



PROMOTOR

Automated, Rules-Based Promo Generation

Promotor is a suite of applications that provides extensive capabilities for the automatic playback of graphic and audio promos. By automating the repetitive manual processes currently used to generate television broadcast promos and branding, Promotor significantly streamlines the process of generating these promos. This enables the broadcaster to reduce costs of operation and make more efficient use of graphics, promotions and engineering resources. In addition, as promos can now be generated without the potential errors of current methods and with much less effort, broadcasters can realize great flexibility and speed in their daily promos.

Promotor consists of several applications that are managed by VDS Cortex, which also provides security functions and Promotor's distributed web interface. The Promotor Control Engine is the primary system application and also provides quality control functions, authoring functions where rules are applied as well as device triggering. Within the suite is also a tightly integrated interface to the station automation that receives all the playlist and timing information.

The screenshot shows the Promotor web interface in a browser window. On the left is a navigation menu with options like Cortex, Harris, Orad, Promotor, Rules, Parameters, Styles, Events, Timeline (highlighted), Messages, Criteria, Settings, and Help. The main area displays a 'Timeline - Events' table with columns for Channel, On Air Time, and Event Information. The table lists various events with their scheduled times and descriptions. To the right of the table is a video preview window showing a live broadcast of an orchestra performing on stage. A red banner at the bottom of the video preview reads 'TOMORROW: THE BOSTON SYMPHONY 10:30PM / 9:30c'.

Promotor Features:

- Support for static or animated bugs, video clip promo bugs, coming up and other snipes, menus of program names and times, and promos over credits.
- Menus of program schedules can be generated automatically with show names and times extracted from the automation playlist.
- Audio promos can be independent or simultaneous with graphic promos.
- Promos over credits can start after the credits commence and can provide for sequential playback of promo clips in a video squeeze region with text promos, if desired.

The image shows a promotional graphic for the show 'JOEY'. It features a close-up of a woman's face on the right side. On the left, the name 'JOEY' is prominently displayed. Below it, the names of the crew members are listed: Associate Director ROGER CHRISTIANSEN, Set Decorator GREG GRANDE, and Property Master LESLIE BEATTIE. At the bottom of the graphic, there is a red banner with the text 'SHANIA AT 9:00 TONIGHT' and the Divx logo.

