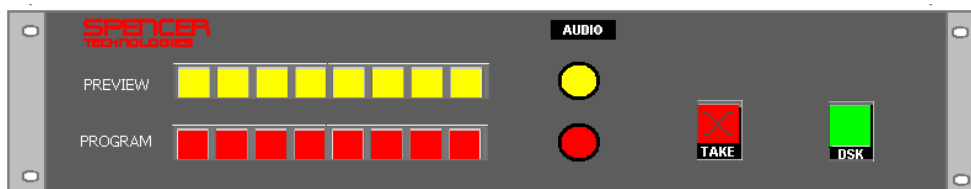


# AirMaster

## COST EFFECTIVE HD/SD TV CHANNEL IN A BOX

- **HD PRIMARY AND SECONDARY CHANNELS; A COST EFFECTIVE SOLUTION**
- **Fast ROI:** Even small ADI markets can payoff the system in less than 6 months (just do the math)
- **Increase revenue** with Advertising Snipes and removing Promo's from Commercial Spot breaks
- **Multiple DSK "side panels"** with revenue generating Sponsor graphics (see example thumbnail)
- **Integrated** Master Control Channel Branding and Program length Play-out Server system
- **Program length material** is **Ingested** as SD/HD-SDI video or imported as files. Video editing is included
- **Built in;** Character Generator, Audio & Video Switchers/Mixers, Dual Channel DVE, multi-layer keyers, Voice Over processor, time & temperature module, **Auto By pass** in case of power or system failure
- **Automation control;** VDCP and Sony/Odetics protocols supported
- **As-run log reports included. Traffic system interface options available**
- **Improved Work flow;** The "Running Order" application **embeds** pre-defined "macro's" into each item  
These "effects macro's" are launched using timed Automation, GPI or manual trigger events
- **Embedded "Macro Effects"** include: Squeeze Backs with Audio ducking, Multi layer keying of Snipes, VO's, News and EAS "Tickers", station ID's, time & temperature
- **Lower "Promo" Post production costs:** Imported full screen Promo's are resized by the DVE in **real time**, making Promo's available for Air without the delays caused by post production editing
- **On Air "hot buttons"** for pre-defined PSA's, Station ID's, "Stand by" and Breaking News announcements (see Operator GUI screen)
- **Adobe After Effects;** Native file format Graphics are imported from both Windows & Quick Time versions
- **EAS Character Generator** option
- **Built in CODECS:** DVCPRO 50/100, XDCAMHD, MPEG-2. Supported **File formats**, AVI and MOV
- **Rugged IT Server design.** Internal 1-5 TB RAID-5 storage. Hot swap Drives, power supplies & fans
- **Control Panel.** Includes 8 x 2 Audio & Video Input Sources Switcher, Audio level controls, Program "Take" button and DSK selector. (Option available October 2009)



Advertising Snipe



Promo Snipe



DVE Squeeze of Credits & Promo



ID with Time & Temp



EAS, PSA & News "tickers"



HD side panels with Sponsor