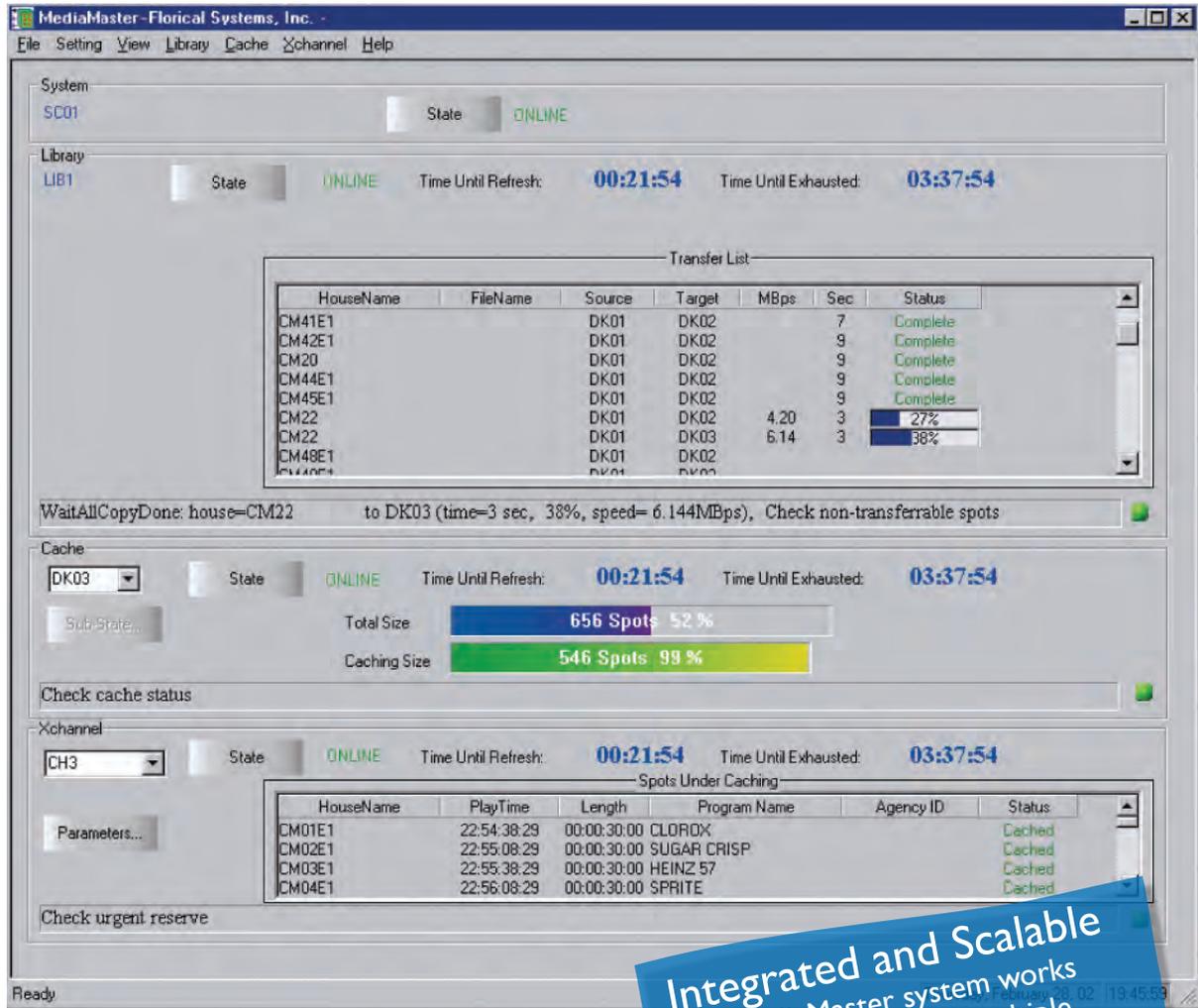


MediaMaster is the asset management system which systematically moves program and commercial material between media servers, libraries and archives based on presentation schedules. MediaMaster provides the most effective way to manage your assets for television automation of single channel, multi-channel and ShareCasting systems.



The screenshot shows the MediaMaster interface with the following sections:

- System:** SC01, State: ONLINE
- Library:** LIB1, State: ONLINE, Time Until Refresh: 00:21:54, Time Until Exhausted: 03:37:54
- Transfer List:**

HouseName	FileName	Source	Target	MBps	Sec	Status
CM41E1		DK01	DK02		7	Complete
CM42E1		DK01	DK02		9	Complete
CM20		DK01	DK02		9	Complete
CM44E1		DK01	DK02		9	Complete
CM45E1		DK01	DK02		9	Complete
CM22		DK01	DK02	4.20	3	27%
CM22		DK01	DK03	6.14	3	38%
CM48E1		DK01	DK02			
- Cache:** DK03, State: ONLINE, Time Until Refresh: 00:21:54, Time Until Exhausted: 03:37:54. Total Size: 656 Spots 52%. Caching Size: 546 Spots 99%.
- Xchannel:** CH3, State: ONLINE, Time Until Refresh: 00:21:54, Time Until Exhausted: 03:37:54
- Spots Under Caching:**

HouseName	PlayTime	Length	Program Name	Agency ID	Status
CM01E1	22:54:38:29	00:00:30:00	CLOPOX		Cached
CM02E1	22:55:08:29	00:00:30:00	SUGAR CRISP		Cached
CM03E1	22:55:38:29	00:00:30:00	HEINZ 57		Cached
CM04E1	22:56:08:29	00:00:30:00	SPRITE		Cached

Integrated and Scalable
The MediaMaster system works with archive or library, multiple broadcast servers and multiple broadcast channels.

