

# StreamMaster MEDIA PROCESSING



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.

StreamMaster Media Processing is the underlying technology platform upon which a variety of innovative solutions are based to help broadcasters manage the processing, branding, master control and delivery of content to customers. The solutions described are configured as standard branding and playout solutions based on how broadcasters currently operate. As a software-defined technology platform, however, features and functional blocks are constantly being added to offer broadcasters a future-proof platform and even more flexibility as operations change over time.

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

**StreamMaster Media Processing** enables broadcasters to execute processing functions on media content. Running on COTS hardware on-premise, in a data-center or in the public cloud StreamMaster Media Processing enables authoring, transcoding, logo and graphics insertion, content rendering, real-time master control, real-time graphics and DVE.

## **StreamMaster** BRAND

StreamMaster BRAND is a software defined branding and graphics playout engine designed for 24/7 operation in a transmission environment. Using a singular workflow StreamMaster BRAND is designed to meet a wide range of automated graphics playout and channel branding needs. It is an efficient and highly cost-effective solution for delivering graphics reliably and without operator intervention.

Designed for autonomous operation and with no direct user interface StreamMaster BRAND enables a complete and effortless flow of on-screen information such as Branding, Promos, Stock Data, Weather news, Sports updates or News briefings.

## **StreamMaster** DELIVER

StreamMaster DELIVER is a software defined integrated playout engine designed for 24/7 production of simple or complex linear TV channels in a wide variety of environments including dedicated server or virtualized in a private data centre or in the public cloud.

Using a singular workflow StreamMaster DELIVER goes further than standard playout systems by enabling you to maximise your brand and grow revenues through the creation of dedicated content for multi-platform delivery. Running on COTS hardware StreamMaster DELIVER offers you the choice whether to host your playout, automation, master-control and branding applications on-premise, in a private data centre or in the public cloud. StreamMaster DELIVER offers media playback, real-time master control of live feeds, real-time graphics and DVE with SDI and/or IP streams.

## **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.

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