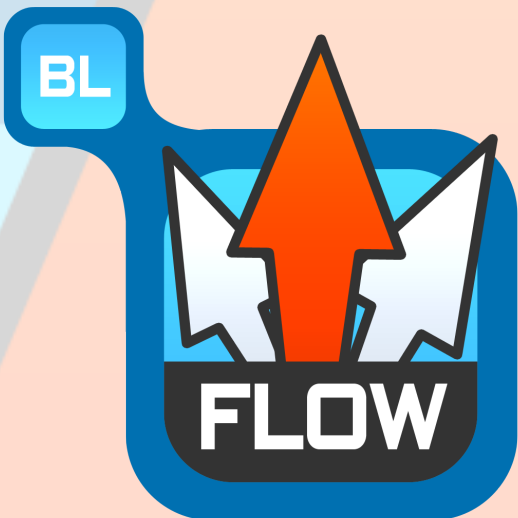


BL Flow

CONTENT MANAGEMENT FOR BROADCAST
AND ELECTRONIC SIGNAGE INSTALLATIONS

Bannister Lake
Bridging the gap between data and graphics

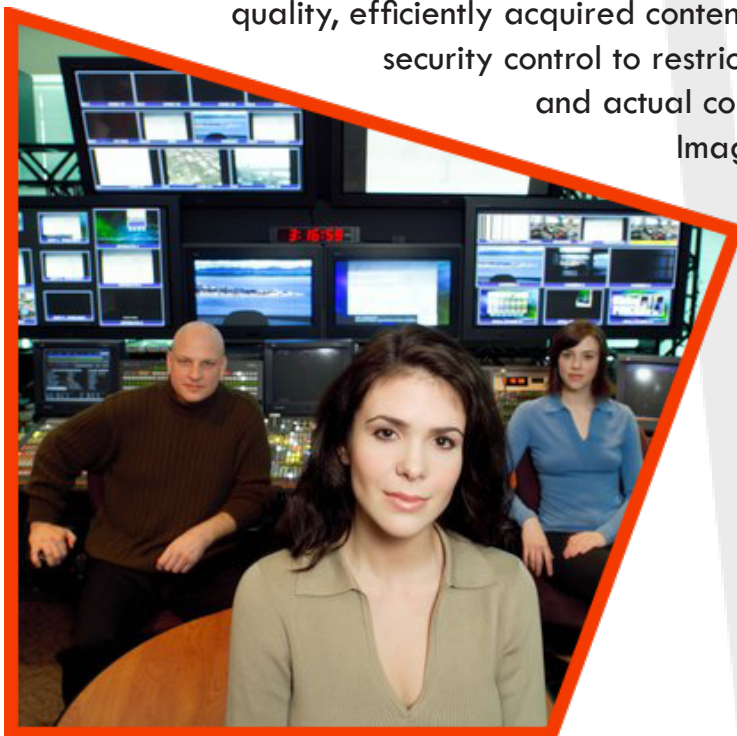


How Does Your Content FLOW?

BL Flow breathes new life into your content management workflow for your broadcast or electronic signage installations. Built with the feedback of end users and production managers, BL Flow makes entering and managing your on-air content easier than ever before.

The web 2.0 based system allows management of data from an automated content source to co-exist with manually added content for the optimum in high quality, efficiently acquired content for your broadcast. Add in tiered security control to restrict module access to particular user groups and actual control of the broadcast layout output.

Imagine controlling your broadcast output or electronic signage network from anywhere via an internet connection.



Your broadcast or electronic signage is driven by dynamic content, but how efficient is the workflow?

BL Flow in 10 Seconds

Web based interface allows access on any internet enabled device.

Combine automated and manual content sources.

Restrict module access based on user groups.

Customizable to fit your content management needs.

Control actual broadcast or signage output.

Comprehensive auditing system for operator accountability.

Powerful content editing tools based on operator and production manager needs.

For efficient and powerful
content control workflow **you**
want BL Flow in your studio.

BL Flow Features



Web Access

Access your content and control your display output from any internet enabled location. BL Flow is compatible with all web browsers which also allows it to run on tablet based devices.



Access Control Groups

Not every console user needs access to all the features of BL Flow. Separate content modification control from on-air control using BL Flow Access Control Groups. BL Flow comes with default groups of “Administrator” and “User” but groups can be customized to suit the needs of your workflow.

Console Auditing & Logging

Keeping track of content changes is done automatically with BL Flow’s auditing. Never again ask “who changed that content item?” with the BL Flow audit logs which tie users and their location to content changes in real time, searchable logs.

Type of action	Action details	User name
27/08/2009 4:04:38 PM UPD	topic Entertainment status changed to OFF AIR	admin
27/08/2009 4:04:38 PM UPD	topic Top Stories status changed to OFF AIR	admin

Ease of Use

An intuitive console interface makes BL Flow easy for your team to adopt as their on-air content management solution. Enabled with the latest web technologies, BL Flow facilitates content changes in seconds, anywhere you can get to a web browser.