- Automatically transfer material as needed.
- “Discovers” new material on servers.
- Archive material automatically.
- Manage by traffic purge lists, manual purges, expiration dates and automated “priority” purges.
- Monitors on-air and future presentation schedules for missing material.
- Modular and scalable. Supports multi-channel and ShareCasting operations.





System

Dell / Intel Core 2 computer with Microsoft Windows
Windows XP Pro-SP3, 3.0GHz CPU, 2 GB RAM, 160GB HD X2, RAID 1.

Options

Additional transmission channel: Add an additional presentation channel to manage with MediaMaster.

Redundant Storage from Video Tape Library: Transfer material from a video tape library to two or more video servers. (Single channel).

Reciprocal Mirroring Between Servers: Demand based mirroring between two compatible video servers. (Uses network transfers).

Digital Archive Option: Supports an Avalon, SGL or Front Porch Digital archive interface as the library system in MediaMaster. NAS interfaces directly with MediaMaster

Multiple Library Arbitrator: Support two library systems with a single MediaMaster.

Supported Devices

Contact Florical or visit www.florical.com for a current list of specific devices from the following manufacturers:

Digital Video Servers

Accom	Abekas 6000
Grass Valley	Profile 100, 200, 400, XP series, Profile MAN, iVDR, K2
Leitch	VR300, VR420, VR440, VR445, Nexio
Omneon	Networked Content Server Series
Avid Pinnacle/HP	BVS, MediaStream 300, 700, 900, I600, SAN series, 8000
SeaChange	BMC-830, BMS-830, BMC-1230, BMC-1250, BMC-1630, BMC-1650
Sony	MAV-70
360 Systems	Imagestore 2000

Archive Systems

Avalon	AVALONidm for Ampex, ATL, ADIC, Sony, Storage Tek, Asaca DVD Juke Box
SGL Archive Manager	ATL, ADIC, Sony, Storage Tek, Asaca DVD Juke Box
Front Porch Digital	ATL, ADIC, Sony, Storage Tek, Asaca DVD Juke Box

Cart Machines

See your Florical sales representative for details.

Video Tape Recorders

VTRs controlled using Sony BVW protocol via RS-422

FEATURES

Move Assets

- Manage and move spot and program inventory between archives, libraries, and video servers.
- Transfer and restore assets from a library or archive to broadcast servers.
- Archive assets from broadcast servers near-line libraries for true Hierarchical Storage Management.
- Transfer assets between video servers on Network Attached Storage (NAS) to reduce library usage.
- Initiate media transfers automatically from real time broadcast schedules to reduce operational errors.

Manage Contents

- Maximize material available on video server caches.
- Maintain optimum broadcast server caching with storage targets per transmission channel.
- Purge broadcast servers based on actual schedule requirements.
- Purge system contents based on asset expiration date or traffic purge lists.
- Get real time status and performance reports so operators can plan ahead.

Support Broadcast Servers

- Broadcast multiple transmission channels per server.
- Mirror broadcast servers for evergreen backup or protection broadcast streams.
- Use any mix of broadcast server size for true system flexibility.
- Backup server contents to a library automatically.

Store On Libraries and Archives

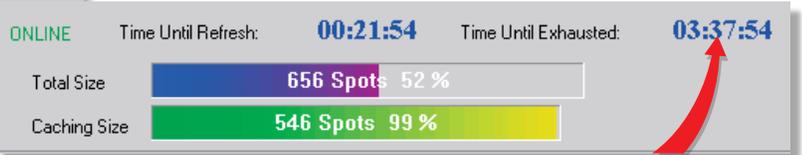
- Extend the life of library equipment by reducing transfers as much as 90%.
- Allow preventative maintenance of library equipment during regular hours.
- Interface with digital tape and DVD archives connected by SCSI or network interface to video servers.

Scale Up

- Support multi-channel operations with an unlimited number of output transmission channels.
- Scale to virtually unlimited levels of storage hierarchy with multiple MediaMaster systems.
- Process multiple play schedules and multiple file servers.

HouseName	Advertiser	Product	Agency Id	Duration	Ty	Chan	Mo/Dy/Yr	Time
A0168	U.S. GENERAL S...	ADM	A0168	00:01:00:00	PS	WFS1	03/22/2002	06:28:26
A0181	WFS1 AM	PR81	A0181	00:00:30:00	PR	WFS1	03/22/2002	08:58:30
A0984	LONG JOHN SILV...	93TA	LJT28993	00:00:30:00	CM	KFS1	03/22/2002	09:28:26
A1011	HOME DEPOT-HS...	2-66	YHTN1347	00:00:30:00	CM	WFS1	03/22/2002	10:28:32

Missing Material report tells you what is needed by all the AirBoss presentation schedules.



Countdown Timer tells you how much time you have left before missing material is needed for air.

