

fusionTM GATEWAY

Empowering the Future of News Production

As Generative AI and Machine Learning (ML) transform content discovery, tagging, and repurposing, Bitcentral developed Fusion Gateway to empower broadcasters to integrate seamlessly with advanced AI and ML tools—without disrupting existing systems. Fusion Gateway connects Bitcentral's Core News systems with third-party AI platforms, allowing broadcasters to optimize workflows, leverage cloud scalability, and stay competitive in an ever-evolving media landscape.

Bitcentral's Fusion Gateway bridges media asset management (MAM) with production asset management (PAM), intelligently managing the connection between content and metadata while extending the capabilities of Core News. With this robust solution, broadcasters can take advantage of scalable, flexible AI tools to drive efficiencies, reduce infrastructure costs, and focus more on creative storytelling.

Benefits of Fusion Gateway

Seamless Integration with Core News: Fusion Gateway fully integrates with Bitcentral's Core News, creating a streamlined experience across news production workflows. This unified setup allows broadcasters to efficiently manage content and metadata in one scalable system, enhancing productivity and connectivity.

Unlimited Scalability: Fusion Gateway bridges on-premise systems with cloud capabilities, providing broadcasters with virtually unlimited scalability. This reduces on-prem infrastructure requirements while ensuring robust data protection and future-proofing capabilities that adapt as new AI technologies emerge.

AI Metadata On-Demand Enrichment: Fusion Gateway's AI Metadata On-Demand Enrichment feature allows broadcasters to add rich, searchable metadata to archives and CoreMedia assets. By transforming vast content archives into highly searchable databases, Fusion Gateway enables broadcasters to surface relevant clips quickly, minimizing editorial workload and empowering journalists to focus on storytelling.

Flexible AI/ML Integrations via Fusion Gateway

API: With the Fusion Gateway API, broadcasters can connect to a range of third-party AI/ML engines, enabling custom integrations that meet specific production needs. From automated content tagging to enhanced search and real-time clip discovery, Fusion Gateway provides broadcasters with versatile tools to streamline every aspect of content creation.

Enhanced Production Efficiency: Fusion Gateway automates time-intensive cataloging and search tasks, freeing editorial teams to focus on creative, high-impact content. By seamlessly extending Core News' capabilities, Fusion Gateway supports real-time content distribution across platforms, enabling broadcasters to stay agile and responsive.

Subscription-Based Availability for Oasis Central

Users: Available as a subscription to all Oasis Central (clip sharing) customers, Fusion Gateway provides easy access to its powerful AI-driven tools, allowing broadcasters to enhance their workflows without a large upfront investment.

Elevating News Production

With Fusion Gateway, Bitcentral empowers media companies to embrace the power of AI, enabling them to innovate and stay at the forefront of media production. Scalable, secure, and flexible, Fusion Gateway equips broadcasters to achieve new levels of efficiency, creativity, and responsiveness in today's fast-paced media landscape.