

## **PROMOTOR UNIQUE ADVANTAGES – AUTOMATION INTERFACE**

### Video Design Software

The combination of these features provide for a unique product offering in VDS Promotor.

1. Automation Interface: Promotor is the only product designed for the automated generation of graphic and audio promos that interfaces directly to station automation. This ensures that Promotor sees the playlist receiving this type of information:
  - The Event Structure.
  - The List Status.
  - The Server Status
2. Continuous Channel Time: Promotor pulls channel time, which is the time that the entire channel is locked to.
3. Near Real-Time Accuracy: Promotor can trigger devices in advance or after desired frames as required. It can pre-cache graphics and effects on graphics devices so that cache time is not a factor and near frame accurate graphics generation can be accomplished.
4. Real Time Scheduling Possible: Scheduling which is independent of input from Traffic is also possible with Promotor.
5. Time Offsets: Time offsets from the start of the video clip, from the end of the video clip or anywhere in between can be utilized as required as well as in relation to any other event in the entire list. Promotor events can be offset to occur within windows of time during a playing primary event and countdowns can also span over multiple clips (events).
6. Real-Time Automation Playlist Metadata Extraction: Promotor can extract information directly from the playlist including clip IDs (names) and scheduled time, regardless of any playlist changes made up to airtime. This metadata can be used to directly populate data fields in the Promotor graphic templates, adjusted for snap-to times and show names.
7. Maximum Look Ahead: Promotor can see as far down the playlist as has been scheduled. This enables powerful coming ups and menus of program schedules and is only limited by the automation look ahead settings. In addition, this feature allows Promotor to provide user definable system status and alerts via email, pager or SMS messages to correct problems, if any, well in advance of airing.

8. Simplified Playlist: Promotor eliminates the need for multiple complicated secondary events and thereby simplifies the view to the operator as well as overcomes many traffic system limitations.