

SUNDANCE

DIGITAL

A part of *Avid*

Sundance Digital Welcomes Jim Howard

Sundance Digital is delighted to welcome industry veteran James Howard to the sales team. Jim brings nearly 30 years of Broadcast Television experience with him, along with his Emmy Award for Television Production.

Jim's distinguished resume' includes high-level positions for several Automation / Broadcast suppliers. He



recently served as Global Sales Director for VCI Automation, and previously held the position of North American SI Channel Manager for Omnibus Systems. His vendor

experience began at Harris Broadcast where he grew from Project Manger to National Accounts Manager for Automation.

Jim gained valuable insight to the broadcast side of the business as Chief Engineer for Television Washington (TW) and for King Broadcasting in Seattle Washington as the Sr. Master Control Operator which led to the position of Manager of On-Air Operations for Northwest Cable News.

Jim launched his career in television as a Sports Cameraman for National Mobile Television. Working for NBC, CBS and ABC's Monday Night Football. He was the youngest cameraman to work a

nationwide production at nineteen years old. One of the highlights of his many accomplishments in Sports Production was an Emmy Award for his camera work on the PGA-Seniors Golf Tour in 1988.

As Director of Sales, Western Region, Jim is responsible for the Mountain and Pacific time zones, plus Alaska and Hawaii.

Lyle Kaufman, formerly Director of Sales, Western Region has assumed responsibility for the Mid-West states including Colorado.

Lyle joined Sundance Digital in 2006 and will continue to manage a broad spectrum of accounts from smaller television affiliates to major network groups in his new position.



Contact James at 972-444-8442 ext. 160 or jahoward@sundig.com

Continue to find Lyle at 972-444-8442 ext. 155 or lkaufman@sundig.com.

More

Sundance Digital's Archive Engine

The little engine that could

Sundance Digital's Archive Engine can take it all! All 13 terabytes (TB). The little engine has proven it's not so little anymore. Capacity has been doubled from its original 6.37 TB to 13 TB of RAID 5 near-line content storage to make it an even more attractive, reliable, and cost-effective alternative to pricey archive solutions.

The Sundance Archive Engine was designed specifically for handling broadcast video. Ideal for small stations, the Sundance Archive Engine is a fully-integrated and configured archiving solution that enables broadcasters to easily retrieve archive footage, and spend fewer man-hours recovering video and managing storage assets.

"The engine enables broadcasters to handle expanding storage needs without adding more costly on-line video drives," affirms Rick Stora, product manager at Sundance Digital.

"It lets users keep more video close-at-hand under automation management, reduces the possibility of accidentally deleting important material in order to free space on the server, and allows material to be easily retrieved for increased workflow efficiency."

Built around a 16-drive Avid storage chassis and based on a Microsoft Windows Server 2003 operating system, the unit features 500 gigabyte (GB) SATA drives, a hardware RAID controller, SGL FlashNet and the Sundance Archive Man-

ager™ software application.

The Sundance Archive Engine communicates with FlashNet to issue pull, send and delete requests to the Engine. The Sundance Archive Manager application supervises media on the on-air server and near-line storage, deciding

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The Sundance Archive Engine provides budget-conscious customers an alternative to pricey archive solutions.

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which clips should be sent and retrieved from the Sundance Archive Engine.

The Sundance Archive Engine interfaces with Sundance Digital's Titan™, FastBreak NXT Automation™ and FastBreak NXT XPress™ automation for use in conjunction with any Sundance certified video server.

The New Digital Delivery Management Engine

Efficient Media Management & Workflow

Harmonic's Rhozet Video Transcoding Technology Used as Video Transcoding Solution

Sundance Digital's new Digital Delivery Management Engine (DDME) provides commercial and public broadcasters, local stations, cable channels and cable origination operations with a streamlined solution for file-based ingest of third-party material. The DDME

facilitates a significantly-improved workflow by automatically enabling file-based media to be discovered and transferred under automation control. Now, even manual transfers can be executed with a simple "drag and drop."

Increasingly, media content is being delivered to broadcasters in file format, instead of video feeds or tape. Previously, operators had to either decode and dub the media or use a more expensive transcoding scheme to ingest into their video server – a costly process in terms of hardware, software and man-hours. The DDME solution can automate that routine, attaching the broadcast metadata to the media in the process, allowing broadcasters to create low-resolution proxies that can be monitored and used throughout their organization in a very cost-effective way.

