



# MassChannel™\*

Store. Transcode. Playout. Automate.

## The Industry Leader in Broadcast Business Continuity Solutions

MassChannel will protect your assets and on-air signal in case of any emergency. Going off air, for even a few minutes, is a costly price to pay. Today's broadcaster must have a guaranteed backup plan in the event of an emergency situation.

If you require a solid strategy for business continuity without increases in operational costs, MassChannel is the solution.

MassChannel is a completely automated video replication, storage and playback system. In the event of a failure, MassChannel will ensure no revenue is lost by maintaining exact placement of commercial content and a consistent signal to air. MassChannel integrates seamlessly into your existing operation and does not require operator interaction.

MassChannel monitors your ingest/air server and integrates directly with the station's automation system. Through policies, your playlist will direct the movement of content to the playout device located at a remote, hardened site. MassChannel replicates the active playlist in real time, and continuously runs a parallel output to your on-air signal. MassChannel does this uniquely without people processes; a true background task.

MassChannel gathers and stores file-based content and decodes it to SD and/or HD. Playout via HD-SDI and SD-SDI is supported and playlists can be assembled using mixed HD & SD material. All content is automatically up/down converted and can be used to simulcast both an SD & HD channel.

## Broadcast Continuity

With MassChannel, viewers are unlikely to realize that a broadcast facility is in an emergency situation. MassChannel supports GP I/O triggers to enable control of a downstream router or keyer for source switching and channel branding, enabling you to continue broadcasting without any significant change to your scheduled program output. Masstech can further adapt your business continuity solution to meet your requirements with options like archiving, loopback streaming monitor and emergency ingest.

In the event of programs not arriving on time or live events which cannot be copied in advance, Evergreen Material will instantly replace what is scheduled for playout. Evergreen Material is generic content that is stored on the edge server. This will enable your system to always have content available should the need arise, thereby preventing dead air.

Content is automatically transcoded to virtually any format during the transfer process. Content in your library does not have to be one particular format. MassTransit's automated and in-stream transcoding will ensure seamless compatibility.

## MassChannel Features:

- **Format agnostic — Can play virtually any file format.**
- **Traffic file agnostic — Can read virtually any traffic file.**
- **MassStore integration for unlimited storage capacity.**
- **Secondary Events to control many different downstream devices.**
- **Playlist Replication to allow 2 channels to be run in a single box (East & West feed).**
- **Evergreen — Replace offline items with Evergreen content to ensure you stay on air.**

## MassChannel Features:

### Remote Verification

To verify the integrity of MassChannel operation, a simple and remotely accessible web-based technology monitors and reflects the status of the current playlist. Combine MassChannel with the MassLogger® compliance recording system for comprehensive remote playout verification.

### Enhanced Security Features

Enhanced security features deliver complete and versatile administrative control for every user accessing the MassChannel system. Define specific resources and attributes within the system and each user's rights are customized to meet only the requirements needed to perform their specific tasks.

### Time Delay Broadcast

The Time Delay option provides a replicated playlist to playout one time delayed broadcast feed (e.g. west coast/east coast feeds). It is not necessary to generate a second playlist. MassChannel will program it automatically for you with a user configurable time delay.

### Verify As-Run Logging

MassChannel generates standard as-run logs to verify what content was actually played out. Send the logs to your Traffic system for reconciliation or to MassLogger to view video logs of specific discrepancies at your desktop.

### Logo Insertion

MassChannel integrates branding your broadcast channel without any external devices. Alpha and blending controls provide seamless logo overlays.

### Manage Secondary Events

Control of external devices such as routers or downstream graphics generation systems through GP I/Os or built-in support directly from MassChannel.

