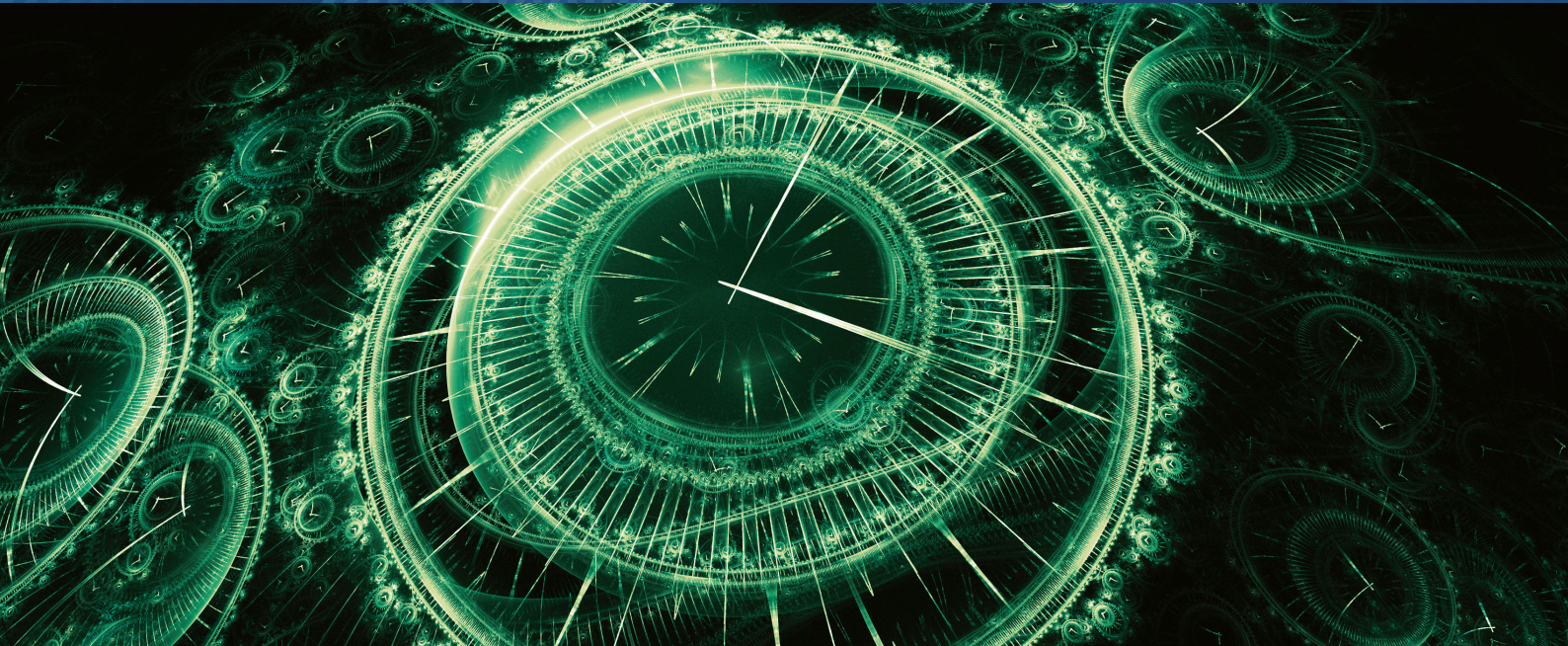


Gallium WORKFLOW ORCHESTRATION



For many years Pixel Power has been at the leading edge of broadcast playout, master control, workflow automation, graphics and branding. With many innovations that are now at the centre of television graphics, workflow and playout, Pixel Power is continuing to lead the transition to the new world of software-defined, virtualisable solutions.

Two new technology platforms underpin a range of solutions that enable broadcasters to make the move to IP and do so at their own speed and with solutions tailored specifically to their needs in ways that were never possible before.

Flexible, bespoke, modular and with completely new pricing models, these new technology platforms offer broadcasters the opportunity to acquire just the features or functional blocks that they need and only pay for them when they use them. The days of buying a hardware product where you only use 60% of the features 40% of the time are gone.

Gallium Workflow Orchestration is the underlying technology platform upon which a variety of innovative solutions are based that enable broadcasters to manage and improve workflows when automating the delivery of content to air, to VOD/Catch-up or multi-platform services. The solutions described below are based on innovative workflow solutions already installed with broadcasters worldwide. Currently, broadcasters are saving significant costs by deploying intelligent, automated workflow and playout solutions based on the Gallium Workflow Orchestration technology platform.

With Pixel Power you only pay for what you use when you use it.

Gallium Workflow Orchestration allows broadcasters to execute workflow tasks **with** media content. This enables a broadcaster to automate linear channel playout, automate addition/removal of graphics, branding or logos, package content or regionalise/localise content according to business demands.

Gallium FACTORY

File based content packaging | Gallium FACTORY automatically generates sophisticated clips, such as promos, trailers and marketing content, using intelligent graphics templates, information entered by the commissioning producer and direct access to the asset management system. It automatically creates all versions of a clip eliminating unproductive manual work, renders the finished sequence and delivers them to transmission or asset management.

Factory is a scalable, flexible and affordable solution which makes it easy to add high end graphics to non-live content.

Gallium PROMOTE

Intelligent Automated Branding | Gallium PROMOTE is an intelligent automated branding solution that automatically creates and delivers dynamic promos and branding for live or thematic channels. It reads the traffic system and real-time schedule, then populates graphics templates for slates, bugs, promos and line-ups. Promote eliminates the repetitive tasks of creating cross-promotion, sponsorship, squeeze-back and other in-programme graphics.

Gallium PLAYOUT

Multi-Channel Playout Automation | Gallium PLAYOUT is a highly integrated, sophisticated and scalable scheduling, asset management and automation system that provides the intelligence to build a variety of playout solutions. Playout is ideal for playout facilities that need to implement automated control of transmission devices for graphics or complete channel playout.

PAY BY USAGE

A significant advantage of a software-defined solution is the ability to create new operational benefits such as on-demand usage and pricing models. Individual features can be purchased outright or bought on a pay-as-you-go basis by the quarter or hour.

visit **pixelpower.com**
for more information about
Gallium WORKFLOW ORCHESTRATION

Pixel Power
A Rohde & Schwarz Company