

centralcontrol®

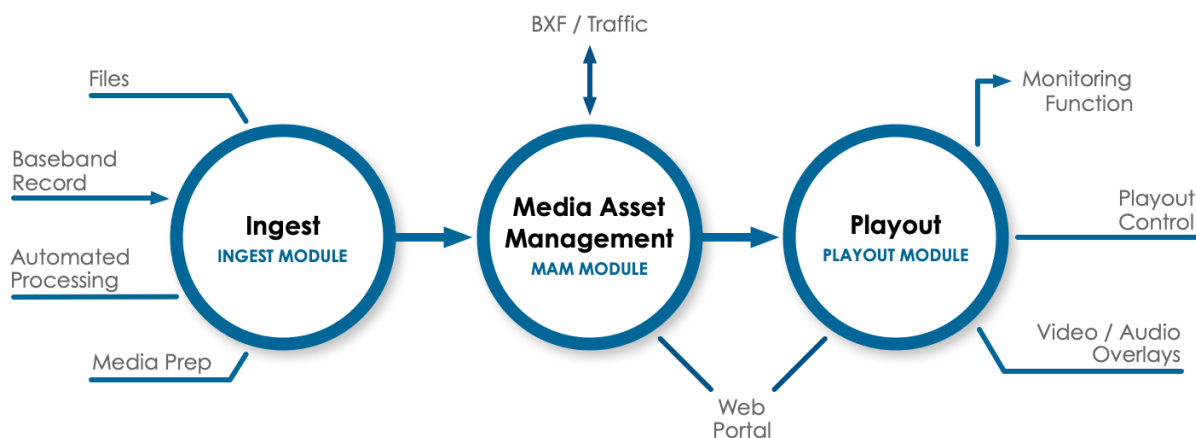
Operate more channels, more efficiently

Industry-leading master control and automation software that seamlessly executes all the processes that converge into playout.

Workflow Without the Workarounds

We understand the workflow needs of a 24/7 linear operation and the requirement for maximum efficiency. Central Control offers a set of tools that is organized around the logical best practices for handling high volumes of content, traffic coordination, and playout. Every task that can be automated is incorporated. The tasks that require the human touch are designed to be accessible, straightforward, and easily repeatable.

On-screen reports significantly enhance overall system operations management, offering convenient monitoring and analysis capabilities. These management reports play a critical role in providing essential information on content throughout the system, including missing materials. Operators can easily track the progress of all ingest jobs and activities through a comprehensive progress dashboard, which offers both whole system and channel-by-channel management views. These reports are designed to facilitate better decision-making and proactive problem-solving, empowering operators and management with valuable insights to efficiently manage system operations.



Why Make the Change to Central Control

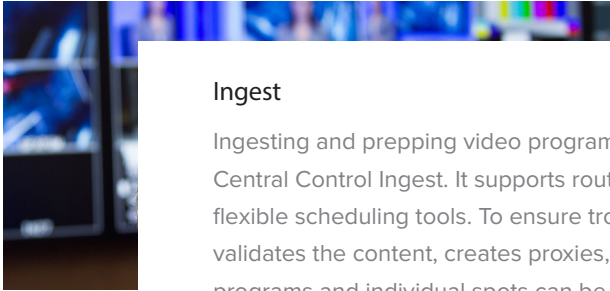
Central Control has an outstanding track record of providing customers with all the essential tools they need in one powerful solution. But market conditions change, and with our long-standing commitment to innovation, we continuously update our system to reflect those changing requirements and raise the bar in terms of ease of use and reliability.

The new features built into Central Control introduce innovative workflows and a revised architecture, allowing your master control operators to streamline daily activities in line with evolving industry preferences. The significant updates to Central Control will allow you to originate more channels with fewer resources while easing management of video content inventories.

