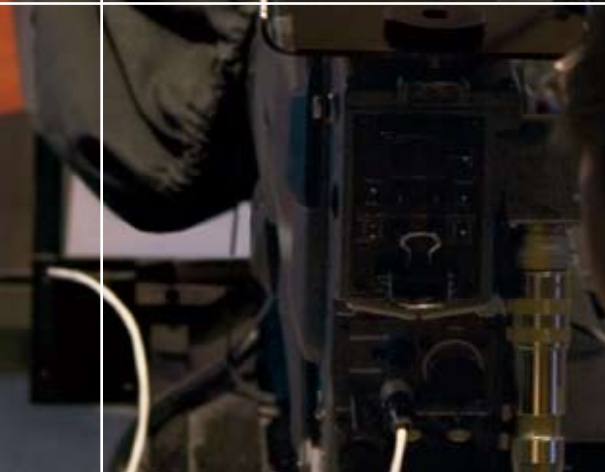
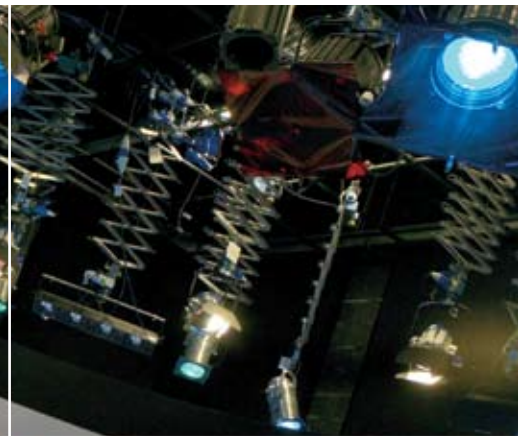




Avid newsroom solutions: complete control

When it comes to pressure, few work environments can match the broadcast newsroom. Today's broadcasters need much more than wire feeds and teleprompters—they need complete newsroom solutions for assignments, scriptwriting, rundowns, communications, and scheduling. And nobody in the world can integrate the newsroom workflow with the production workflow like Avid.





The benefits of an integrated, end-to-end Avid newsroom solution extend beyond precise command and control. Broadcasters can expand newsgathering via e-mail, telephones, PDAs, text messages, FTP, and IP transfers. Web accessibility brings the newsroom desktop to the reporter in the field. And innovative tools address the expanding role of the journalist as broadcasters move from tape-based to digital nonlinear workflows

Get facts and footage faster

Starting with ingesting wire feeds, the Avid® iNEWS® NRCS lets producers and assignment editors control the production of an entire newscast. They can read wires, e-mail, and messages; organize assignments; write stories; and prepare news programs, all in one place. On the same computer, Avid CaptureManager™ can provide a single interface for scheduling news feeds and recording incoming breaking news.

Keep journalists in the know—and in the flow

Journalists using iNEWS get their assignments, perform research, and write scripts without leaving the desktop. If information comes in when they're away, they'll be notified instantly upon logging in—or by e-mail to their phone or PDA. In the field, they can log into the iNEWS Web Client and do their scriptwriting using a standard Web browser. Back at the station, journalists can put their stories together using Avid iNEWS Instinct™ and send them to playback or to a NewsCutter® editing system for finishing.

Play to air with the push of a button

Built-in rundown updates from Avid iNEWS Command provide continuous feedback on the timing and status of video and script elements, with fast drag-and-drop rundown re-ordering in an ENPS or iNEWS environment. Tight integration with Avid AirSpeed® video playback servers, Avid Thunder® live production servers, and Avid Deko® on-air graphics systems allows video, clips, graphics, and animations to play according to the latest rundown, for accurate, reliable playback.

Avid newsroom solutions at a glance

The newsroom is the ultimate test of talent and technology. Everything depends on choosing an end-to-end solution that offers mission-critical stability and reliability; integration with existing skills and systems; and the ability to scale to meet future needs. Every story begins and ends with an Avid solution.

Putting the story first: journalist tools

The days of journalists running between editing rooms are over. Avid's revolutionary iNEWS Instinct system lets journalists and producers create sequences with footage, voicetrack, and scripts as easily as they write a story. Built-in asset management makes it easy and fast to locate footage from shared storage, and simple cuts can be automatically timed to narration. Users have full access to the iNEWS system's search and research tools, so they can check facts and make updates as they assemble the story.

Discovering new sources: remote newsgathering

Your reporters are out in the field, but you need their stories back in the newsroom. With the iNEWS Data Receiver, journalists and producers can deliver fast-breaking stories and updates by PDA and phone, directly from the scene. Wires and other stories can be ingested via serial feed, Telnet, e-mail, or directory monitoring for comprehensive newsgathering from any source. With the iNEWS Web Client browser-based interface, journalists in the field can log directly into the NRCS with nothing more than a Web browser—and write their stories as if they were sitting at their own desktop in the station.