### MassChannel Product Specifications

Simultaneous playout of HD and SD content over HD-SDI and SD-SDI

1080i @ 29.97, 30 and 25 Hz

720p @ 60 and 59.94 Hz

SD at 525 and 625 lines

8 to 16 channels of embedded audio

EIA 608 and EIA 708 Closed captioning

"Live pass through" from HD input

### Input :

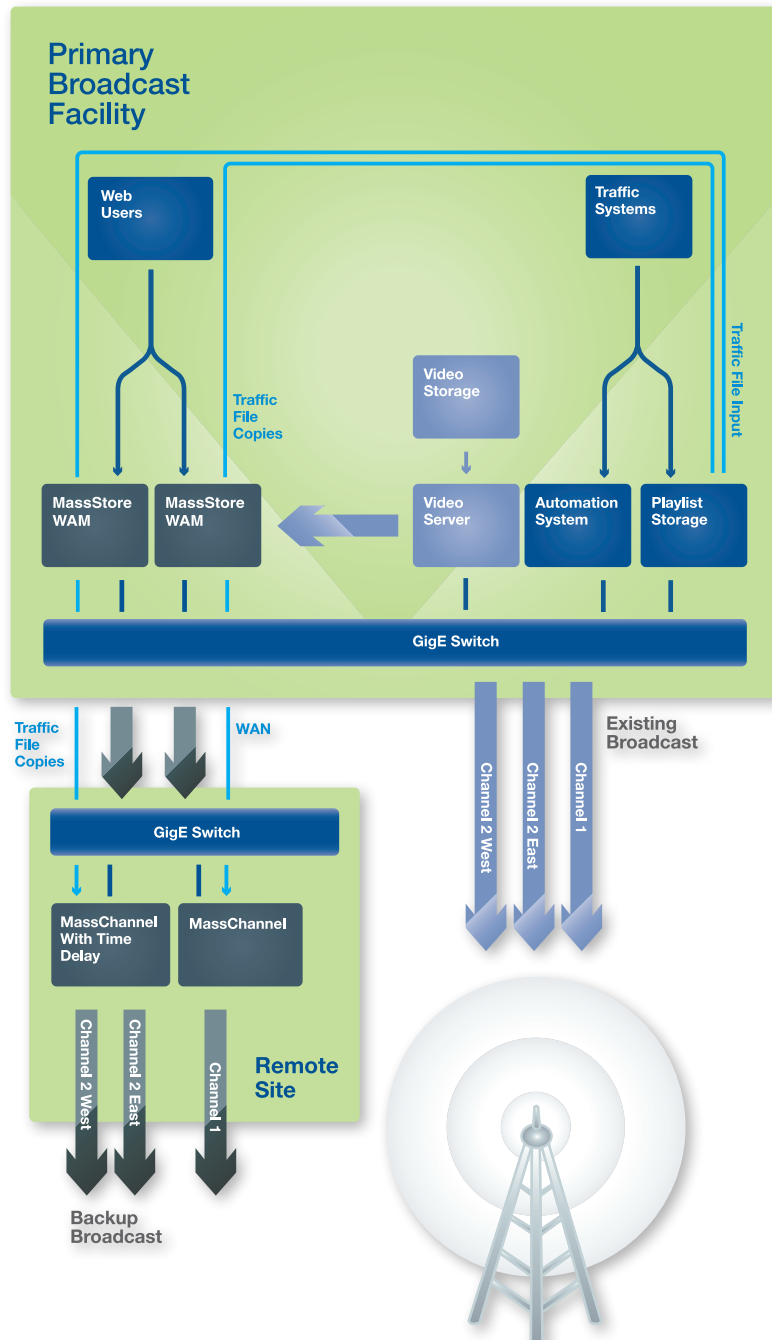
#### Traffic Files

Any traffic file can be parsed for generating a playlist within MassChannel. A date-based naming format needs to be followed for the Traffic files such as DDMMYYYY.LST or similar. This is easily accomplished by scripting if your traffic files are not already named by date.

#### Broadcast Media Files

Avid/Pinnacle MediaStream, MPEG2 Program & Transport Streams are supported and will be passed to the MassChannel playout device by the replicator without need for transcoding. Pinnacle MediaStream server and other MPEG2 formats supported via automatic transcode in the Replicator include (but are not limited to):

- GXF
- DV25/50
- Omneon (Quicktime Format)
- See Masstech Representative for a Complete List of Formats



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