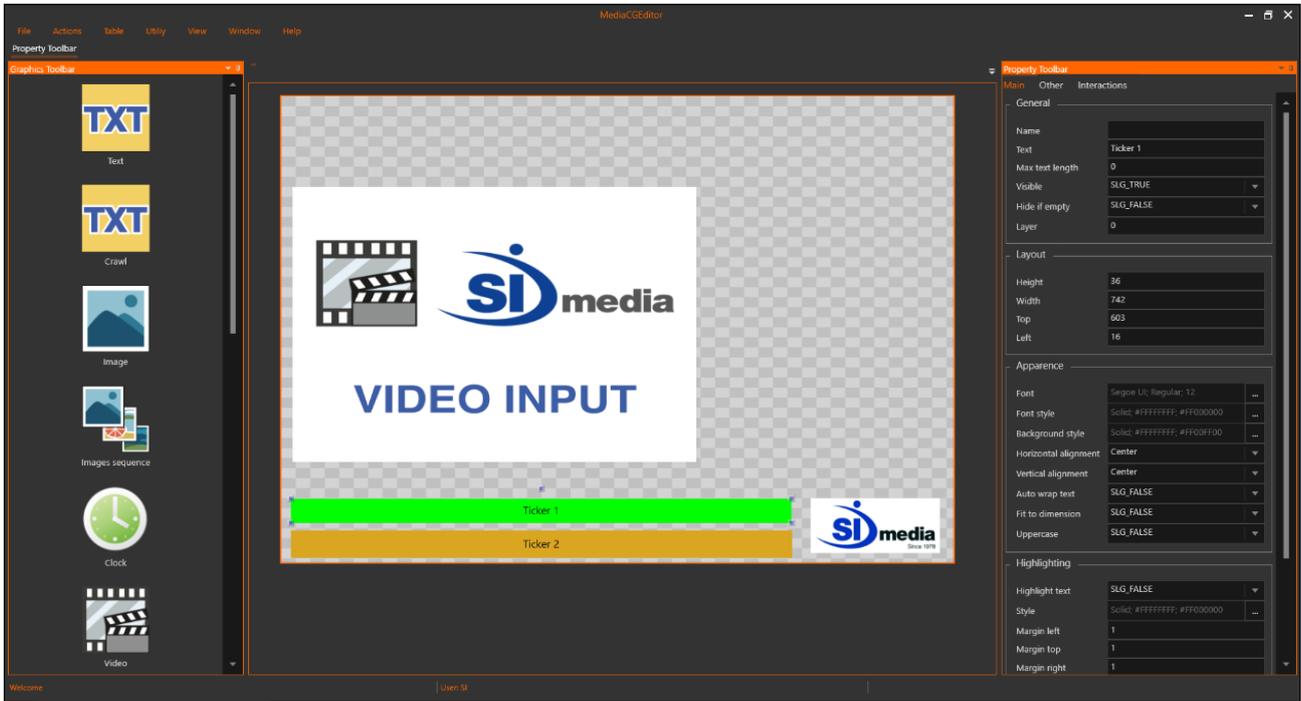
MediaCG can manage an unlimited number of objects combinations: all the graphic objects that are played are mixed in real time, animations included.

3.4 Dynamic data sources with dynamic text data

The contents of text objects can be set manually or be associated to an external and dynamic data source such as text files (txt), SMS, RSS feeds, XML or ODBC-compliant databases. So it's possible to add graphic tickers with news texts, stock exchange indexes, sports results, SMS, Facebook and Twitter contents that will be automatically updated.

3.5 Picture-in-picture

MediaCG allows adding Picture-in-Picture (DVE), a second video superimposed to the main one. Like other objects, position, size and other properties of the DVE are customizable by the user.



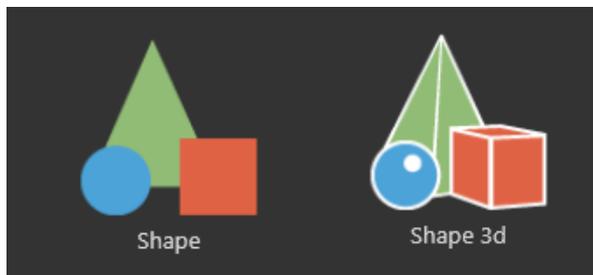
(MediaCG Editor, creation of a project containing a DVE and other graphic objects)

3.6 Timeline management

All the projects in MediaCG are created over a defined timeline. Timeline allows scheduling the time of execution of each object, changing some properties of the object in a defined period of time and adding in or/and out effects (Fade, Scroll, Resize, etc...).