Adaptability

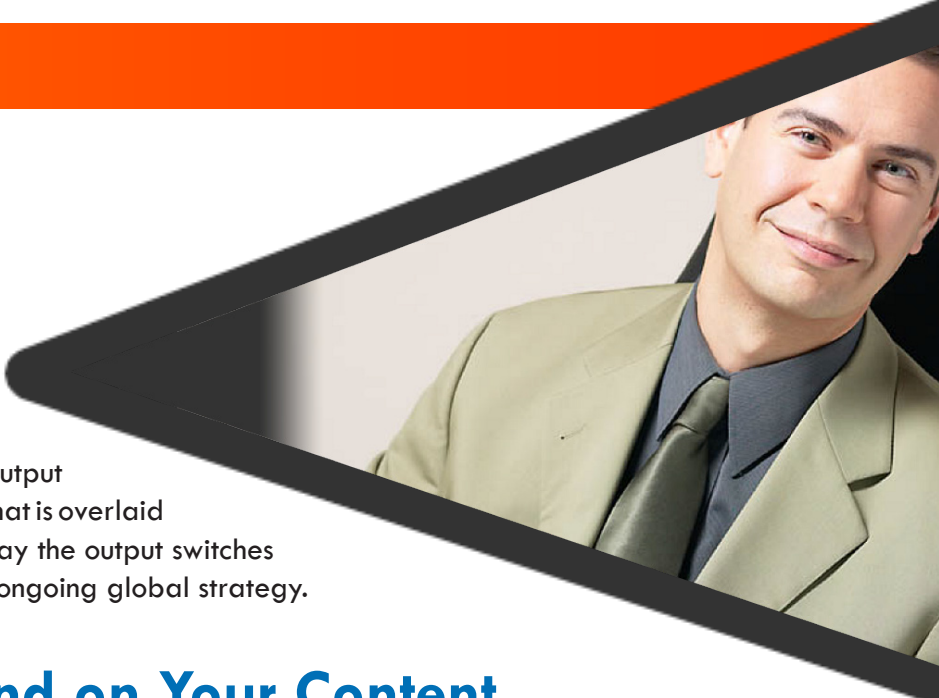
BL Flow has never met a workflow or content scheme it couldn’t handle. Choose from our standard modules like Ticker Control or Sports News Control or have custom BL Flow modules developed to meet your content management needs.

A simple, straightforward interface for use by technical and non-technical staff alike.

Meet Dave

Director of Internal Communications

Dave is the Director of Internal Communications and responsible for the internal broadcast system at his international corporation. His output consists of a ticker and a “daily announcement” that is overlaid on a corporate video feed. At the end of the day the output switches to a different layout that shows the company’s ongoing global strategy.



Keeping the Upper Hand on Your Content

While each department has the ability to add their own ticker content, it is Dave that is inevitably responsible for the final broadcast output. He provides separate logins for each department heads that restrict access to adding ticker content. By default, each department’s ticker content will go to air but Dave can override output of a story if the content needs review. Using the audit logs Dave can easily see which department entered the questionable content.

Set It and Forget It

For the daily announcement, Dave has his staff enter all the content on Monday of each week and then simply schedules them to output on each subsequent day of the week. Last minute changes are a breeze and Dave’s team can even add flourish with some predefined style options.

Add Ticker Story

Ticker Group	choose from existing Health
	OR
	start new group
Ticker Content	Flu shots are available in building 16 from the Health & Safety nurse from 2:00pm to 4:00pm
Order Within Group	15
Show On Broadcast Output	<input checked="" type="checkbox"/>

[Add Ticker Story Now >](#)

Remote Control

Dave is in an offsite meeting for the day but likes to double check the end of day layout content before switching to this output at 5pm. From his laptop he logs into BL Flow, checks on the content that is automatically read from an XML file, and sets the output to the End Of Day layout. Dave’s quick check gives him the peace of mind that he can continue his meeting, while his broadcast output back at the office switches over to the requested layout within seconds of him changing it.