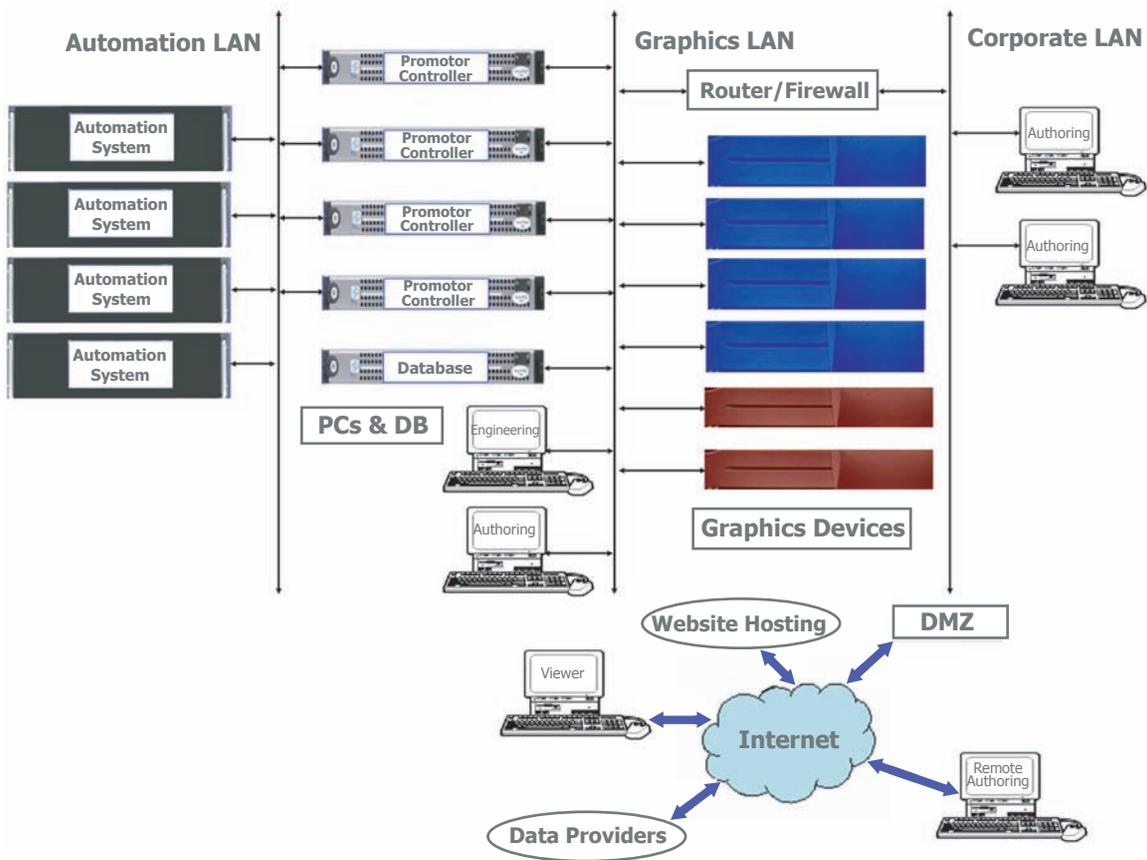
- Promos can be generated with time offsets from the start of the video clip, from the end of the video clip or anywhere in between as well as in relation to any other event on the automation playlist.
- Automation playlist data extraction allows Promotor to retrieve information directly from the playlist including clip IDs (names) and scheduled time. The list can also be expanded to include custom metadata and tags.
- Support for the automatic generation of show branding and ratings as well as disclaimers and other text messages.
- Highly complex graphics, transitions and animations are now possible for automated promos.
- Supports real time accuracy of promos.
- Scalable architecture suitable for single or multi-channel facilities.
- Provides just in time assembly of graphic and audio promos with graphic design separated from the dynamic content.
- Tremendous reduction in graphics creation, cataloging, storage and management eliminating the need for preproduction of almost all daily promos.
- Authored rules can be based on a number of trigger items including clip ID, clip type, secondary events, start time, expiration dates, valid dates, time of day, or sponsor. In addition, the list can be expanded to include custom metadata and tags.
- Distributed browser based authoring and administrator user interfaces provides for these functions to be completed anywhere on the network.
- Access can be enabled or restricted based on user accounts.
- Provides database management, diagnostics and systems management.
- Scheduling of promos can be in concert with the station Traffic system or completely independent of input from Traffic.
- Promotor is configurable to your workflow:
 - Traffic Based
 - Asset based with order fulfillment
 - Real Time Automation
 - Live operations
- Manual control for aborting or inserting promos up to the last minute if desired.



Promotor Benefits:

- Cross channel promos possible.
- Significantly reduced scheduling of secondary events resulting in less chance of errors and elimination of omissions in scheduling.
- Graphics can be contextual to the program content allowing content to be related to the overlay promo graphics.
- Streamlines all operations of promo generation providing for more efficient and faster time to air for new promos.
- You do not have to change your workflow, Promotor can adapt to your needs.
- Promotor supports real time automation triggers. The traffic log does not need to be recompiled for the changes to be reflected in Promotor.
- Promotor supports multiple and different graphics devices through its modular plug-in architecture. This allows use of legacy devices with current generation systems.
- Promotor supports multiple automation systems through its modular plug-in architecture.
- Promotor can utilize multiple and different data sources and feeds with the right options:
 - Sports Scores
 - RSS Feeds
 - SMS data
 - Financial Data
 - Weather
 - News Wires
 - Polling results
 - Web data
 - Other database sources
- Promotor can provide for syncing of broadcasters website with broadcast graphics.

Example of Promotor Configuration in a Multi-Channel Facility



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