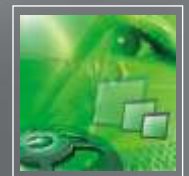
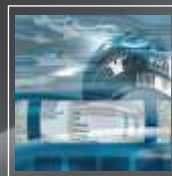
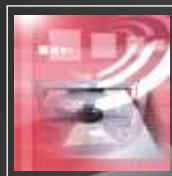
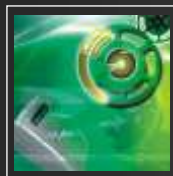


PLAYBOX TECHNOLOGY

www.playbox.tv • www.playboxtechnology.com

IT'S ALL IN A PLAYBOX



Modular Architecture

PlayBox™ is an open, network-distributed, highly modular TV automation system. Each module is taking care of a specific part of the broadcasting workflow - off-tape batch capturing, scheduled capturing off satellite, content management, program scheduling, content editing, on-air playout, on-air titling, subtitling, etc.

Constant Improvements

PlayBox™ is being constantly improved under the direct influence of existing customers, concerning their actual needs and ideas. It is targeted primarily to professional broadcasters and IPTV providers, who are looking for all-in-one reliable MPEG2/HDV/DV playback or streaming, automated playlist management, extensive graphics manipulation, with a flexible media database.

Target Customers

At its extremely competitive pricing PlayBox™ targets not only broadcast TV customers, it is also appropriate for use in PEG applications such as universities, museum presentations, video wall sourcing, public transport, digital signage applications, corporate video networks, retail businesses, shopping malls, churches, airports, hotel info channels, holiday resorts, theme parks, etc. Its unprecedented level of interactive control over the on-air video clips and CG objects makes it ideally suited for music shows, live entertainment programs and presentations, sports events titling. Anywhere when there is a need for a smooth, reliable, professional video and graphics presentation - PlayBox will get the job done.

Cost Effective

PlayBox™ is one of the most cost effective television automation suites on the market. Its technology is already running a huge number of TV channels worldwide. Due to its scalable modular architecture, it is accepted and used equally well by both budget-minded and demanding customers. With PlayBox we offer HD ingest, HD playout and HD CG at the price of competitive SD equipment.



AirBox

Universal SD/HD content playout and streaming. 24/7 unattended operation, MPEG2, HDV and DV compression scalability, large variety of sources supported, hardware independency are the typical highlights of AirBox. Ideally suited for time-critical live operations. Professional device support through GPI, RS232, VDCP is also available. Redundant playout makes it perfect for fail-safe environments.



TitleBox

Interactive on-air graphics. Delivers crisp and eye-catching on-air graphics. Multi-layered simultaneous crawls, rolls, animated logos, clocks and text templates are just a mouse click away. TitleBox provides total control during on-air session - changing texts, running speed, transitions is as easy as 1-2-3.



CaptureBox

Manual, automatic, batch and scheduled capturing. The first software of its kind to enable MPEG2 and DV capturing (MPG) on DeckLink hardware platforms with plenty of capturing facilities such as RS422 or DV deck control, VU/peak audio meter and volume control. Native IEEE-1394 HDV or ASI MPEG2 TS (SD/HD) capturing and realtime UDP streaming.



DataBox

All-in-one content management. The universal metadata description tool. From archives to run-time copy, from types and categories to genres, from credits to links, DataBox maintains total content order through sophisticated set of searching and classification facilities.



SafeBox

SafeBox is designed with automated content management in mind. Its main purpose is to replicate remote content to local playout server folders for safe playback. It can gather content from a number of sources automatically, when new content is available at the remote locations. SafeBox can work in playlist-dependent or stand-alone mode.



