

The Solution

City, county and state governments face growing challenges in providing an increasing variety of information for their citizens. Citizens need a reliable channel for timely, critical information, particularly during adverse weather and natural or man-made disasters.

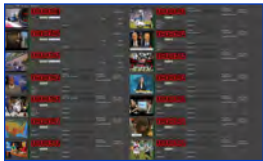
Local governments must also find their constituents no matter how they get their information—via the Internet, mobile devices, and established broadcast technologies. Governments must adapt to these evolving modes of communication to deliver important messages quickly and accurately.

Primestream's CityCaster, built on its proven FORK™ broadcast video platform, provides the advanced and flexible system needed by today's communication departments.

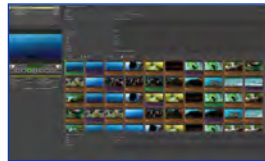
The CityCaster video broadcast automation system is designed to support both the daily and emergency broadcast communication needs for local governments. CityCaster provides advanced management of your broadcast facilities and streamlines media delivery with an advanced and flexible platform. Whether on-site or via remote access, CityCaster enables you to reach your community quickly and efficiently via broadcast channels, mobile devices and the Internet.



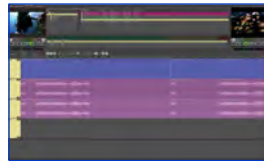
CityCaster Typical Topology



FORK Multi Ingest



FORK Content Navigator - MAM



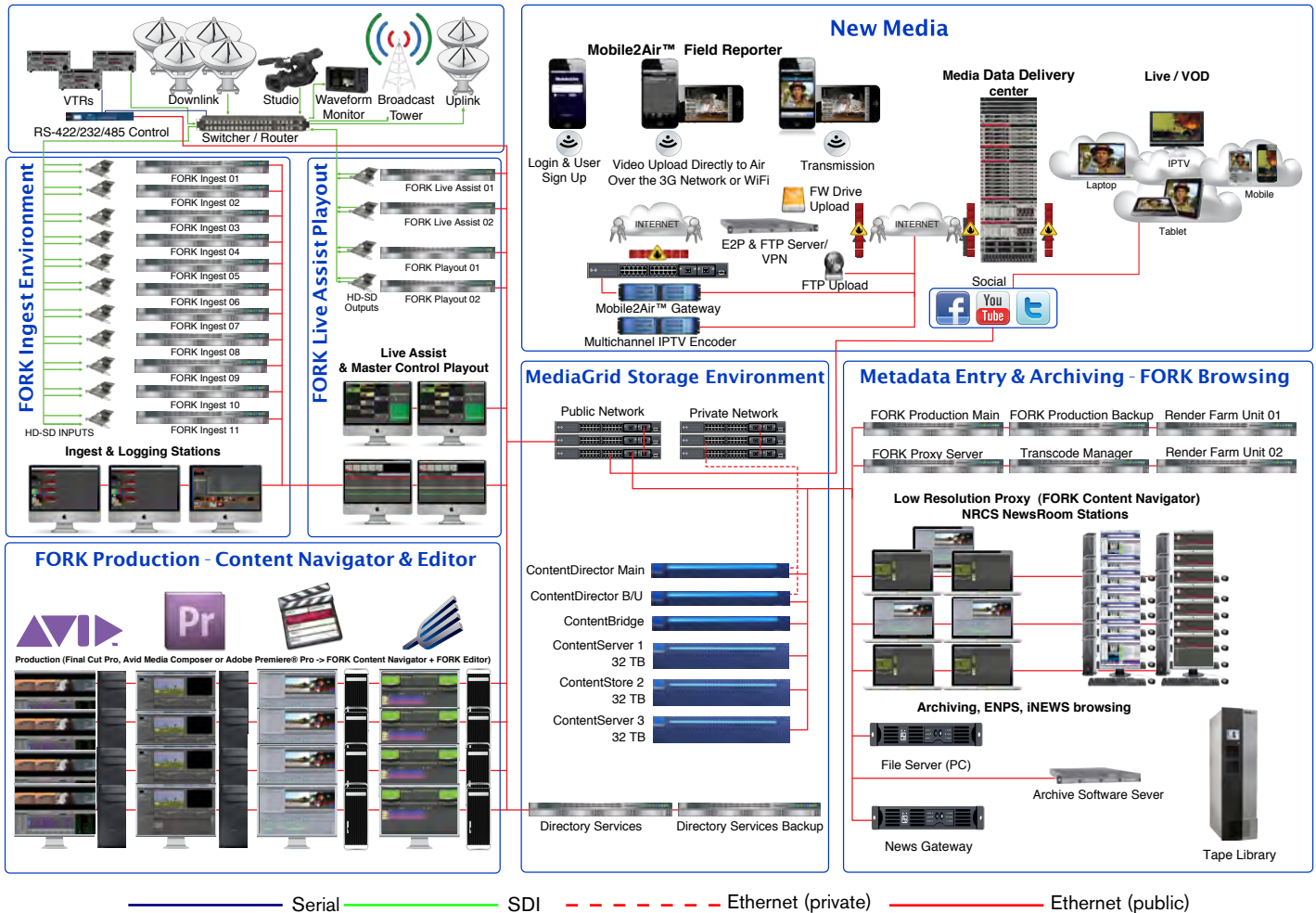
FORK Editor



FORK Live Assist



FORK Master Control Layout



Specifications

- HD-SD Resolutions
- 30 fps video and audio
- Variable compression rates up to 3.6 Mbps
- Geo-tagging
- Meta -Data transport

Applications

- Broadcast field reporting and video contribution
- Damage Assessments in the case of an emergency
- Surveillance
- Telemedicine: Remote review and assist tool for global collaboration
- Internet/Social Networking Communities

Type of Clients

- Government
- Emergency Response Teams
- Military
- Sports / Events Production
- News Organizations
- Production facilities
- Mobile TV and Telcos
- Surveillance

FORK Production Suite Features

FORK Production Suite automates ingest, content management, and editing, integrating flexible and powerful modules that are tuned especially for broadcast news and sports production needs.

FORK Playout Suite Features

FORK Playout Suite automates master control and studio control room playout, integrating graphics control and switcher operations with flexible and powerful interfaces for media automation.



Acquire and Identify

