

# Solution Brief: News Production

## Nexio NewsCraft™ Delivers Fully Integrated News Production Workflow

### The Challenge

Broadcasters and news media producers demand a fully integrated, collaborative production process, from ingest and content preparation utilizing remote and on-prem creation toolsets, through to playout and delivery. Choosing the right solution that touches every point of this mission-critical production workflow is the key to success in a fast-paced and highly competitive environment.

A viable news production solution should offer:

- Robust production server and storage technology
- On-prem, cloud or hybrid storage, browse and edit functions
- Remote collaboration, production and administration capabilities
- Instant access and high availability
- MOS Newsroom Computer Systems (NRCS) and playlist integration
- Automated processing and transcoding workflows
- Media Asset Management (MAM)
- Smart, flexible UIs to simplify an operator's tasks
- Ability to publish to social networks

### The Solution

Nexio NewsCraft™ offers the field-proven performance and reliability of Imagine's Nexio® production server and IOX storage technologies as a dependable core infrastructure for news production.

Ingest, playout and storage are seamlessly integrated with industry-standard NRCS via MOS interface.

MAM administration over the media lifecycle is provided with additional tools for media movement and automated workflows.



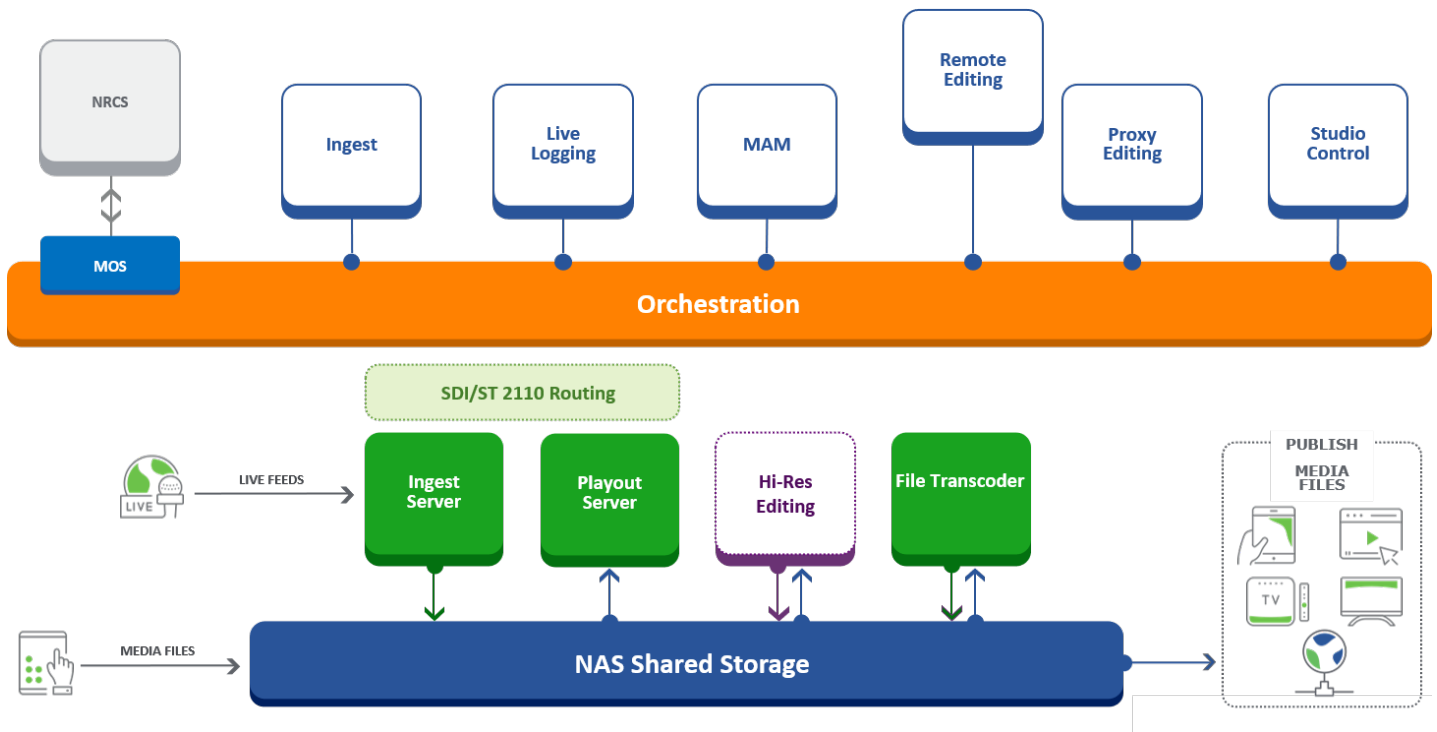
All operations and production contribution are remotely accessible, including ingest control, remote browse, edit and asset management. Whether your staff is in one location or works remotely, the solution workflow is designed to facilitate collaboration for your production teams. Featuring best-in-class content management with EditShare FLOW, Nexio NewsCraft leverages tight video editor integration with proxy generation giving editors the freedom to use AirFLOW, FLOW Story, Adobe Premiere Pro, Davinci Resolve, and other NLEs. MOS ID placeholders are utilized to synchronize with NRCS through browse, editing and publishing to MOS playlists.