ListBox

Offline program schedule creation. The perfect tool for Schedule Editors. Create and edit program schedules for tomorrow, next week, next month, without any hardware requirements. The schedule creation process utilizes all the benefits of full content description, by using DataBox metadata.



new module

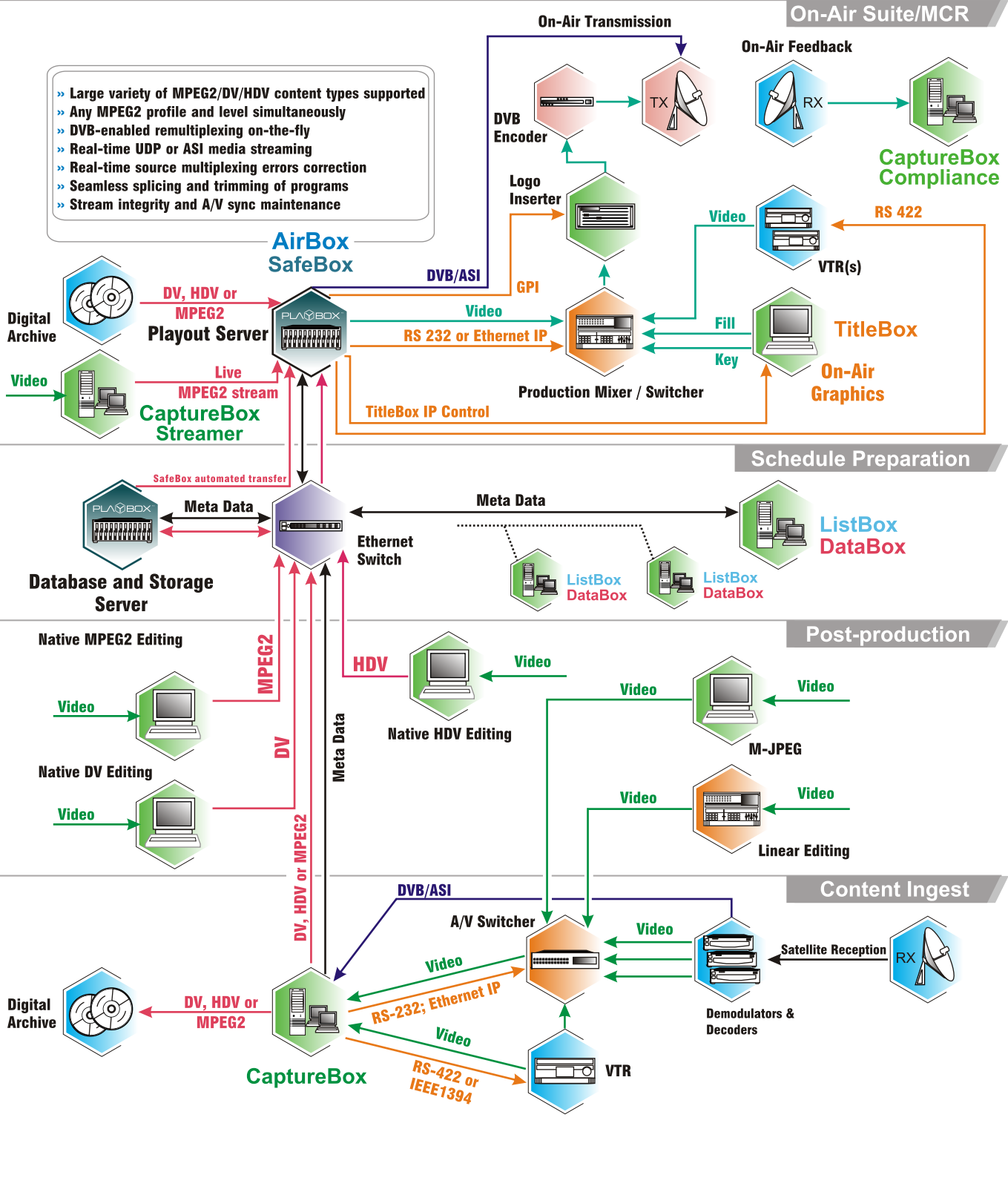
CaptureBox Compliance

No more endless tape racks with compliance recordings. Everything is recorded in compact files either in standard MPEG1 or MPEG2 streams. Sophisticated clip splitting and saving into a user-definable folder structure, with customizable filenames, easy to track in any file browser. 90 days of 24/7 recording at 1 Mbit/sec takes less than a Terrabyte of inexpensive storage.