Reliability and interoperability: newsroom automation

The Avid iNEWS Command automation-assist system provides automated rundown lists, tracks script changes, and automates control of production and playback devices in a MOS newsroom. Production cues inserted directly into NRCS scripts enable a single iNEWS Command workstation to trigger multiple broadcast devices for increased control and accuracy.

- The Avid iNEWS system offers multiple integration paths with third-party products, enabling broadcasters to incorporate existing systems into a tightly integrated workflow with native device management of more than 30 production systems. The Avid iNEWS MOS (Media Object Server) Gateway enables command and control of MOS devices directly from the rundown.
- Avid's commitment to industry standards and third-party interoperability extends into the newsroom. Vendors can develop applications directly into the Avid iNEWS system through a range of Application Program Interfaces (APIs), while broadcast organizations and newsrooms can protect their investment in existing systems and choose new products from nearly three dozen industry-leading companies from around the world.

Up-to-the minute results: election management

LeaderPlus* enables an administrator to pre-enter all candidates, issues, and races, as well as producers' screens, anchor screens, data entry, and Avid Deko and DekoCast™ or third-party CG screens—and be ready well ahead of time. On election day Avid LeaderPlus* automatically gathers and organizes election data from wire feeds, Web sites, text streams, or any ANPA-formatted election feed—and pushes the results to screen and web—no matter what newsroom computer system is used.

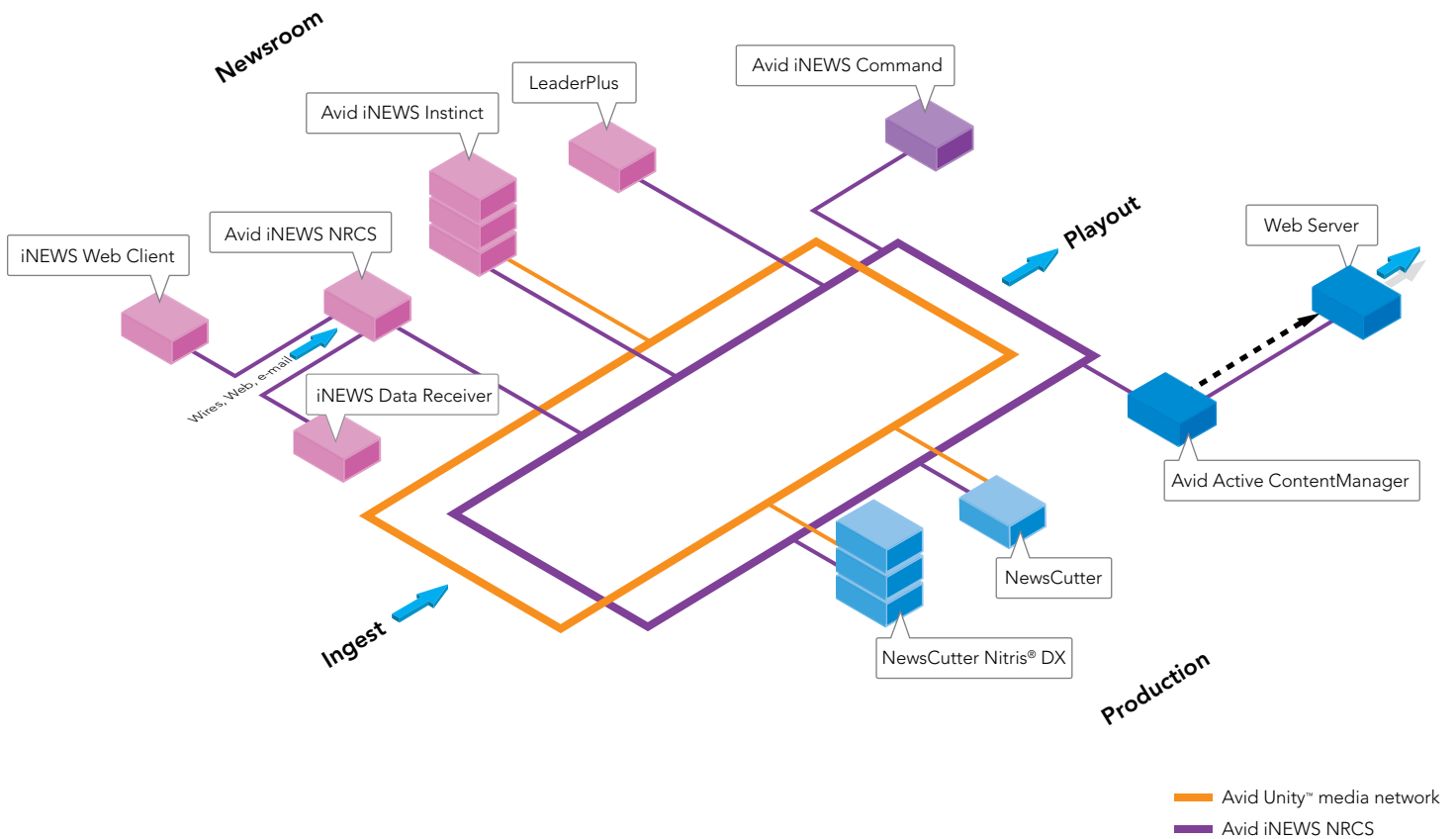
*Avid LeaderPlus is only available in the U.S.