FORK Clip Ingest automates the capture of standard and high definition content. By using a storage area network to centralize media, all users have simultaneous read and write access to a scalable and redundant storage system.

- Ingest multiple channels from live feeds file based or tape sources on an interactive or pre-scheduled basis
- Assign descriptive metadata so incoming content can be searched and found later
- Include timecoded markers to assist in preparing content for editing
- Full VTR deck control and support for a wide variety of acquisition formats, means broadcasters can use FORK for their entire production needs



Asset Management

FORK Content Navigator provides media asset management through the use of a database of searchable metadata that is created interactively and automatically.

- Find and filter media assets with keyword searches
- Organize content into folder bins
- Automatically populate “smart bins” based on any metadata property
- View clips, create sub-clips, and add descriptive metadata
- Automate transcoding, archive/restore, and publishing operations through use of “Send to” actions
- Enter timecoded text markers while content is still being ingested to edit during news conferences, sports events, and live productions
- Transfer rough cuts and markers instantly to Final Cut Pro



Edit

FORK Editor provides cuts-only editing, audio control, and voiceover tools that free producers to create packages completely within the FORK Production Suite.

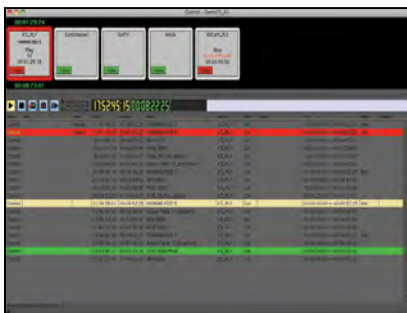
- Edit over local or remote connections via QuickTime proxy files that are optimized for high quality and small file size
- Advanced craft editing integration with Apple® Final Cut Pro on Mac and with Adobe® Premiere Pro for Windows and Mac
- See FORK timeline, bins, metadata, and markers in Final Cut Pro
- Edit in Final Cut Pro even while material is still being captured



Playout

FORK Live Assist integrates with existing control rooms, enabling operators to easily push content directly to air or live presentation.

- Control from keyboards, USB control surfaces, or GPI-enabled production switchers
- Never go to black with options that include loop, sync roll, hold on last frame, and play-through
- Import rundowns of entire shows from newsroom control systems, and update and manage them from both the newsroom and FORK
- Fully integrated with Avid® iNEWS, AP ENPS, and others NRCS
- Use multiple playout channels to push content to studio monitors for a rich production look



Master Control Playout

Automated **Master Control Playout** is at the heart of FORK Playout Suite, handling all critical functions for live-to-air broadcasting.