Broadcasting

Preparation

- » Large variety of MPEG2/DV/HDV content types supported
- » Any MPEG2 profile and level simultaneously
- » DVB-enabled remultiplexing on-the-fly
- » Real-time UDP or ASI media streaming
- » Real-time source multiplexing errors correction
- » Seamless splicing and trimming of programs
- » Stream integrity and A/V sync maintenance



◆◆◆ OUR MISSION

Our team is focused on the research and development of technologies, which form the backbone of a complete PC-based television workflow: content ingest, editing and management, schedule preparation, on-air playout and titling. In order to meet the stringent requirements of the broadcast and media industries, we have developed unique tools for realtime MPEG2 and DV remultiplexing, which allow advanced media playback and streaming mechanisms, real-time metadata handling and communication, unmatched degree of interactivity with multiple graphics and video objects.

◆◆◆ OUR APPROACH

We believe a good product is comprised of two main components - deep knowledge of core industry technologies and excellent support, no matter how robust the product is. This is why we always approach new technologies carefully, with the deserved level of respect and attention to every single detail. Our products are not a mixture of ready-made third-party pieces of software code. Instead, our products are completely written from scratch with the necessary core technologies developed in-house. For example, we chose the hard way and developed our own MPEG2 and DV multiplexing engines, rather than relying on third-party vendors for that. This approach proved to be completely right and the resulting product AirBox - universal and robust. We estimate the need for high-quality, quick customer support, therefore we provide completely free e-mail support around the clock with response time within a couple of hours.

◆◆◆ FUTURE PLANS

Digital Media Technologies Ltd. has an extended research and development schedule in order to achieve integration with third-party systems for TV automation, content management, schedule preparation, on-air control, traffic and billing, archiving, remote management and support.

DMT intends to develop further its product line, in order to face the challenge of the future technologies, to expand the list of possible applications and to enter into the world of highly interactive digital TV. The next generation of PlayBox products will bring plenty of new features such as calendar-based program scheduling, advanced playout redundancy, automated schedule population, traffic system integration, proxy capturing and playlist editing, complete MPEG2 and DV batch processing toolkit, sophisticated multi-user architecture, advanced multi-channel ingest, content management and playout.

◆◆◆ PARTNERS AND OEMs

As a core technology provider DMT is always ready to cooperate with international partners in order to create custom-tailored products for specific tasks. We already have successful relationships with WiFi Networks - India, CoMo - Germany, EyeTrix - Germany, NewTek - Europe, VizRT - Norway, MicroWave Networks - Italy and a lot more. Our core products AirBox, CaptureBox and TitleBox allow third-party developers to build their own front-end user interfaces based on our core technologies, without having to develop low-level functionality such as real-time optimized image and graphics manipulation, high-quality TV-specific anti-aliased text rendering, platform-independent MPEG2, HDV and DV seamless playlist playback engines, etc. All those are already available for OEM and partner licensing at a very competitive pricing. Drop us a note if you wish to receive more information.

LATEST SOFTWARE VERSIONS

AirBox 3.97 Universal content playout and streaming. Supports a wide variety of SD/HD stream types and media file formats.

TitleBox 2.0 On-air interactive or scheduled CG overlay. Real-time rendering of multiple layered graphics objects.

CaptureBox 2.5 Automated batch and schedule capturing and streaming. Device control, VU/peak meter, SDTI and HDV enabled.

DataBox 2.1 Sophisticated SQL-based content management. The PlayBox information backbone.

SafeBox 1.0 Automated content replication and removal.

ListBox 1.5 Independent offline playlist editor. Does not require a dedicated server or hardware.

CaptureBox Compliance 1.0 Flexible file-based compliance recorder. Supports MPEG1 and MPEG2 capturing.

CONTACTS

YOUR RESELLER

Rev.: August 2006

For more information, please visit
www.playboxtechnology.com, www.playbox.tv
 or contact us by phone:

PlayBox UK	+ 44 1707 66 44 44
PlayBox Bulgaria	+ 359 2 9703050
PlayBox Romania	+ 4 021 3170778
PlayBox Serbia	+ 381 11 2200560
PlayBox Pacific	+ 64 274775491
PlayBox USA /California/	+ 1 818 566 3080
PlayBox Latin America /Argentina/	+ 5411 4771 5570
PlayBox Latin America /Miami/	+ 1 305 500 9511

All rights reserved copyright © 1999-2006