

advanced technology from



Technology for the Next-Generation Broadcaster

iTX is what the broadcast industry has been waiting for: a revolutionary, enterprise class, software-based, SD & HD production and transmission solution that uses industry-standard IT hardware and advanced software technology.

THE CHALLENGE ...

The traditional broadcast model is extremely complex and heavily reliant on costly proprietary hardware.

With the explosion in new channels and services being delivered to different target platforms, the cost of launching and managing these services can often be prohibitive, particularly for new players entering the market.

... THE SOLUTION

iTX significantly reduces the expense, complexity and maintenance costs of the transmission chain.

It eliminates the dedicated broadcast hardware and replaces it with a single suite of software applications that performs all the functions of video server, master control, DVE, aspect ratio converter, graphics and audio devices - all on an industry-standard 1RU server.

Offering reduced initial capital expenditure and lower cost of ownership over conventional broadcast systems, this full-featured solution is ideal for both traditional broadcasters and IPTV or Mobile TV operators seeking to gain an edge in today's increasingly competitive marketplace.

This powerful, ground-breaking system leverages the sophistication and comprehensive functional capabilities developed by OmniBus Systems in its fifteen years of designing high-end automation and content management products for the world's leading broadcasters.

iTX offers an extremely cost-effective transmission solution for traditional broadcasters wishing to launch new channels and services as well as for a number of new mar-

kets such as IPTV Service Providers, Content Aggregators, Portals, Mobile TV, Online Broadcasters and Digital Signage.

iTX is format-independent and bit rate-agnostic, giving operators the freedom to mix DV25, MPEG1, 2, & 4 and Windows Media 9 files. The automation system software accepts media of any resolution and will automatically scale it to the correct output format, allowing SD and HD content to be mixed within a single playlist.

It offers all the master control type transitions needed for a sophisticated output and includes the ability to insert logos, stills, voice-overs, music clips and 2D DVE moves for squeeze-and-tease effects, as well as advanced 2D graphics capabilities.



With this master control functionality, a fully-integrated character generator, subtitling capability, VBI insertion and interfaces to external systems, iTX makes it possible for single and multi-channel broadcasters to manage the entire origination, content management and playout process without the need for most of the traditional broadcast equipment.

SOLUTION BENEFITS

iTX combines simplicity of use with all the functionality necessary to guarantee high-quality video production and transmission. The system's low cost of entry opens the door for operators to easily launch new channels and/or video streams at considerably less CAPEX compared with traditional broadcast solutions.

- Industry-standard IT servers provide an easy-to-maintain and cost-effective IT-centric solution
- Leveraging existing IP infrastructure provides significantly increased efficiency and reduced operational costs
- New channels can be launched in a matter of days
- Modular solution means you only buy the functionality you need today
- Significantly reduced total cost of ownership
- Multiple channels can be managed by one operator via a single user interface
- Fully scalable system can be expanded as your business needs change
- Standards-based, format-agnostic
- Easy delivery to new platforms
- Complementary to existing broadcast platforms
- Affordable move to HD playout