

# Case Study

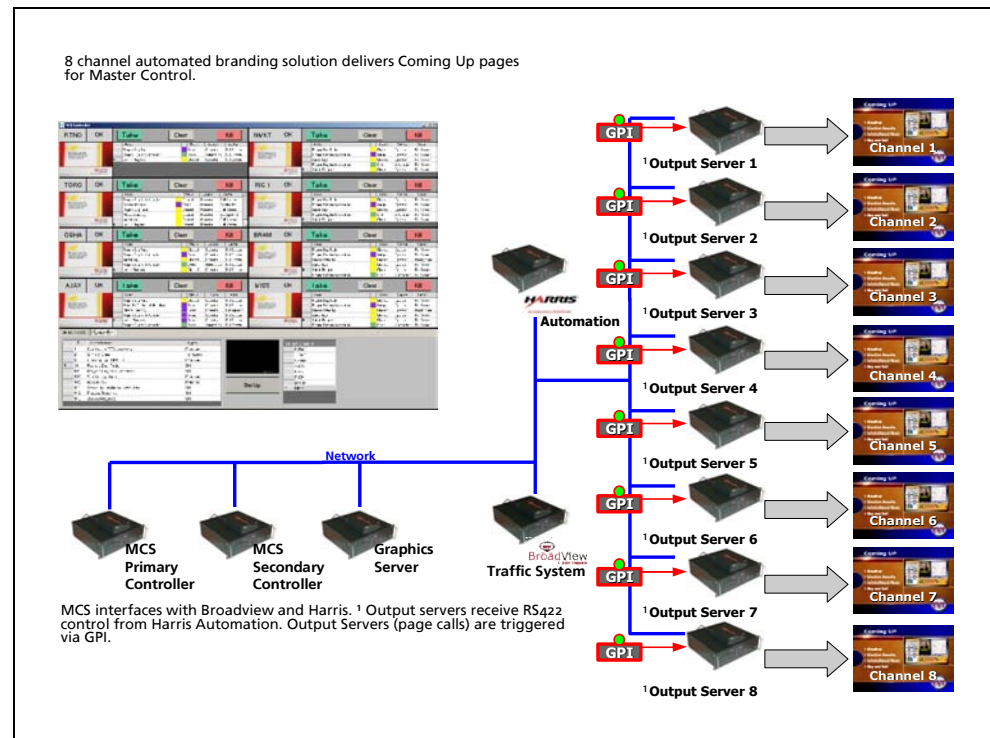
## Multi-Channel Branding and Insertion System for Rogers Television Master Control



**Customer:** [Rogers Television](#)  
**Application:** BLNewsTicker - Channel Branding and Local Insertion  
**Solution:** Multi-Channel Branding Solution for Rogers Master Control York Mills  
**Platform:** [Inscriber Inca™ RTX](#)

Rogers Television required an advanced branding solution to be designed and developed to manage multiple channels for their new master control operation. Coming Ups are automated by the Automation and Traffic system. Clusters of up to 8 channels are automated from one Controller UI for manual inserts and overrides of Automation.

- Solution provides 8 channels of Conditional Branding and Local Insertion.
- Channels can be assigned to networked controllers in remote Control Rooms.
- Pages use standard bitmap graphics. System also supports audio tags.
- Each channel supports multiple display zones and graphic layers.
- Menus and dialogs are provided to select Coming Up Pages, Trouble Slides, System Logs and Text Information.
- Each output server provides SDI output (key and fill).
- Primary and Secondary controllers provide system redundancy.
- [Broadview Traffic](#) system provides controllers with program time, program title and ancillary data.
- [Harris Automation](#) system relays 'Show Page' commands to both MCS Controllers via RS232/422.
- The system is designed for scalability.



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