

# ADC™

## Automated Content Management and Distribution

Broadcast automation is no longer simply channel playout — it has also become a content management and distribution engine. Media operations need to be able to simply and effectively distribute their content, regardless of format. Imagine Communications ADC™ is the industry's leading on-premises automation solution for any content management workflow requirement. Field-proven in the most demanding broadcast environments, it is the ideal platform for content control and delivery, incorporating the benefits of asset management with the efficiencies of automated operations. By offering operational flexibility and modular scalability, ADC is designed to adapt to your evolving business needs. With ADC at the core of your broadcast operations, you have a powerful and highly reliable automation system that will keep you on air, seamlessly orchestrating the flawless playout of your content and commercials.

## Benefits

- **Reliable:** A resilient, robust and proven platform, ADC protects your revenue streams with multiple, interlocking redundancy strategies.
- **Flexible and Scalable:** The ADC system's scalable, modular architecture allows it to economically and efficiently adapt as your needs evolve. Whether it is used to launch more channels, incorporate new media workflows, or meet enhanced redundancy requirements, ADC brings simplicity to scalability.
- **Affordable:** Economical package pricing provides an affordable system price point to accommodate any budget or workflow practice. The ADC system's small hardware footprint, quick commissioning and low cost of ownership make it the ideal solution for small- to medium-sized operations.
- **Easy to Use:** Intuitive applications provide an enriched user experience, allowing users of all skill levels to quickly become proficient in system operations.
- **Interoperable:** ADC integrates with more devices and business systems than any other automation product, creating seamless workflow environments.

## Features

**ADC on-premise playout automation is built on the following components:**

### Device Controller

The Device Controller provides real-time control of devices and can manage multiple playlists on multiple networks and serial devices. Individual Device Controllers can manage multiple channels while simultaneously ingesting others. Device Controllers can be paired for redundant operations, supporting manual or automatic failover.

### File Server

File Server uses a Microsoft SQL database to store all metadata needed to support automated workflows. The flexible database structure allows customers to create their own database tables in addition to those provided with the standard schema. Like the Device Controller, File Servers can be paired for redundancy, supporting manual or automatic failover.

### Air Client™

Air Client™ is a highly intuitive and efficient workstation used for managing playlists. Air Client™ can monitor and control multiple playout and ingest channels, across multiple device controllers, from a single UI.

### Media Client

Media Client allows new material to be ingested. It also manages the automation's database and the media that is stored on various devices, such as video servers and archives.

Utilizing this modular architecture, ADC can be simply and economically scaled to grow with the evolving needs of a facility. Whether launching more channels, incorporating new media workflows or enhanced redundancy, ADC provides simplicity and scalability.

### **Right-Sized Redundancy**

ADC features multiple, interlocking redundancy strategies so you can utilize the method that best protects your revenue streams. These include:

#### **List Redundancy**

List Redundancy provides advanced protection for your content through the duplication and synchronization of automation schedules. List Redundancy secures your operations through the automatic creation of parallel transmission paths, either of which can assume playout responsibilities, should the need arise.

#### **Cold Standby**

Cold Standby, in conjunction with List Redundancy, provides protection for the ADC Device Controllers and communications to the controlled devices. Cold Standby ensures that operations continue by providing parallel control paths from the device controllers to your devices. Control of devices can be passed from the main device controller to a backup device controller.

#### **Microsoft® Clustering**

The ADC database architecture supports Microsoft® Clustering, allowing it to be used to protect your metadata assets.

## **Applications**

**ADC is a proven solution for a variety of markets, including:**

#### **Broadcast/Cable Networks**

ADC supports the unique and complex workflows associated with network content. It regionalized commercial insertion, advanced media workflows including conversion to mezzanine formats, automated QC, and enhanced redundancy. ADC is the preferred solution for network content providers.

#### **Commercial Environments**

ADC is the ideal platform for dynamic commercial environments. It offers the ability to support complex branding, maximize efficiencies in multichannel operations, support rapidly changing schedules that are associated with live news and sports, and seamlessly manage content from acquisition to distribution.

#### **Public Broadcasting Services**

ADC playout automation successfully supports workflows at Public Broadcasting Service (PBS) member stations, including satellite control and tight interaction with Traffic/Scheduling systems.

#### **Centralized Operations**

ADC supports multiple centralization strategies, including distributed ingest, centralized and edge playout. It has the flexibility and feature set to accommodate any centralized practice.

## **Specifications**

A wide range of optional modules can extend the capability of ADC. Choose from the following to augment ADC's functionality:

#### **Motion**

Receiving content from multiple sources, in various formats, introduces the challenge of sending to distribution locations and, at the same time, streamline operations to maximize the productivity of staff and reduce costs. Motion provides intelligent content workflows, covering the full spectrum of advanced media operations. Archive, transcoding, automated QC, multiple nearline volumes, replication and file-based ingest are all supported through this powerful engine. Through Motion, ADC can automate these processes with manual validation at key stages in the workflow process as needed.

#### **Motion provides:**

- Intelligent, rules-based content workflows
- Integration opportunities to other business systems and task management tools
- An intuitive workflow builder that is flexible and scalable
- Streamlined operations through the automation of content management workflows

#### **Link List**

Link List is an option for the ADC Air Client application that provides a simple but effective mechanism for managing break-away lists based on the actions performed by single primary or master list. Through Link List an operator can manage multiple break-away lists for the purpose of playing different content from what is found on

the master list. Link List is typically used for regionalized commercial insertion, where each of the break-away or slave lists are responsible for playing unique commercial content to a specific region.

Link List can be of benefit to any facility that needs a simple, proven method for producing multiple program streams where different content needs to be played other than what is utilized on the primary channel.

Link List can be used to realize additional revenue by offering targeted or regionalized commercial placement, while maintaining the same level of operational costs. Link List allows the facility to produce multiple commercial streams for any of their primary channels, providing a simple and effective means of supplying differing commercial content to a cable operator, geographic or demographic region.

#### **Secondary Record**

Secondary Record captures live programming as it occurs for later reuse. It will automatically ingest the content and create the associated program metadata so the program can be repurposed immediately or at a later date. The captured program can easily be scheduled with different commercials and branding, making Secondary Record the ideal process for newscast replays.

Secondary Record fulfills the need for a simple, reliable mechanism to capture live programming for quick-turn-around news replay, live sporting events to be reused on different channels, or any live event where the content needs to be distributed through different platforms, moments, days or weeks later.

*Specifications and designs are subject to change without notice.*

#### **Software and Hardware Requirements:**

Device Controller: Suitably configured enterprise server running Microsoft® Windows® Server 2019

Database: Microsoft® SQL Server 2022

Client: Workstation configured with Microsoft® Windows® 10