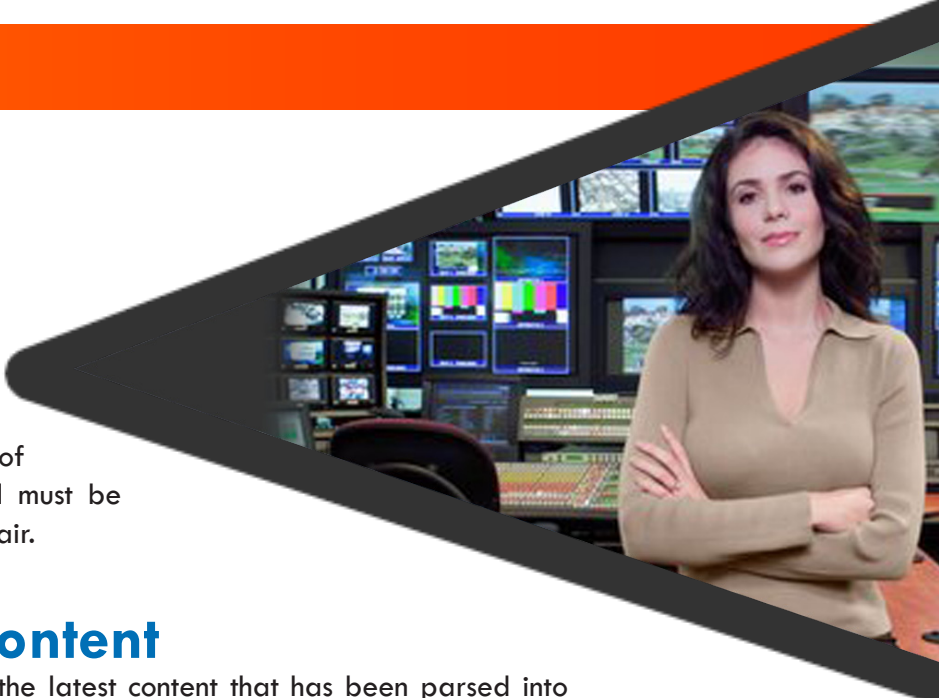
Change Broadcast Output

currently showing on output	IN SESSION	
change output	OUT OF SESSION	Switch Output Now >

Meet Tina

Production Director

Tina is the Production Director for a facility that outputs several sports stations catering to different regions and different sports. All of Tina's content is from automated sources and must be aggregated and filtered before being sent to air.



Maintaining Quality Content

When Tina's team logs into BL Flow they see the latest content that has been parsed into BL Flow from XML feeds and data streams. With a single click Tina's team can assign a content item to one or more of the channel outputs such as assigning soccer stories to the soccer channels and hockey stories to the hockey channel.

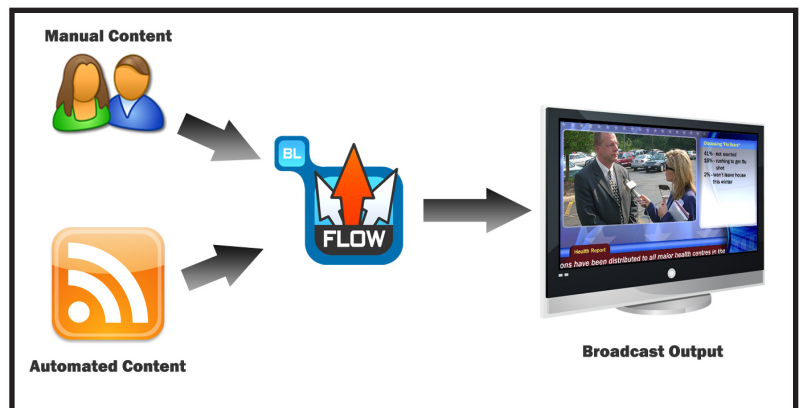
	league	visitor	home	status	mcr7	mcr8	mcr9	setanta	prio	output	updated
	MLB	Pittsburgh	Florida	Pregame					0		2/2/2011 4:13 PM
	MLB	N.Y. Yankees	Boston	Pregame					0		11/10/2010 5:01 PM
	MLB	Milwaukee	Cincinnati	Pregame					0		11/10/2010 5:01 PM
	MLB	Washington	N.Y. Mets	Pregame					0		11/10/2010 5:01 PM

Playing It Safe

While Tina's data sources have a great level of reliability, she still wants final control over her content output. In the final seconds of that big game she wants to make sure she has the score updated as quickly as possible. Tina has her operator switch the content control to Override mode which tells BL Flow to ignore the automated data for the content records the operator has chosen. While 99% of Tina's content is still automatic, she is able to keep the big game updated instantly.

Keep Your Advertisers Happy

Over the years Tina has had sponsors come and go. Previously her art department had to do a complete rebuild of the channel graphics to embed the new sponsor until Tina's studio implemented BL Flow and a BL Soft broadcast solution. Now she simply uploads the animated or static logo and chooses which channels the sponsor will be applied to, leaving her art department for more creative tasks.



Technical Specs

SYSTEM REQUIREMENTS

BL Flow is a Microsoft .NET based web application and requires a web server. For optimum speed we recommend combining the data server and web server on one system. Ask our sales team about our BL Flow turnkey systems.

OUTPUT REQUIREMENTS

BL Flow controls content data and manipulates it in preparation for output on the following broadcast or signage solutions:

- Harris Broadcast and Electronic Signage Products
- Ross Broadcast Products
- Omnivex Electronic Signage Products

FEATURE COMPARISON

	BL Flow	BL BBS
Easy to use graphical interface	✔	✔
Allow quick show/hide for on air content	✔	✔
Allow ordering of output content	✔	✔
Support for scheduled content	✔	
Support for stylized content	✔	
Authenticated secure access	✔	
Support for limiting user access for features	✔	
Full system audit logging	✔	
Software GPI support	✔	✔
Hardware GPI support	✔	
Web browser based access	✔	
Support for automated content	✔	✔
Multiple user support	✔	✔
Control broadcast output	✔	



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