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Channel in a box playout

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XOR Media (formerly SeaChange Broadcast), developer of high-performance, open, IT storage for media applications and private cloud data centres, has partnered with media software solutions provider Etere to simplify playout workflow by integrating playout with graphics and master control functions as a channel in a box.



XOR MediaClient 8200

The solution keeps the open architecture standard unlocked to help in the scalability and expansion of the platform with more third-party best-in-class tools.

At the core of the solution offering is XOR Media's robust servers and storage infrastructure. The XOR MediaClient 8200 (MCL 8200) is a 64-bit video server with SD and HD input and output, with up to 12SD or 11HD channels in a 3RU footprint. Connected with the high-performance shared XOR Universal MediaLibrary storage, the MCL 8200 accesses all stored content and simultaneously streams hundreds of channels in real-time over IP network.

With Etere MTX drivers, MCL 8200 becomes a complete IT-based playout with integrated graphics and master control technologies built-in. This immediately simplifies logo insertion and CG overlays with the full API control by Etere Automation.

Etere adds new codec support such as WMV, ProRes, and AVI. It also brings powerful master control functionalities with touch control panel and router control for unlimited inputs.

"The robustness of XOR broadcast servers and storage and its open IT standards make the bundling of our products with Etere MTX a very unique, innovative, and cost-effective solution for new and already established broadcasters," said Stephane Jaurouy, vice president for worldwide sales, XOR Media. "With Etere's MTX application, broadcasters and content producers now have the ideal combination to support premium channels as well as new thematic channels in a common platform."

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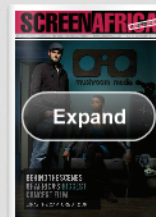
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