

# Versio™

## Single-Channel Launch

### Scenario

Operations seeking to launch a single channel in a standalone (self-contained) configuration.

### Overview

The launch of a new video playout channel, especially for organizations just entering the industry, is an exciting business opportunity, but the technical challenges can be daunting. These include increased capital/operating expenses, technical issues and efficient content management. Aside from evaluating and choosing what equipment to buy and install, there are issues to settle regarding where the equipment will reside and identification of resources capable of operation and maintenance. For a “greenfield start-up” with ambitious plans, the challenges can appear to outweigh the opportunities.

What many operations seek is a very simple, easy-to-use technology solution that enables them to differentiate their brand and get “on-the-air” quickly and cost-effectively, and produce a high-quality signal output, branding and graphics. Such a solution should remove technical and logistical obstacles associated with the “standard” approach that involves multiple single-function components and minimize the headcount for operator and engineering staff. Because new channels need time to mature and build revenue streams, a challenge for “greenfield start-ups” is to find a cost-effective method for broadcasting or publishing programs and advertising that works effectively and efficiently, without overtaxing the enterprise’s working capital resources.

### Solution Description

For a start-up organization that wants to keep operations simple, the following can be deployed: A fully integrated Versio solution featuring a choice of SD or SD/HD playout channel, integrated Imagine Communications automation and branding. Users can then choose from additional software-licensed keyed options to enable live input, DVE functions, baseband ingest, scheduled record, optional codecs and a variety of external device control options and workflow tools.

A second mirrored Versio solution can be purchased to duplicate the operations of each primary channel. In situations where multiple Versio channels are deployed, each channel can be controlled and monitored under a single automation user interface.

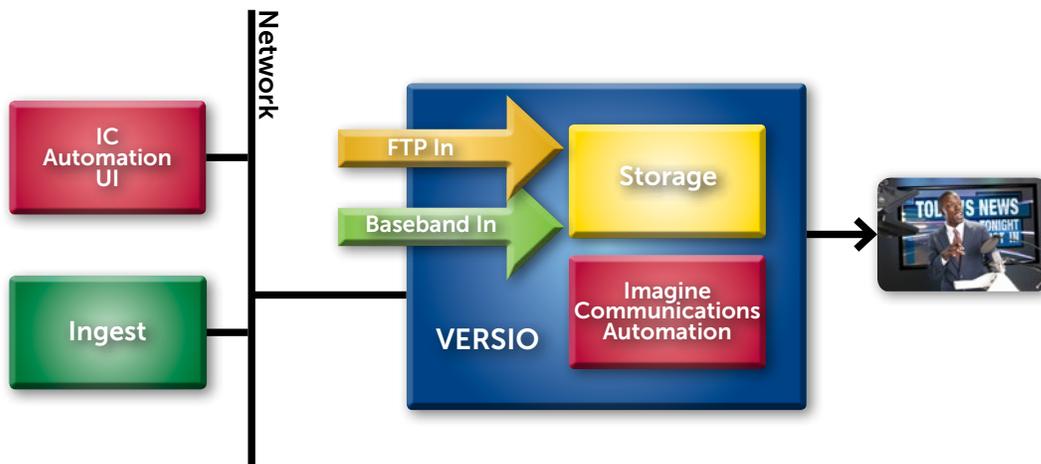
## Versio: Simple, Cost-Effective and Rapid Single-Channel Launch

Imagine Communications Versio provides new or existing operations with an easy, cost-effective means for getting a new channel launched and operational. Versio is a software-based “channel-in-a-box” solution that integrates essential ingest/playout components leveraging award-winning Imagine Communications technology —automation, branding, graphics and video server, — into a single 1RU platform. Its architecture reduces hardware investment, installation and ongoing operating costs; lowers capital and operating expenses; allows for quick channel deployment and enables the shifting of manpower to more critical, value-add tasks.

### 1:1 Redundancy



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## Business Value: Lower Costs, Easier Operation, Tangible Benefits

For start-ups and growth-minded enterprises, Versio is the ideal software-based platform for meeting or exceeding business objectives related to launching or expanding channel operations.

Versio reduces upfront capital expenses by 40 percent and slashes channel deployment times by 50 percent (when compared to standard channel launches). The Versio system’s value is built upon outstanding design and performance characteristics:

- A 1RU, single-platform architecture that’s easy to install and operate, immediately reducing space requirements, power usage and the level of resources required to operate and maintain.
- A software-based model that delivers a high level of flexibility and long service life. The solution’s software licensing allows for quick and easy technology refreshes and/or additions of new features as business needs evolve.

- Based on proven Imagine Communications IP, the solution's 99.999% reliability drastically improves uptime, while maintaining the Imagine Communications reputation for high quality and rugged engineering. Its software-oriented options for redundancy drastically reduce on-air errors.
- A broad range of codec support, which reduces concerns regarding whether new clips will play.

Versio can also easily integrate with asset management, master control, planning and scheduling environments to form a seamless workflow-centric solution.

## Summary

Versio simplifies channel launch configuration commissioning via a single-platform, software-based solution. Less time is needed to plan, design, rack and stack, and users benefit from a significant reduction in infrastructure and rollout time.

The Versio system's cost-effectiveness is reflected in its ability to be upgraded to the latest advancements in technology via software. The use of a software-based model simplifies the user's playout infrastructure, while being more cost effective and efficient. It also assures longer-term viability, so customers are able to scale the solution based on business needs. Its flexibility allows for easy upgrading, and features can be added such as DVE effects, SD to HD migration, baseband ingest, and upstream and downstream device control.

Versio is based on proven Imagine Communications reliability and IP through tightly integrated software modules, providing integrated workflow and monitoring capabilities. Easy to use, Versio does not require a bespoke user interface or special training.

New and existing operations face formidable business challenges in their quest to launch new channels. Media companies are increasing the number of branded channels they deliver to present a portfolio of channels attracting niche audiences while driving revenue through aggregation of that channel portfolio. In such an environment, Imagine Communications delivers the technology to overcome these challenges via a simple, high-quality and reliable solution that helps an organization quickly and cost-effectively bring a channel to air: Versio.