3.7 Full HD and 3D support

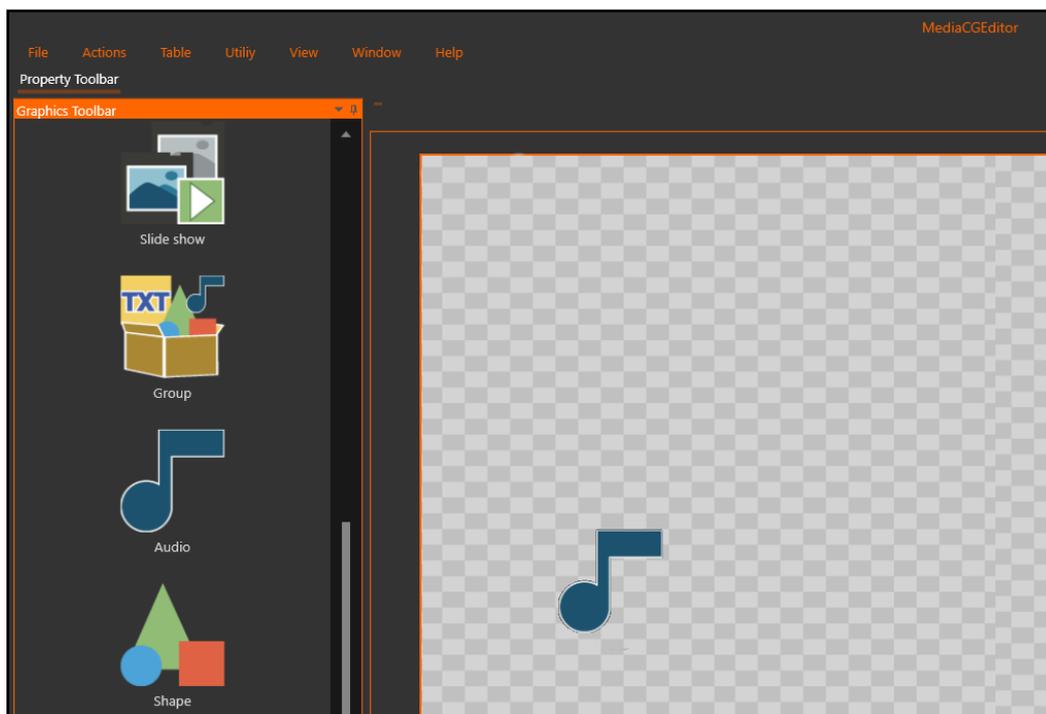
MediaCG supports both SD and HD projects including 2D and 3D objects.



(MediaCG Editor, 2D Shape & 3D Shape)

3.8 Audio management

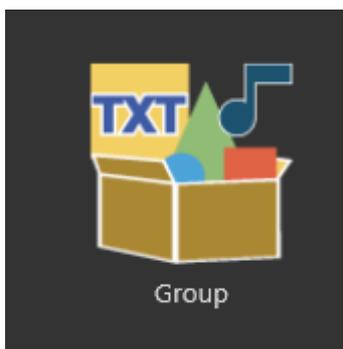
MediaCG manages also the audio files: it supports mp3 and wav formats and the audio can be added or replaced to the original one. Thanks to the timeline it's possible to schedule in advance when the audio must be added or replaced.



(MediaCG Editor, adding and Audio object)

3.9 Sub-projects management

MediaCG provides the concept of *Group of objects* that allow the creation of sub-projects in order to easier manage together more graphic objects. In this way it's possible to configure simultaneously several parameters (start, stop, etc.) for more graphic objects and enable different sub-projects in different times.



(MediaCG Editor, Group of objects)

3.10 Scheduled or live graphics

MediaCG can generate scheduled or live graphics.

Graphics of the first type are scheduled directly in the traffic module (MediaList) or in News Room module (MediaNews); from these applications the operator can directly access the features of MediaCG.

Graphics of the second type are created using MediaCG Live that is the specific module for managing live graphics.

3.11 SMS management and Social Media integration

MediaCG enables, using a specific SMS modem, the visualization of the SMS in the text boxes created with MediaCG.

MediaCG automatically downloads messages and allows filtering senders and/or messages containing foul words (defined by the user).

Also MediaCG allows to import contents from many other sources such as social networks, like Facebook and Twitter, that can be 'moderated' and filtered in advance by the user and then easily visualized in the text boxes and from ODBC in order to import analysis or other contents from databases, tables, txt files etc..

3.12 Perfectly integrated with MediaList and MediaPlay

MediaCG is perfectly integrated with applications developed by SI Media: MediaList (traffic module), MediaPlayer (automation module), MediaNews and MediaNewsPlay (newsroom modules). These modules integrate all the features of MediaCG.

MediaList and MediaNews allow the scheduling of different types of graphics: Logos (simple image in 2D or 3D as the station logo) or Graphic Projects (graphics with animations, crawl, series of images, clock, etc.).

In MediaPlayer and MediaNewsPlay it's possible to use MediaCG both for scheduled graphics and for manual ones and switch between these two modes.

3.13 Templates

MediaCG contains a Template area, where the user can choose from more than 20 templates available with the different object listed above.



