

Case Study

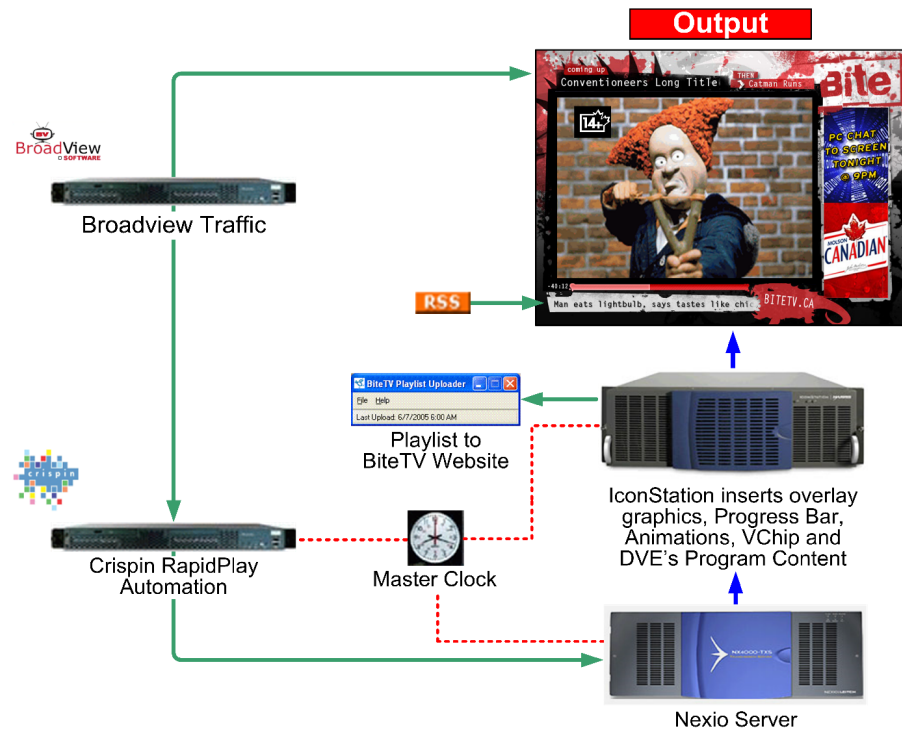
Specialty Channel, BiteTV Automated Display and Branding Solution



Customer: BiteTV
Application: Specialty Channel
Platform: Harris/Inscriber ICONStation with RTXPorts

BiteTV required an integrated single-channel master control branding solution to DVE and generate Vchip, Coming Ups, Status Bar, Sponsors and Animations for their new short form Specialty Channel. The BLSoft main controller queries the Broadview Traffic system, while the ticker engine parses and displays a playlist of RSS/SMS datafeeds.

- BLSoft Main Controller and Crispin automation system are synchronized to Timecode.
- Main Controller is mapped to the Broadview Traffic export directory and automatically queries traffic every minute for playlist updates.
- Playlist Uploader automatically spools playlist from Broadview Traffic to "What's On" listings on the BiteTV homepage.
- Controller generates Vchip, Coming Up information, status bar, sponsors and animations.
- Main operator interface displays status for Timecode, Coming Ups and Sponsors.
- Real time status bar displays duration of each clip.
- Ticker engine has built in interactive capability for SMS connectivity.
- RSS/SMS Ticker engine reads from a playlist of URL's, parses the RSS, checks RSS version, then outputs directly to air.
- Main Controller and RSS/SMS engine logs all displayed clips and sponsor events for AsRun, reconciliation and auditing.



<http://www.blsoft.ca/casestudies.html>

For more information, please contact us at sales@blsoft.ca.