Reaching your audience: Web and IP delivery

Accessing the iNEWS NRCS at the desktop, journalists can automatically send an iNEWS story to an Avid Active™ ContentManager template and publish it directly to the Web, within the station's pre-designed page templates. Stories are published using automated rules from Avid Active ContentManager, making news available to online audiences at the same time it's being prepared for broadcast.

Avid iNEWS: the complete newsroom

The Avid iNEWS Newsroom Computer System (NRCS) provides unmatched integration between the newsroom, broadcast operations, and news editing. With the Avid iNEWS system, teleprompter feeds and cues for character generators, video servers, and still-stores—including Avid on-air graphics solutions—can be executed directly from an iNEWS NRCS script. And video editors using Avid NewsCutter editing systems can view scripts directly in the editing application with the NewsCutter NRCS Tool—eliminating delays and errors in final production.





Welcome to today's newsroom. This is a place where decisions are made—lots of decisions—and fast. Abrupt change isn't the exception, it's the rule. Everything must run like clockwork, with the flexibility to shuffle priorities and shift direction at a moment's notice. One thing is certain. This is not a place for experimentation or improvisation. And it's not a place that settles for less. This is a place for professionals.

The **news director** is concerned with one thing: everything, from fast-breaking news to fast-changing roles and responsibilities. Producers, reporters, and journalists must stay focused on the story, doing it right and doing it fast. Operations require complete accuracy and control to get the news to air on time—every time. And IT staff have more and more responsibility for tying it all together as broadcast news moves from analog to digital production.

“To remain competitive, we sought to modernize our newsroom production systems from tape-based production pipelines to end-to-end digital workflows. Avid provides all the networking, productivity, and quality advantages of the broadcast production systems owned by large-market stations, at a price that smaller market station groups like Barrington can afford.”

Keith Bland, senior vice president for planning and development of Barrington Broadcasting Company

Avid Total Services

Comprehensive and customizable

Training Services

Avid offers personalized training 24/7 worldwide. From the basics of digital video editing to advanced instruction in administering, configuring, and troubleshooting, award-winning Avid Training Services combine the best of classroom and self-paced learning. Training is conveniently available at your site, at Avid headquarters, in Avid Authorized Education Centers around the globe, or even in your own home.

Support Services

Avid tailors support to your systems, needs, and budget. From planning and implementation through ongoing maintenance, Avid experts stand ready to build and test your uniquely integrated systems offsite before shipping, come to your site to facilitate new technology integration, or monitor and troubleshoot your entire operation remotely.

Consulting Services

Avid experts are eager to share their industry-leading expertise with you. Vision, digital know-how, and knowledge of best practices ease the planning, integration, and operation of your systems. Let Avid shoulder the responsibility of keeping your technology current and ensuring maximum return on your investment.

Learn more about Avid solutions for:

Production. Avid offers end-to-end broadcast production solutions built around proven, best-of-breed products and nearly 20 years of experience in nonlinear technology, including editing systems, real-time media networks, integrated asset management, digital acquisition and playout, and more. Unmatched interoperability between Avid and third-party systems ensures smooth implementation and investment protection.

Workgroups. Avid workgroup solutions combine high-capacity Avid Unity shared media networks and revolutionary Avid Interplay media management and workflow automation tools in a facility-wide collaborative environment. Editors, producers, designers, animators, writers, assistants—even finance and legal departments—can all work together, with instant access not just to Avid media but also to any other file type in the system.

On-air graphics. The family of Avid Deko graphics systems, Avid DekoCast channel branding systems, and Avid Thunder live production servers delivers powerful visuals—real-time live graphics, compelling promos, complete station identities, and more—without diminishing commercial revenue. Avid on-air graphics solutions integrate the entire process, from design to delivery.

Broadcast Automation. Automation and Distribution solutions from Sundance Digital®, a part of Avid, deliver powerful, easy-to-use software to manage broadcast master control operations. The system scales from single channel entry level systems to large configurations with high channel counts. Companion applications handle ingest, recording and file transfer. Redundancy, archiving and expansion options can combine to build out any configuration. Sundance Digital's automation and distribution solutions deliver reliability and flexibility at an affordable price.

To learn more, visit www.avid.com/broadcast or contact your local Avid office.

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