

Pharos to introduce new concept in promotions workflow at NAB 2009

Pharos announces a powerful new mechanism to link graphics workflow and playout when creating complex secondary events for multichannel promotions.

Pharos announces a powerful new mechanism to improve graphics workflow and playout for multichannel promotions. Pharos Event Templates tie the graphics preparation workflow to playout and delivery when using Pharos Mediator and Pharos Playtime.

Event Templates simplify the creation and delivery of complex secondary events such as 'coming up next' graphics, credit squeezes and promotions. Frame-accurate markers can be added at any stage in the Mediator workflow to assist graphics design and trigger promotions during playout. These are co-ordinated by Pharos Mediator and Playtime into a single business process, greatly reducing the risk of on-screen errors when scaling up for multi-channel and multi-language expansion. Cross-channel promotions can also be managed using Event Templates where both schedules are changing. Mediator's powerful transfer management underpins Event Templates by managing all file transfers between central storage and any number of third party graphics playout devices.

"Inefficient graphics workflow can limit a network's opportunity to develop existing channels and create new programme streams," Russell Grute of Pharos explains. "Maintaining a channel's identity and promotional style requires greater use of on-screen graphics. This can seriously increase the daily workload when designing, reviewing, approving and distributing on-screen promotions and graphics for television and new media. Pharos Event Templates are compatible with third-party graphics creation tools and stand-alone server and graphics air-chains as well as the increasing number of channel-in-a-box graphics servers. The Playout system complexity can be reduced and main/backup changeover is greatly simplified."

Pharos Mediator 4 and Playtime using Pharos Event Templates will be introduced at the 2009 NAB Convention in Las Vegas, 20-23 April (Pharos Booth SU 8902).

Pharos software solutions improve workflow and increase efficiency for broadcasters and service providers in television, radio, VOD and mobile publishing. Since 1997 Pharos has pioneered collaborative desktop workflow and integrated third party infrastructure management. The unique Mediator content management platform, with its integrated Playtime playout and Pilot control options, provides efficient tools to deliver multi-format content globally. Millions of media assets across hundreds of television channels and an increasing number of new media distribution networks, today benefit from the unique Pharos approach to integrating creativity, workflow and media logistics.

Pharos software architecture, integration and post-installation support enable the entire business of broadcasting to be unified across the enterprise.

About Pharos

Pharos delivers integrated content management and workflow to broadcasters and service providers in television, radio, IPTV and telecommunications. Since 1997 Pharos has developed the unique Mediator platform with Playtime playout and Pilot control options, to manage content globally from the desktop and enable rapid expansion in playout, presentation and publishing.

Mediator 4 delivers productivity enhancements for all areas of operations to drive content and promotions for multi-channel playout alongside services for VOD, IPTV and mobile.

The full range of Pharos systems and services can be explored in detail at www.pharos.tv

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