

# Versio™

## Multichannel Platform Expansion

### Overview

The expansion of an existing multichannel operation is often a key initiative that many broadcasters and video publishers must pursue to stay competitive and profitable. Yet operational complexities and costs can deter many enterprises from taking this growth step. Multichannel platform expansion is a viable option for many, but high upfront costs can make it risky because there are no guarantees of immediate revenue streams or return on investment.

Expanding on the initial investment can be problematic. Operators can install a high-performing, but expensive “forklift” level upgrade that essentially throws out most of the existing infrastructure and starts anew, or look at a simple, cost-effective migration path that leverages existing assets and workflows. For the latter option, Versio™ is an effective approach.

### Solution Description

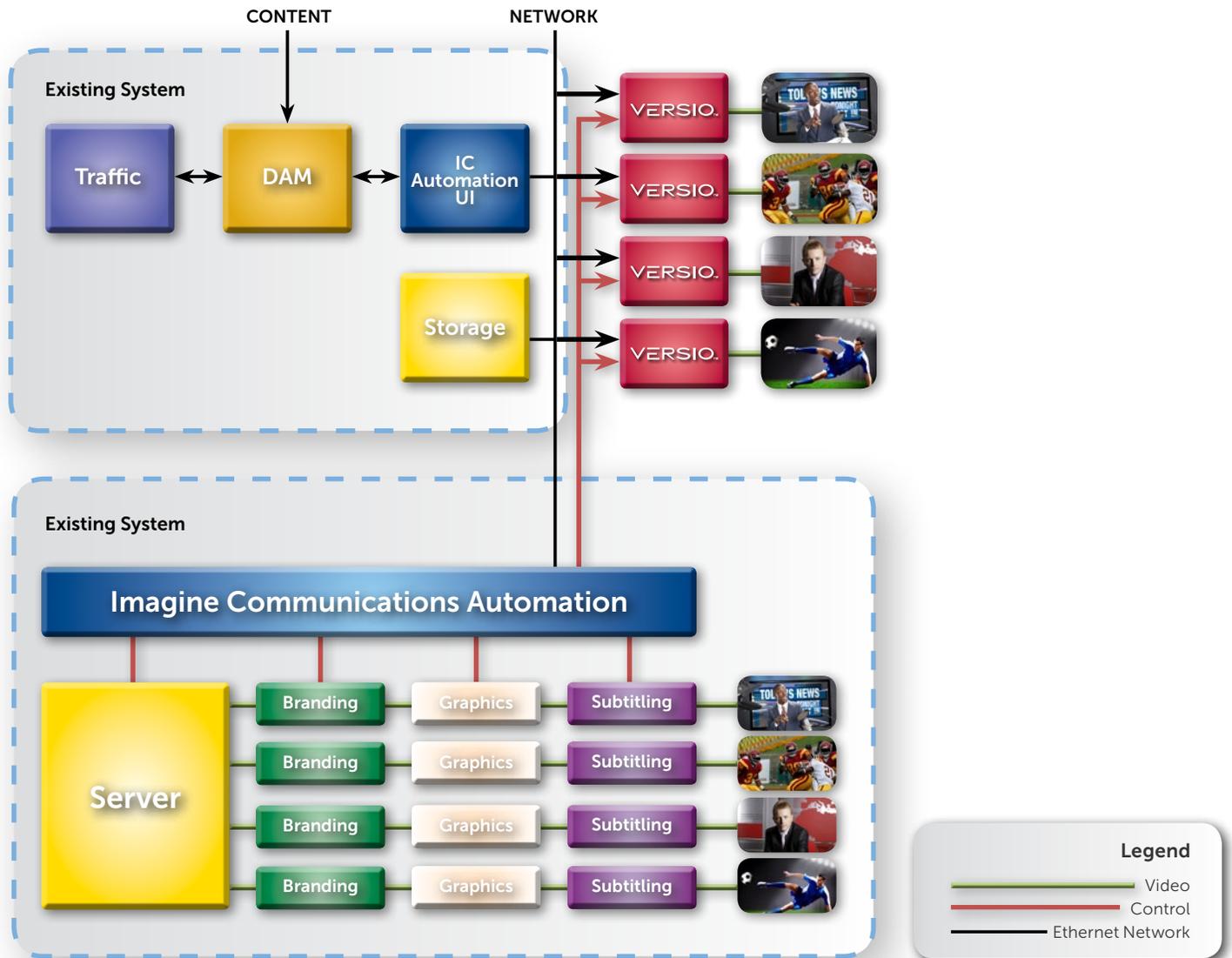
In this application, it is assumed that an existing Imagine Communications automation system is in place. For cases where there is no automation system in place, customers should consider the scenario covered by the Versio Multiple-Channel Launch application note.

