

## **Efficiency is the key - Pharos debuts Mediator 4 to drive multiformat workflow at NAB 2009 (SU8902)**

The Pharos Mediator 4 content management platform makes its US exhibition debut at NAB 2009 in Las Vegas, 20-23 April (Pharos Booth SU8902).

Pharos Mediator makes access to content quicker and easier than ever before. Search it, view it and do it from every desktop. A wider range of workflows from ingest, QC and compliance, right through to approvals, playout and publishing increase productivity right across the enterprise.

Mediator 4 delivers an all new user interface with advanced search and browse at every desktop. Mediator 4 also improves workflow integration when using the optional Pharos Playtime playout or Pharos Pilot Studio and MCR control.

"Mediator 4 can help make end-to-end broadcast processes easier and more efficient," explains Russell Grute of Pharos. "A wider range of content preparation processes can now be managed from the new intuitive user interface with metadata, workflow, search and browse at every desktop. We are aiming to deliver highly efficient channel supervision and delivery. Mediator 4 is also scalable, allowing new multi-language services, HD channels or VOD services to be added. Pharos user interfaces run on standard PC and Mac browsers using high performance plugs-ins such as Adobe Flash and Apple Quicktime. This now allows operations to be distributed to any location. From ingest, QC and compliance, right through to approvals, playout and publishing, Mediator enables creativity and productivity almost anywhere."

### **New at NAB 2009 a wider range of content preparation efficiencies from Pharos**

Improvements to Mediator's remote browse capabilities can allow direct streaming of browse material to be prepared for SD, HD and VOD services to every desktop. This can also be extended to third-party post-production, subtitling and graphics houses. This allows Mediator to drive the workflow for the most complicated content and promotions in transmission or distribution order.

### **New: Streamlined ingest and import workflows**

Whether it's base band ingest from tape or file import Mediator manages it all as efficiently as possible, any format and any wrapper. Including easier metadata entry and retrieval, Mediator workflow speeds up the processing of multi-format content from tape, disc (such as Sony XDCAM) or files. Mediator now offers integrated library management, ingest and QC workflow to increase ingest and encoding productivity. Ingest throughput is also improved by up to 20% using parallel processing for tasks such as language tagging and rewrapping. New resource-sharing capabilities optimise the use of expensive third party infrastructure such as Flexicarts, HD/SD VTRs and encoders. Mediator also handles a wider range of file types side by side including MXF, Apple Quicktime and Avid DNxHD. Additional content such as promotions, commercials and subtitles produced remotely by third-party systems can also be uploaded centrally by Mediator as a part of the workflow.

### **New: A wider range of third-party QC solutions to speed up import and delivery**

New integration with Amberfin iCR, Interra Baton and Tektronix Cerify. "Each of these solutions offers a range of specialist features," adds Russell Grute. "The Mediator 4 platform gives broadcast network managers the freedom to select the best third-party QC system to reduce on-screen errors and improve their throughput. These new tools enable our customers to automatically enforce their delivery specification for the material and metadata they receive from their customers and suppliers,

without the need for manual checking. On the output side Mediator has offered integral transcode and rewrapping for some time and now it can also automatically QC material and metadata for multiplatform delivery"

**New: Pharos Event Templates simplify channel management and promotions**

The creation and delivery of complex secondary events such as 'coming up next' graphics, credit squeezes and series promotions is now simplified. using the Pharso Event Template. Frame-accurate markers can be added to content after QC and Compliance checking to assist graphics designers and to trigger promotions during playout when using the Pharos Playtime playout option. Cross-channel promotions can also be managed using Event Templates to automatically update on-screen timings where schedules across multiple channels are changing.

**New: Pharos Management Reports**

Measure system workflow, loading and performance. Every action in Mediator is tracked in real time against business priorities such as the schedule or service level agreement. Mediator Dashboards provide live information to determine optimal allocation of infrastructure and resources. Examples are real-time display of exceptions needing urgent attention, such as low free space on a server or material not yet approved or ready for transmission. Mediator workflow states such as QC pass/fail or TX approved can also be reported in accordance with service level agreements to measure and improve business performance and continuity.

Pharos staff attending NAB 2009: David Barnes, Russell Grute, Roger Heath, Alan Hoggarth, Carl Manning and Steve Robinson.

**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](http://www.pharos.tv)

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