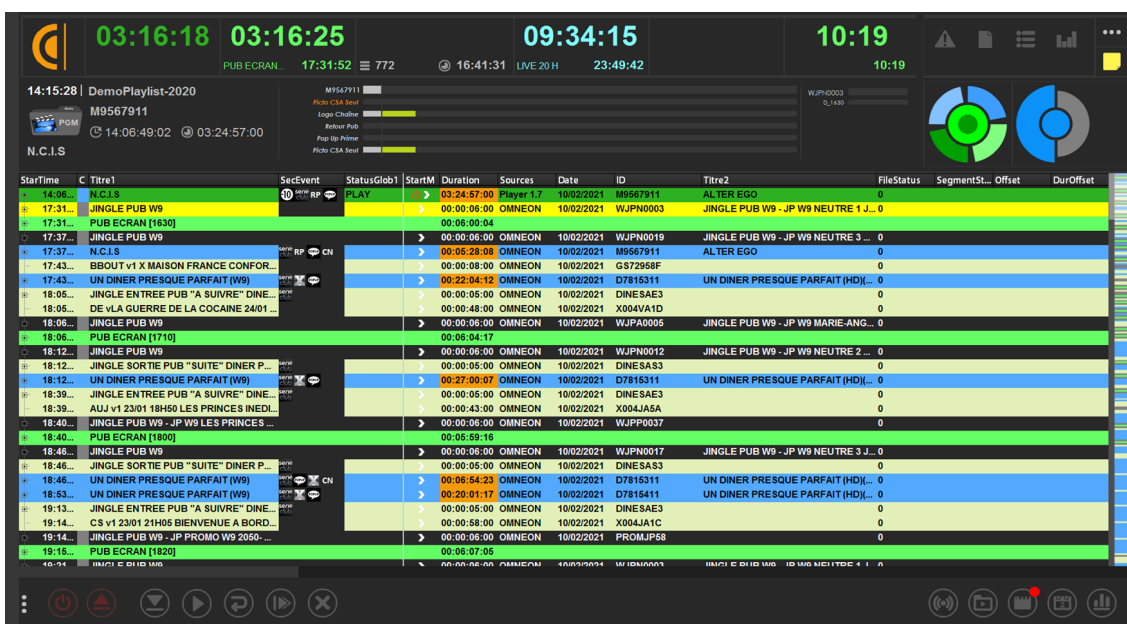




PHOENIX V4 BROADCAST AUTOMATION

Phoenix

MEDIA & BROADCAST TECHNOLOGIES ® (MBT) presents a major version of its playout automation system Phoenix, creating the first real multi-channel playout operating and monitoring system that is ready for the challenges of the 21st century.



User interface

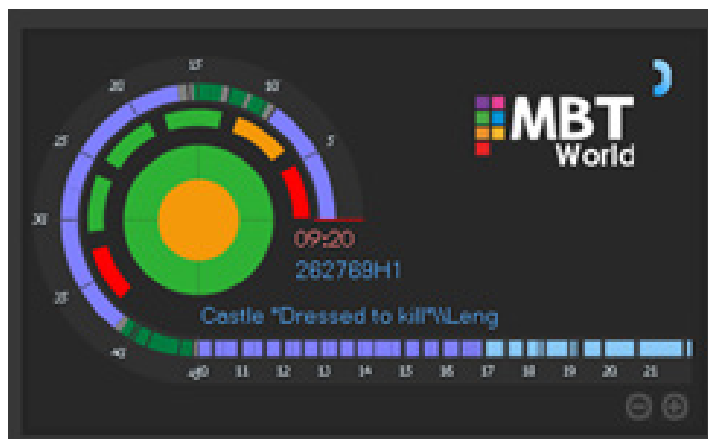
Based on cognitive broadcast intelligence, this new generation playout automation system, processes systematically all the defined workflows.

Monitoring & Pure Interface

Monitor your channel through a non-linear timeline in a pure environment!

When the timeline starts to curve, it shows the next 45 minutes of your playlist. In one wink you can see all the key categories (commercials, live ...) on this timeline. But moreover, the inner circle is a technical (device control) and editorial supervision tool!

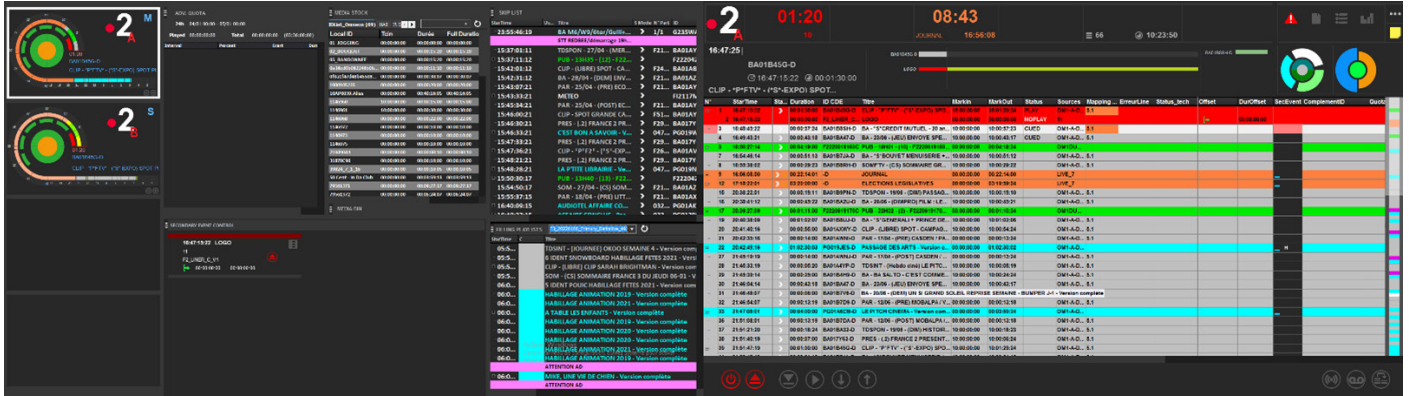
Finally a pure environment: if nothing happens on your channel, there is no need to see pop-ups and hear bells clinging. In this system, when there is a warning, the operator won't miss it. That is monitoring in the 21st century.





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Customizable interface



Define your own user interface!

The interface is divided in slots. The customer decides what these slots will contain. That can be a mix of 16 automation channels, the media library, the secondary events, the advertising quota, the skip list or supervision of all the controlled broadcast devices.

A unique user experience

The Phoenix playout automation system is no longer a simple sequencer of events but a playout workflow manager that offers the operator a unique user experience in a single or multi-channel environment.

Key Features:

- Multi-channel playout automation
- Pure and streamlined user interface
- Customizable interface
- Dual or single screen, or ultra-wide display
- Agnostic: controls devices of all brands
- 4K Compliant



Make Your Data Flow

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For more information : www.mbt.tv

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