

# Aviator Orchestrator™

## Unified Management for On-prem & Cloud Multi-site Workflows

The Aviator Orchestrator platform brings together the power of Imagine’s on-prem playout and automation and its public cloud [Imagine Aviator™ Plan, Make and Monetize](#) platform.

Aviator Orchestrator makes it possible to quickly and efficiently deploy new channels and associated resources such as content, live feeds and routing. It establishes redundancy and disaster recovery relationships between channels within a physical location, between multiple physical locations, or with resources in the public cloud. It no longer matters whether channels are in two or more on-prem locations, two or more cloud regions, or a combination of on-prem and cloud systems.

Aviator Orchestrator synchronizes content, playlists, metadata and channel status across all deployed playout environments. Its adoption makes it easy to manage, maintain and reconfigure live streams, content and channels as business needs evolve over time.

Aviator Orchestrator reduces the time and effort required to deploy channels by leveraging a template architecture, ensuring consistency, simplifying per-instance configuration and reducing errors. Templates are managed centrally, versions tracked, and active and standby resources made clearly visible to administrators. Rolling out new software versions, supporting rollbacks, and managing occasional use and 24/7 resources are made easy.

Under Aviator Orchestrator control, a logical channel is created that can have multiple simultaneously synchronized associated real channels and can pull from a pool of available channel engines to back up a primary on-air channel as needed. Aviator Orchestrator ensures that all content (clips, audio, graphics, captions, and other assets), all data (content metadata and dynamic operational changes to that data) and playlist status (playlists, event status and timing) are in sync.



## Aviator Orchestrator: Benefits

- **Synchronization Simplified:** Transparently synchronizes essential playout functions including, schedule, live inputs, clip playout, graphic branding, SCTE decoration and master control integration, creating a unified broadcasting experience
- **Streamline Deployment:** Simplify channel deployment with a templated architecture, ensuring consistency, reducing configuration errors, and allowing rapid rollout of new channels. Centralized template management and version tracking streamline resource allocation.
- **Hybrid Environment Support:** Balance on-premises and cloud resources based on changing requirements, supporting 24/7 channels, new channel launches, redundancy setups, popup channels, disaster recovery, and occasional use
- **Integrated Solutions:** Works with Imagine's on-prem and cloud routing control and with Imagine's and partners' playout systems, including interfacing to channel automation
- **Third-Party Support:** Manage playout and dynamic ad insertion for streaming platforms through integrating with third-party technologies, enabling content delivery to FAST, OTT, and connected TV (CTV) endpoints, maximizing revenue through targeted advertising.

## Aviator Orchestrator: Value Proposition

- **Cloud-First Technology:** Aviator Orchestrator is built on cloud-first technology, ensuring scalability, flexibility, and efficiency. It enables a shared architecture and improved integration with cloud resources.
- **Future-Proof Workflow:** Designed for an uncertain future, Aviator Orchestrator is designed to adapt to evolving priorities, emerging trends, and viewer habits, ensuring business success in a changing media landscape
- **On-Prem <> Cloud Migration:** Provides a cohesive management solution for the migration of channels to and from on-prem and cloud to support business and operational needs
- **Ease of Operation:** Intuitive web UI reduces errors and improves efficiency when managing and optimizing the use of cloud and on-prem resources

For more details on Imagine's new Aviator Orchestrator, please contact your Imagine sales representative or reach us at <https://imaginecommunications.com/contact/>