

Architecting Next Generation Solutions



As broadcast and cable stations streamline their operations to maximize the effectiveness of their people and equipment, automated workflows become a necessary fact of life. But as these operations migrate from analog to digital, tape to disk, single channel to multiple channels, and physical to virtual media, the challenge of managing and distributing video content efficiently, increases dramatically.

Even today, the broadcaster's business workflow is evolving from the traditional media acquisition and delivery management processes to a new, dynamic supply chain management system. This emerging system will empower a diverse and sophisticated multi-delivery business model. Coupled with government mandated Digital TV directives, the need for scalable and flexible automation systems become critical for a station's continued revenue growth and success.

AIRO™, a powerful and flexible automation system, is designed specifically to manage the increasingly complex environment of media asset management and constantly evolving delivery operations. AIRO is offered by Odetics, the industry's most experienced developer of automation system software and equipment.



Simplifying the Complicated

Odetics AIRO™ Automation System is built upon a proven and reliable system to help you meet your business opportunities and objectives by streamlining your broadcast or cable station's content management and delivery operations while maintaining optimum efficiency and productivity.

AIRO's goal is to *simplify the complicated*. Continuous on-air delivery is assured by AIRO simplifying the content management and metadata workflow processes and automating complex

Managing multiple processes

Ultimately, broadcasters are in the business of delivering content and commercial messages to their viewers. Much like a manufacturing plant, broadcasters must go through a series of complex processes to successfully deliver their goods. This includes acquiring material or pre-produced parts and components, processing the components and assembling them into a finished product. Finally, shipping or delivering the product to the end customer - the viewer audience.

AIRO delivers a crucial level of integration into the assembly line of automated broadcast operations by combining these



multi-channel distribution. Based upon Windows 2000, AIRO is an SQL compliant database solution that adheres to open industry standards, allowing for ease of use and multi-lingual support.

critical processes under two integrated applications – **Content Manager** and **Delivery Manager**. AIRO's automation is further enhanced by its powerful and extensible workflow applications, **RecorderDirector**, **Satellite Control**, **VideoSpy** and **Data Library Manager**. These applications make the broadcast and cable station's operation even easier to manage and more reliable.

Architecting scalable solutions

Modularity is the heart of AIRO's powerful and flexible design. AIRO is a scalable and expandable solution that grows as you



grow thus preserving and future-proofing your investment in broadcast automation technologies.

Odetics Broadcast introduced the Asset Management System concept. This concept transitioned the industry from its first-generation device control focus to the sophisticated second-generation content management systems of today.

Odetics continues to set the standard for evolving automation systems. Next generation broadcast operations will transition from a pure content management focus to a fully integrated, multi-path delivery of products and information. This capability is essential for supporting applications such as interactive TV, Video-on-Demand and whatever the marketplace dreams up next.