Central Control features valuable functionality to address your master control needs, including:

- **automated ingest routines**
- **streamlined verification and validation**
- **optional transcoding for every new asset**
- **visual tools for asset registration and trimming**
- **schedule validation and editing**
- **revised storage for more efficient organization**
- **system-wide reporting**
- **basic and advanced SCTE features**
- **web-based content screener utility**

Everything You Need for Reliable, Consistent Playout

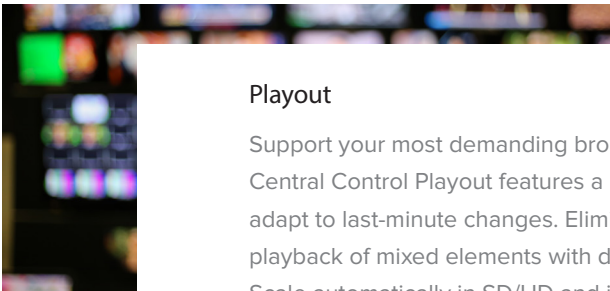
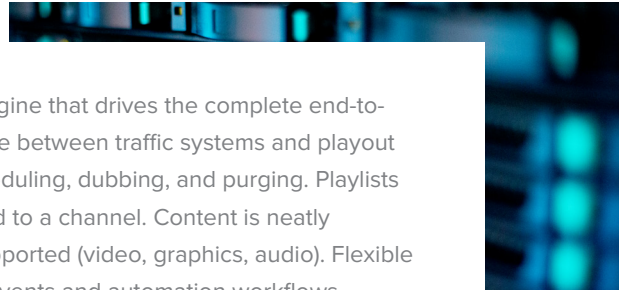


Ingest

Ingesting and prepping video programming for broadcast playout is easier than ever with Central Control Ingest. It supports router control and manages all live feed recording with flexible scheduling tools. To ensure trouble-free playback, ingest automatically verifies format, validates the content, creates proxies, and conducts transcoding if required. Segmented programs and individual spots can be trimmed and in/out points set quickly and registered for airplay with the built-in manager. It even includes delayed playback.

Media Management

Central Control Media Management is the powerful engine that drives the complete end-to-end broadcast playout system. It serves as the interface between traffic systems and playout automation. It supports BXF and other formats for scheduling, dubbing, and purging. Playlists can be manually built or edited before being appended to a channel. Content is neatly categorized and discoverable, with all media types supported (video, graphics, audio). Flexible template-driven tools allow for an array of secondary events and automation workflows.

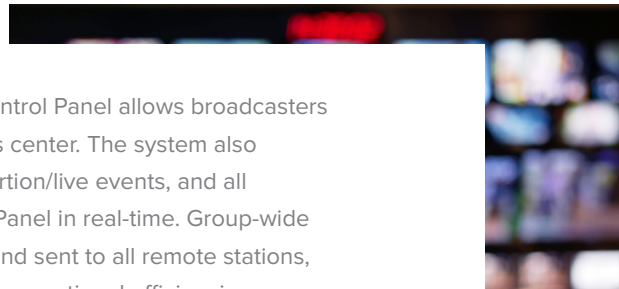


Playout

Support your most demanding broadcast needs in a unified expandable environment. Central Control Playout features a deep set of versatile tools and the ability to adapt to last-minute changes. Eliminate transcoding with direct back-to-back playback of mixed elements with different frame rates, CODECs and wrappers. Scale automatically in SD/HD and insert still and animated graphics, SCTE and GPI triggers, real-time transition effects, and text with the built-in engine.

Local Facilities to Central Casting

Manage a few channels or many. Our multi-channel Control Panel allows broadcasters to manage remote processes from a central operations center. The system also lets local operations control their branding and ad insertion/live events, and all transactions can be monitored by the Hub Monitoring Panel in real-time. Group-wide content is processed at the central operations center and sent to all remote stations, thereby eliminating duplication of effort and increasing operational efficiencies.





Bitcentral: Driving Media Forward

For more than 20 years, we've evolved with media organizations to deliver software tools that help them produce, distribute, and stream their stories efficiently and effortlessly. With a focus on innovation, we not only know where media has been, we know where it's headed, to give you forward-thinking solutions that help you deliver great stories to audiences, every day of the year.

24/7/365 Support

Our knowledgeable, in-house support team is here to serve you every day, every hour of the year, with the highest customer satisfaction ratings in the industry. From training to troubleshooting to monitoring for your media software, our team does it all – and delivers peace of mind.

Get Started Today

Get in touch to learn more about how our media and digital broadcast solutions can make your workflows faster and more efficient than ever.

PHONE: [949.253.9000](tel:949.253.9000)

E-MAIL: sales@bitcentral.com

WEB: bitcentral.com