

## COBALT

playout automation



Asset Manager



Weekplanner



Playout control Multi-channel

Cobalt is the playout automation solution for PubliTronic playout servers. Cobalt delivers a complete transmission solution for cost efficient playout, offering a matching solution ranging from simple single channel to multi-channel mainstream playouts.

Unique to the architecture of Cobalt is the freedom to configure the automation system for multi-channel high-resilient playout as well as lean-and-mean playout due to its modular architecture. A high redundancy model is chosen by the customer enabling multi-channel resilient playout. Cobalt natively supports both n+1 and 1+1 redundancy on every playout channel without a single point of failure.

The lean-and-mean model is chosen for the most cost-efficient playout requirements; integrating asset management, scheduling and playout on a single playout server. The choice can be made by the customer based on requirements and budget.

### Key features

- Cost reduction due to playout server integration
- Multi-channel playout
- Redundant and distributed architecture
- Integration with 3rd party workflow automation systems
- Modular and scalable concept
- Native integration with Nexus and Indigo playout servers, including HD features
- Powerful interactive capabilities
- Strongest branding functionality in today's market
- Saving costs on post-production

### Typical Applications

- (D)TV channels
- Linear Playout
- Thematic channels
- Cross media playout
- Remote playout
- Disaster recovery

### Asset Management

The way assets are acquired, ingested and managed is key to an efficient playout workflow. Our Asset Manager is designed to meet the requirements for simple linear playout - with very little metadata - to advanced playout solutions requiring a variety of metadata used for display, scheduling, logging and managing assets. The flexible way Cobalt handles assets and its metadata allows the customer to automate functionality normally preserved to post-production. This will result in a reduction in costs whilst still applying the same graphic functionality that distinguishes your channel from other channels.

### Playout control

The Playout Control module (POC) allows operators to efficiently monitor and control multiple channels with a low operator intervention requirement. It presents a practical horizontal multi-channel timeline overview alongside a detailed playlist view on a channel-by-channel basis. Within POC, operators can import schedules in different formats, prepare and verify off-line schedules quickly before activating them on their respective channels.

The standard xml as-run files can be used as input for or as feedback to other environments while PubliTronic can deliver specific as-run exporters on request. Logging is done in real time on the playout server and can be exported to file if necessary.

Our unique Weekplanner allows rule based scheduling. This is especially useful for automated scheduling of thematic channels.

### Advanced functionality

The efficient integration with a PubliTronic playout server of the Nexus or Indigo productline allows maximum usage of available features. Subtitles, wide screen signaling and teletext are just a few examples of the powerful features which are easily integrated in your playout workflow. The experience PubliTronic gathered over the years in implementing interactive playout services like SMS messaging, jukebox or voting applications is reflected in Cobalt by implementing this advanced functionality in a simple and reliable workflow.

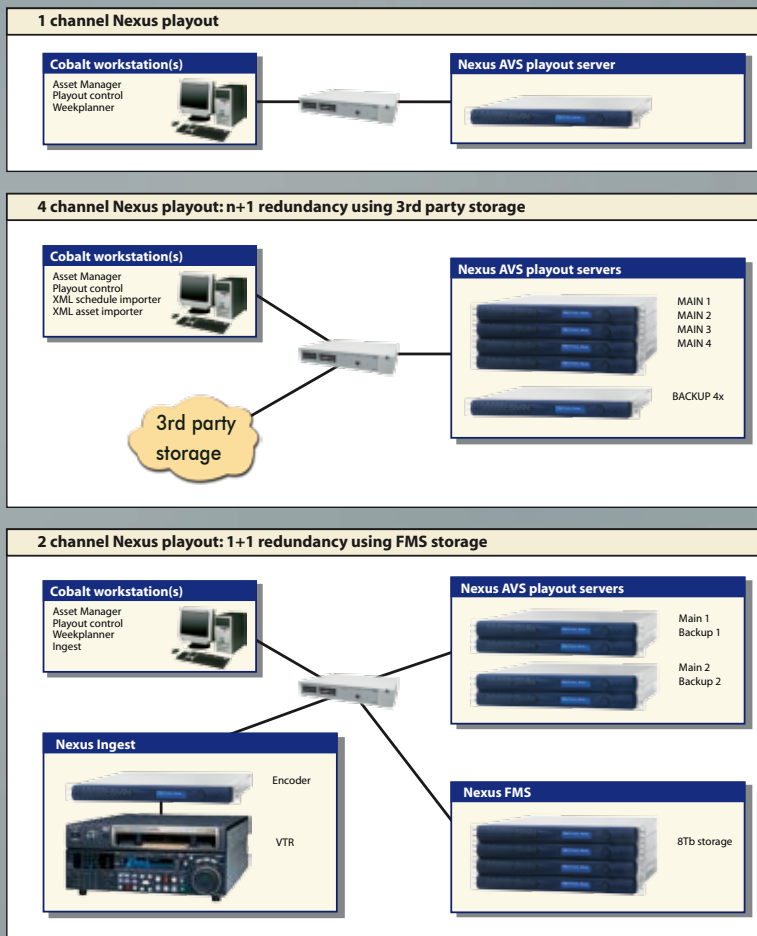
### Open architecture

Cobalt is based on a client-server architecture. The client software runs on standard of the shelf Windows client PC's and is never mission critical. The playout servers - running Linux - are purpose made as broadcast servers embracing the latest IT-technology. These servers are professionally supported by the broadcast expertise of PubliTronic thus offering the best of IT and broadcast technology. It is possible to have - when required - a direct interface to the Cobalt system offering ultimate flexibility to implement your unique channel requirements.

### 3rd party integration

Many playout solutions require integration in an existing environment with scheduling, traffic, workflow and storage systems. Besides standard XML interfaces PubliTronic offer integration services with 3rd party systems. Successful integrations include (but are not limited to): Provys, RCS Selector, Diva, ProConsultant, HP DMS, SGT, Omneon and Aveco.

#### Configuration examples



Contact PubliTronic or your local distributor for more information on Cobalt, NEXUS automation and Indigo technology. We look forward to showing you the exciting possibilities these innovative products can offer your business!

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