For operations that need to deploy multiple channels quickly, the following can be implemented:

1. In situations where shared clip storage is desired, the Versio solution can be connected to Imagine Communications NEXIO® shared storage and controlled by the existing Imagine Communications automation. Customers can utilize their choice of SD or SD/HD playout channel and integrated branding and graphics.
2. In situations where internal clip storage is desired, the Versio solution can use its internal storage and be controlled by existing Imagine Communications automation. Customers can utilize their choice of SD or SD/HD playout channel and integrated branding and graphics.

In each of these situations, customers can choose from additional software-licensed keyed options to enable live input, DVE functions, baseband ingest, scheduled record and codecs. All additional functionality and capability of the existing Imagine Communications automation remain at the customer’s disposal. Additional mirrored channels can be purchased to duplicate the operations of each primary channel under the control of the existing automation. Multiple channels can be controlled and monitored under a single automation user interface.

Note: some channels have their own independent automation and/or storage, while others share existing resources



## Lower Costs and Increase Efficiency with Industry-Leading Flexibility and Simplicity

The Versio system's single-platform architecture is simple, cost effective and efficient. It lends itself to replacing a variety of single-function products that increase the capital expenditure of channel expansion. Its software-based architecture allows users to invest specifically in components they need; users have the functionality of typical hardware products in the air chain, yet in an all-software model. This means it is quick and easy to add new features such as HD support, subtitles, multi-lingual audio management, and enhanced branding and graphics as business needs dictate.

Versio systems eliminate the need for different platforms to play different media types (codecs and wrappers), enabling easy adaption to changes over time. The ability to integrate with existing systems and leverage the unique Imagine Communications end-to end workflow environment affords users unmatched simplicity. Often, there is no new user interface to learn, so users managing daily operations are effective and confident right away.

## Improve Quality and Reliability

Since the core of the Versio system is based on existing automation, graphics and branding, and server technology, video and graphics image quality is maintained. And since the exceptional stability and reliability of Imagine Communications automation and asset management systems are part of the solution, there are no compromises to the performance levels operators have become used to in their existing infrastructure. Customers also have access to the much larger scope of playout and media workflow thanks to Imagine Communications automation's vast integration support for all areas related to the business of play to air.

## Summary

The Versio system allows operators to decide how and when to expand their channels and services. The solution helps broadcasters attract viewers and increase revenue through its ability to expand multiple channels at the edge and into new markets. Its software-based architecture allows users to invest specifically in components they need, while giving them the flexibility to quickly and easily add new features via software options. Flexibility is increased through the solution's operation independent of common infrastructure. The system's variety of codec support allows for even greater flexibility and reduces the number of instances where video clips won't play.

The Versio architecture is simple to use, reduces investment in hardware components and decreases deployment configuration commissioning time via a true single-platform, software-based solution. The system is capable of quick reconfiguration; administrators apply software licenses when needed. With Versio, broadcasters have the added confidence of knowing they possess a "channel in a box" solution with the features and functions needed for cost-effective, simple multichannel expansion.