As content archives and production asset libraries grow to support single to hundreds of channels, the system will manage a comprehensive range of codecs and formats with back-to-back playout support. New and future codec support can easily be added through software upgrades and licensing.

Maximizing and monetizing content requires intelligent tools to unburden operators and support staff. Nexio NewsCraft empowers its users through use of sophisticated AI tools for audio transcription and video analysis, unleashing the hidden potential of your assets. Imagine thousands of hours of content, now searchable on exact keywords, phrases, person or mood, identified to the exact frame. Our solution works smarter and harder for you.

Whether you need playout of a single channel or dozens of channels, you can count on immediate access and high availability from Imagine’s IOX Express NAS storage, powered by EditShare EFS. In addition to the storage offering exceptional on-air reliability, it also delivers high performance for direct-connected high- and low-resolution editors. One storage for all needs: more efficient with lower overhead.

### Nexio NewsCraft – Functional Diagram



## Features and Benefits

- All-in-one – All functions integrated on the same ecosystem
- Exceptional on-air reliability – No single point of failure
- Smart scalability – Expand channels and storage with no system downtime
- Efficient workflows – Minimizes human errors, accelerates time-to-air
- COTS infrastructure, SDI and ST 2110 hybrid environments – Smooth migration to IP workflows
- UHD-ready – Combine with HD content management
- Advanced ingest scheduler and video signal switching – Seamless, automated operations
- Flexible channel redundancy – Never miss a recording
- NRCS Integration – MOS communication with the most popular Newsroom Computer Systems
- NLE integration – FLOW Story, Adobe Premiere Pro, Davinci Resolve and others
- Remote production and collaboration workflows
- Automated tasks and workflow processes, e.g., with Artificial Intelligence add-on capabilities for automated transcriptions
- Straightforward interaction with third parties – Integration with MOS-enabled NRCS, switchers and production control systems, MAMs, routers, multiviewers, archives, etc.
- Easy serviceability and maintenance – Worry-free operation

## Ready for the Future

Return on investment is critical — especially in a system with multiple integrated moving parts. Nexio NewsCraft can be implemented swiftly and cost-effectively, featuring software codecs that enable future technology to be implemented as and when required. The solution is built on a forward-thinking design that allows growth and expansion, meeting any broadcaster's business needs as they evolve. Flexibility and scalability are key tenets of the design, with the location of operations staff and hardware not limited by a brick-and-mortar facility. Cloud and remote operations are an option through the workflow chain. The system can scale in channel count and storage type and size as desired. System hardware is built on COTS infrastructure, bringing benefits including cost reductions, support, reliability, and resilience.

The Imagine Communications production solution, Nexio NewsCraft, provides exceptional on-air reliability, robustness, and flexibility in a fully integrated, scalable package that delivers a streamlined news production workflow.