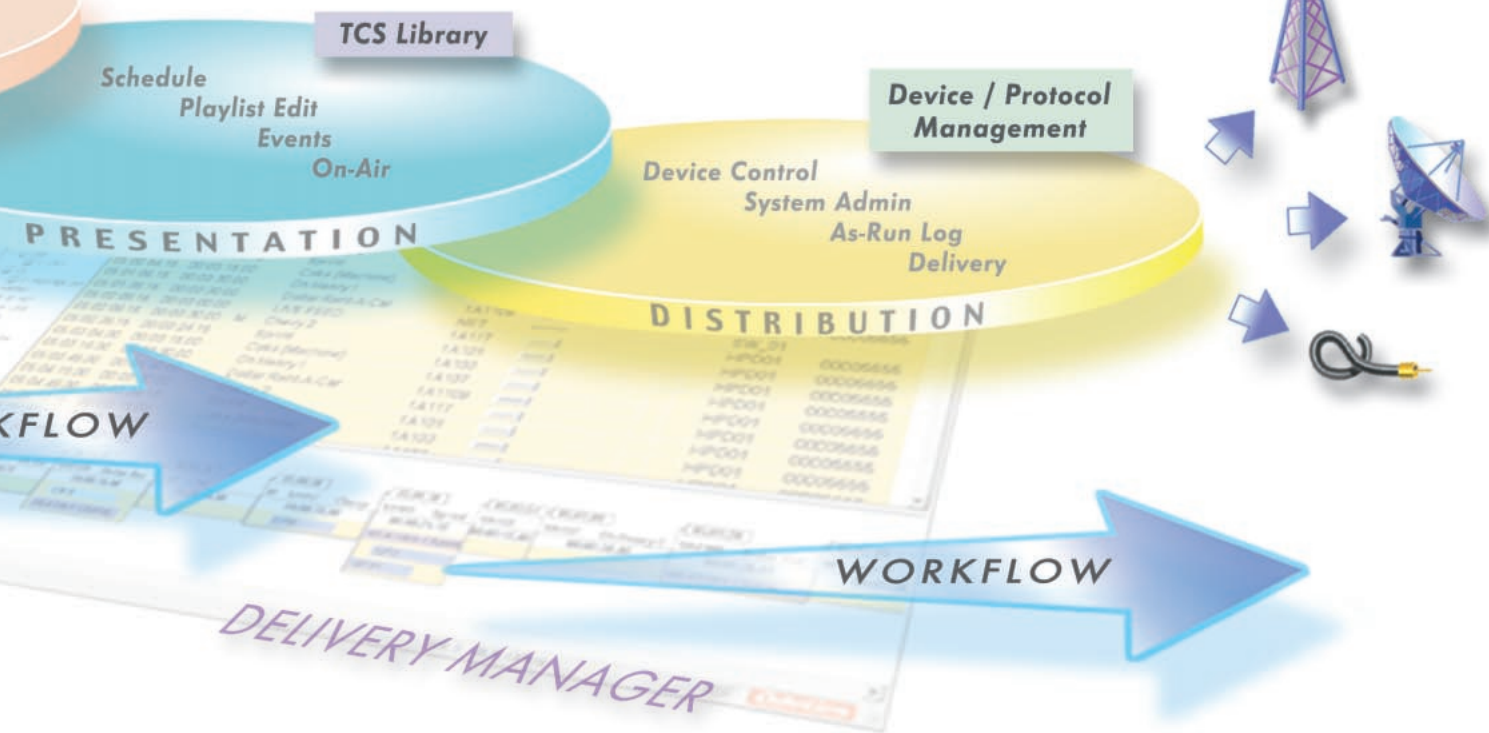
Broadcasters will ultimately become the vital link in the future end-to-end digital media supply chain management (SCM)

Solutions to match your needs and budget

Odetics offers automation solutions to meet the individual demands of broadcasting and cable stations alike.

AIRO Express is designed for the station that needs to control costs or independently manage the system implementation. Full software functionality is assured with the added benefits of price and performance levels clearly in mind. Odetics' worldwide network of authorized System Integrators provide full system design and installation services.

AIRO Automation System is a turnkey system that is a fully customized implementation. Odetics installs and commissions an AIRO system specifically tailored for the station's automation needs. Odetics' proven project management of over 200 successful AIRO



system enabling them to become indispensable to the market and to achieve higher revenue growth and greater asset utilization.

AIRO's modular design forms the critical foundation for next generation systems. By providing flexible asset management and multi-path delivery, AIRO can support new rich media content over many diverse delivery mechanisms such as the Internet, terrestrial cable, RF, satellite, wireless, etc.

installations worldwide is testament to this unique service and product offering.

Next generation solutions

Designed and developed by the broadcast industry's leading supplier of automation technology, **Odetics' AIRO** is the next generation solution for the digital age.

Is AIRO for you?

If you are...

- Considering automation for the first time
- Transitioning from analog to digital television
- Shifting to a tapeless environment
- Accomplishing a sophisticated central-casting strategy...

AIRO provides a proven and reliable system to help you meet your business opportunities and objectives **today** as well as meeting the needs of your station's growing demands **tomorrow**.

To learn more about how the AIRO Automation System can improve your broadcast operation, contact your Odetics representative today.

Odetics Customer Care

Odetics Customer Care is unparalleled in the broadcast industry. For over 17 years, Odetics has received acclaim for its reputation as a company, that is easy to do business with and for its caring Customer Service.

With each AIRO system, Odetics offers a Service and Support Program that provides rapid recovery, timely product enhancements, and carefully tailored support and training packages that ensures continued operation of your business activities.

We are committed to providing the highest quality products and services – understanding that our solutions represent a long-term partnership with you – **our customer**.

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