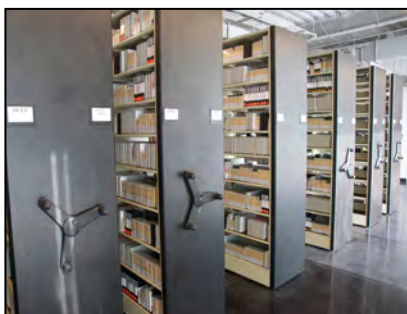
- Schedule programming sequences for unattended master control operation
- Integrate with existing traffic systems, master control switcher, routers, and graphics systems
- Create complex, dynamic, on-air looks by FORK's integration of asset metadata with on-air graphics systems
- Push content to air, web and mobile phones from remote locations
- Incorporate Police-Fire and Emergency Response Video Reports



Mobile Video

Mobile2Air allows reporters to transmit HD video from anywhere in the world directly to air, conveniently and cost effectively via the wireless telephone network.

- Sends video over 3G or Wi-Fi connection—no satellite uplink or microwave links required
- Allows communications between newsroom and field reporters
- Enter metadata on the phone to help insert video into the right FORK automation workflows back at the station



Archive and Restore

Videotape has a limited lifespan. **FORK Archive** accelerates the process to digitize and archive your video libraries. Utilizing our unique patent pending process of Time Code detection accurate to within one frame of video, **FORK Automated Timecode Scanner(ATS)** checks tapes for TimeCode breaks. When the frame accurate ATS finds a suspected break, FORK alerts the user but doesn't interrupt the ingest. Instead, it takes in the whole tape, and creates subclips. FORK Archive manages the long term storage of all footage ingested and produced throughout the production process, simplifying the safe backup and archiving of massive amounts of data.

- Leverages solutions from leaders such as Atempo®, PresSTORE and Front Porch Digital
- Simplifies media management through metadata and clip formatting
- Leverage various formats securely and intelligently
- Drop folders automate media and library archiving

Whether it is communicating internally about day-to-day municipal operations and department meetings, to broadcasting council news to your constituency, to being prepared for emergency communications, CityCaster and **FORK** provide the foundation to make your communications effective.

With CityCaster, your teams can operate your broadcast/webcast environment on a daily basis from your established control room. When necessary, they can also deliver critical information to your constituents from the safety of a remote command and control center.

The CityCaster solution controls and automates a professional broadcast environment, including ingest, playout, publishing, media asset management and mobile video field contribution.

As part of an emergency preparedness solution, CityCaster may also be eligible for FEMA Emergency Operations Center (EOC) Grant Program funding.

Smartphone Video Contribution for Towns and Cities

Broadcast coverage is a demanding environment where success depends heavily both on technology and the end user. Primestream's **Mobile2Air®** application is designed for reporters and video contributors to record and upload broadcast quality content to a centralized facility using Apple's iPhone.

Mobile2Air enables video recording and uploading, complete with metadata ready for air to any broadcast facility equipped with **FORK CityCaster**. Automatically embedded metadata permits easy content cataloguing and location mapping, perfect for sending and receiving damage reports or other emergency response/recovery content.



“ Our mission is to provide emergency information to the residents of Boca Raton. The CityCaster solution helps us broadcast at all times, whether is for daily operations or during emergencies from our remote Emergency Operation Center (EOC). During a hurricane, CityCaster enables us to remotely tape the mayor and communicate with our residents over the air and through the internet, just as if we were at City Hall. ”

Mark Witzen,
IT Video Operations
City of Boca Raton, FL. USA

Mobile2Air® Workflow



Remote Emergency Management

FORK is the first automation system designed for in-depth remote access and advanced management of broadcast facilities. Operators can contribute content via FTP, remotely schedule feeds and edit or update the on-air playlist. The FORK automation system can be operated locally or remotely, providing your city or town the unique capability to continue on air in the event of an emergency. FORK enables you to keep your constituents updated and informed at all times via cable, web or mobile devices. With a Webcasting encoder, any on air feed or video on demand can also be immediately published to your website.

Features

- Advanced MAM to support integration and efficient workflows
- Proven playout automation for broadcasting and transmission to multiple devices
- Automatic Transcoding of files for Internet and mobile
- Remote station management and control
- Aggregated transfer of content to different locations

Benefits

- Support for broadcasting and video on demand
- One integrated system for all broadcast applications
- Smooth integration with XML metadata import and export
- Efficiency with your transcoders integrated in automated Workflows

About us

Primestream offers broadcast IT solutions that together form a seamless end-to-end software platform for digital acquisition of live and file-based content, media asset management, editing, on-air graphics, logging, control room playback, smartphone and tablet video contribution, multiscreen live and on-demand streaming services, publishing to social media sites and dynamic archiving. The company's portfolio includes the FORK™ production suite, added in 2010 with the acquisition of Building4Media, as well as ControlStation™, CGX™, and Primestream Media Library™ (PML). Proven and in use by more than 300 broadcast operations in 40 countries, Primestream solutions allow users to produce better content faster, every day.

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