The DDME is a hardware extension of the Company's widely accepted Digital Delivery Management System (DDMS), an easy-to-use tool that manages digital file transfers and metadata between cache and on-air video servers. Low-resolution proxy generation allows that media to be viewed by users outside of master control. Those low-resolution proxies can be generated in the same operation or separately by monitoring the video server. The clips can be accessed via Sundance Digital's SalesView®, Program View or Web Inventory modules.

The DDME works in conjunction with Sundance Digital's Titan™, FastBreak NXT Automation™ and FastBreak® NXT Entry Level Edition automation suites and

incorporates Harmonic Inc's Rhozet® Carbon Coder™ as its video transcoding solution. Rhozet Carbon Coder is a field-proven universal transcoding application that facilitates the transfer of media between a variety of platforms, including acquisition, editing, play-out, archive, the Internet and mobile devices. Carbon Coder helps capitalize on the growing need for video content to be accessible in multiple formats.

Sundance Digital Delivers Ground-Breaking BXF Gateway to WJCT

PBS Station Becomes First in Nation to Integrate Standardized BXF Protocol

WJCT, a PBS station located in Jacksonville, Florida, has become the first station to deploy the new Sundance Digital® BXF Gateway. The BXF Gateway enables broadcasters to streamline their workflow and increase the reliability and productivity of system tasks by using the SMPTE BXF communication protocol—a standardized means of data exchange among its traffic, automation, program management and digital content distribution systems. Facilities that deploy the standard as a part of their workflow can dramatically improve business processes and cut down on operational costs by taking advantage of real-time fault alerts and eliminating time-consuming Master Control activities caused by batch list inefficiencies.

Sundance Digital, a founding

member of Society of Motion Picture and Television Engineers (SMPTE) S22-10 Working Group, developed the BXF Gateway to support the SMPTE-2021 (BXF) standard, the end product of the Working Group's three-year effort involving more than 150 participants. The BXF Gateway provides a secure point of exchange between systems inside and outside the master control networks. The BXF standard offers support for file and message-based data exchange, increases integration of related systems and extends the metadata set for data exchange via a standardized messaging between a station's diverse business and transmission systems. SMPTE published the landmark standard on April 1, 2008.

"BXF is standardizing the broadcast industry and pushing the technical envelope even further by enabling us to achieve a highly efficient exchange between our Sundance Digital Titan™ automation suite and Myers ProTrack TV traffic system. Our goal has always been to deliver a pristine image to our viewers, one with seamless breaks and transitions, and BXF helps make it all possible," said Bob Culkeen, WJCT's VP of technology and operations.

WJCT serves northern Florida and lower Georgia with one HD channel, five SD channels and one analog channel. Duane Smith, WJCT's director of technology said, "Sundance Digital's BXF Gateway is the 'meaningful glue' we've been waiting for to link traffic and automation. Before the BXF Gateway, many processes in the workflow provided opportunities

to introduce human error; manually manipulating electronic data by pecking at keyboards is an inherently flawed approach. The BXF Gateway allows information to be entered once, in traffic, and no one has to touch it again. It automatically propagates through automation, dramatically improving reliability and efficiency. It is eliminating time-consuming, manual, daily tasks and reducing routine activities - allowing that time to be spent ensuring greater quality assurance and control of our broadcasts."

Smith continued, "The BXF Gateway is also finally enabling us to squeeze our money's worth out of the capitol investment in DTV conversion infrastructure. This interface is allowing us to turn the machines loose and see the return on our investment. We're jazzed to be the first in the country to take advantage of this opportunity."

The BXF Gateway works in conjunction with Sundance Digital's Titan™, FastBreak NXT Automation™ and FastBreak® NXT Entry Level Edition automation suites and is available now.

The Color Purple

We're showing our corporate colors!

We've splashed a swish of purple on our new black logo. See our fresh look everywhere Sundance Digital appears.



972-444-8442

Call your sales rep for details!

- 2-channel HD
- 1-channel HD
- 2-channel SD
- 4-channel SD

Sundance Digital's FastBreak NXT Entry-level Edition™ (NXT ELE), the powerful, comprehensive and scalable automation solution for managing information and controlling content, is now available bundled with Omneon's Media Deck. NXT ELE will be offered in four configurations:

Powerful and Scalable, NXT ELE is Now Available Bundled with Omneon's Media Deck!!

FastBreak NXT Entry Level Edition Hits the Deck!!



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