

COST EFFECTIVE TAPELESS HD WORKFLOWS

BROADCAST TECHNOLOGY SEMINAR THE MONARCH, DUBAI, UAE

Four broadcast manufacturers come together to present and discuss coherent and integrated workflows to solve the myriad of formats and standards that can make HD so potentially complex.



You will leave this event with:

- Solutions for adopting HD technology into your business model
- Strategies to increase revenues and improve margins
- Learn how to integrate best of breed broadcast products

Media Partner

avspecialist.tv



Neil Blake
Product Marketing Manager
Avid Technology

Avid

Granby Patrick
Partner Director Technology
Marquis Broadcast

marquis

Graham Collins
Advanced Integration Manager
Omneon

OMNEON

Ulf Genzel
Chief Sales Officer
Blue Order Solutions AG

blue order
media asset management

COST EFFECTIVE TAPELESS HD WORKFLOWS

HD is opening up a wide range of new opportunities in terms of quality, content and commercial possibilities. However there is a significant risk that the potential additional costs, if not successfully controlled, may outweigh the financial benefits. The key to cost effective operations is a well planned and integrated workflow.



COST EFFECTIVE TAPELESS HD WORKFLOWS will show that a variety of manufactures can be integrated to maximise efficiency and automation of your workflows in order to minimise operating costs and improve quality despite the proliferation of standards and complexity in HD. Business opportunities such as pay-per-view and increased sponsorship can be explored without seeing increased operating cost wiping out any resulting increased revenue.

► **Multi-vendor HD Workflow**

Example of a shared HD workflow in operation with **Avid**, **Omneon**, **Blue Order** and **Marquis** all in use at Plazamedia, Germany

Who should be attending?

COST EFFECTIVE TAPELESS HD WORKFLOWS

is aimed at CEOs, CTOs, MDs, Technical Directors and anyone involved in production, post-production and delivery.

You will leave this event with:

- Solutions for adopting HD technology into your business model
- Strategies to increase revenues and improve margins
- Knowledge of how to integrate best of breed products



Broadcast Forum Programme

9:30	Coffee and Registration	12.00	Integration Solutions Session Two
10.15	Introduction	13.15	Q&A Session <i>Chairman's Closing Remarks</i>
10.30	Challenges In HD Session One		Summary
11.45	Morning Break	13.30	Lunch

The Agenda

Introduction

HD is opening up a wide range of new opportunities in terms of quality, content and commercial possibilities. However there is a significant risk that the potential additional costs, if not successfully controlled, may outweigh the financial benefits. The key to cost effective operations is a well planned and integrated workflow.

Challenges in HD

Genres

Neil Blake, Avid Technology

Different Genres have different technical requirements. Drama, News, Sport and Natural history, to mention but a few all place different demands on the TV system, we will discuss some of these varieties and their needs.

Formats and Standards

Graham Collins, Omneon

Unfortunately the way HD has been standardised has significantly increased the complexity of the number and variety of formats we have to deal with, and how different formats and technologies may be more suited to different genres.

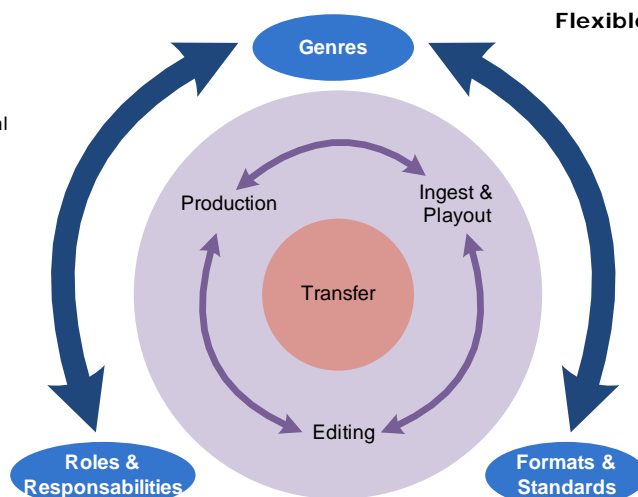
Roles & Responsibilities

Peter Thomas, Blue Order

Planning and implementing efficient workflows requires a detailed understanding of the roles and responsibilities within your organisation and the production of your shows. Different Program genres will have different organisational structures and any system put in place needs to be able to deal with these efficiently.

Integration solutions

Designing and implementing efficient workflows is complex, and HD just makes it more complex, many manufacturers are developing solutions to address these issues, allowing the broadcasters to start developing new business models based on a high definition product without incurring massive cost increases.



Flexible solutions for Ingest, Storage and Payout
Omneon

Production Chain Management
BlueOrder

Editing Solutions
Avid Technology

Integration Tools
Marquis Broadcast

The seminar will illustrate that a variety of manufactures can be integrated to maximise efficiency and automation of your workflows in order to minimise operating costs and improve quality despite the proliferation of standards and complexity in HD. Business opportunities such as pay-per-view and increased sponsorship can be explored without seeing increased operating cost wiping out any resulting increased revenue.

Ways To Register

Online: www.broadcastforum.net

Tel: +44 118 984 4111

Post to: Marquis Broadcast Limited 23 Horseshoe Park Pangbourne Berkshire RG8 7JW UK

Email: register@broadcastforum.net

Fax: +44 118 976 6490

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30 NOVEMBER 2008

THE MONARCH DUBAI

One Sheikh Zayed Road
P.O. Box 125511 Dubai U.A.E.

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ABOUT THE SPONSORS

Avid Technology

If you enjoy movies, television, music, videogames, or virtually any other form of electronic media, you have almost certainly experienced the work of the legions of content creators who use Avid solutions to bring their creative visions to life. Avid Technology is the world leader in digital non-linear media creation, management and distribution solutions, enabling film, video, audio, animation, games and broadcast professionals to work more efficiently, productively and creatively.

Marquis Broadcast

Marquis Broadcast specialises in supporting the adoption of new technologies for data-intensive environments, and provides a range of bespoke services for the design, implementation and operation of new processes.

Omneon

Omneon is the leading provider of flexible media server and active storage systems that optimize workflow productivity and on-air reliability for the production, distribution, and management of digital media. Omneon pioneered the use of advanced IT technologies and open systems in broadcast, producing the first totally modular and expandable video server architecture in the Omneon Spectrum™. The company's latest breakthrough is the MediaGrid™, the industry's first active storage system, delivering centralized storage that is scalable in capacity, bandwidth, and media-processing power.

Blue Order Solutions AG

Blue Order is a global provider of turnkey Media Asset Management (MAM) solutions. Media and entertainment companies, corporations and public institutions use Blue Order products to collect, index, catalogue, retrieve and distribute audio-visual content. Blue Order's Media Archive product suite provides a comprehensive MAM framework to support digital content services, optimize workflows and increase efficiencies along the content value chain.



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