



NEWSROOM – WHAT IS IT?

Manufacturers, TV channels and system integrators give a variety of meanings to the term “newsroom”. Sometimes it’s a bunch of production suites; sometimes a news studio; or even a modern office for journalists are called newsrooms, and each is correct. Only one thing is certain: a newsroom is where a news program is created. However, “newsroom” as a term does not define any part of the actual system or technology being used to create the program.

Many hardware and software manufactures offer “the only” correct solution for news production. No one can guarantee that this specific solution is appropriate for your news production workflow. That is why it is so important for a system to be flexible and scalable to meet your individual requirement.

A live news production system typically includes: planning and scripting; editing and voice-over; graphics and branding; “live” feeds management and teleprompting. The way these components interact is unique for each broadcaster, which usually turns deployment of such a system into a long and complicated process.

Cinegy News package addresses all of these issues. It provides complete and easy-to-deploy news production and playout system without the need to integrate third party elements.

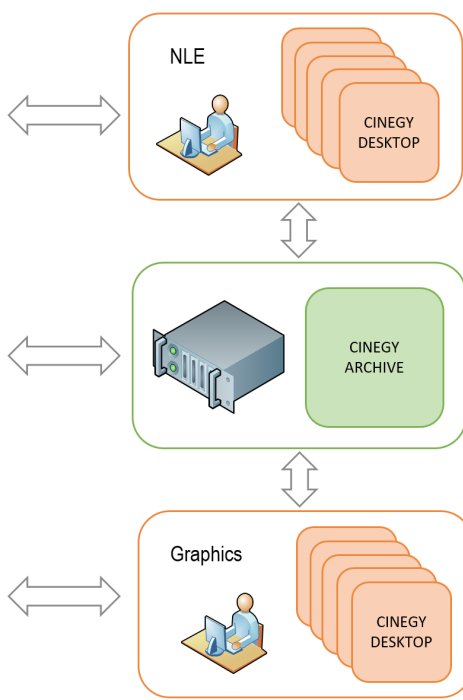
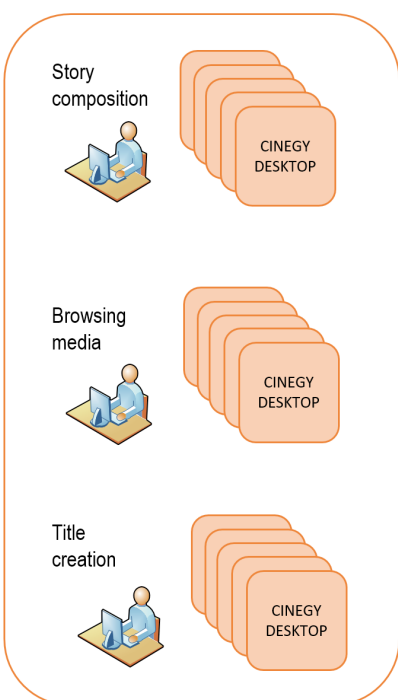
CINEGY NEWS KEY FEATURES

- Pre-integrated
- Standard hardware
- Flexible & scalable
- News feeds import
- File import
- Tape ingest
- Scripting
- Planning
- Quick editing in low-res
- Craft editing in hi-res
- Built-in voiceover
- Graphics composition
- Teleprompter
- User rights anagement
- Approval workflow
- Video Server

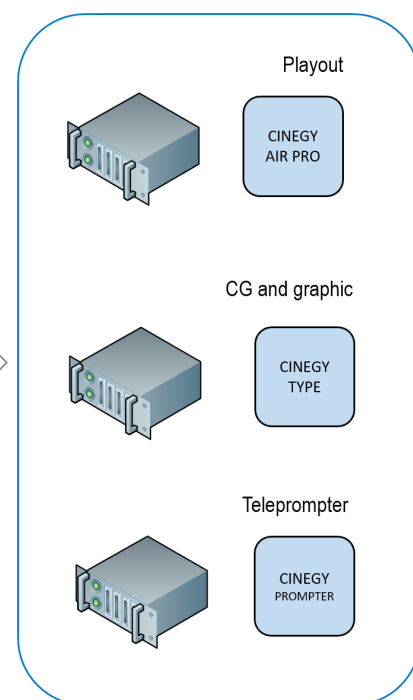
Cinegy News

fully integrated live production workflow

NEWSROOM COMPUTER SYSTEM



PLAYOUT



Cinegy News live production workflow

CHALLENGE

The first electronic systems for news preparation were commissioned by major news agencies decades ago, and were introduced to the major US news channels. At that time, tapes were dominant in TV production and computers were just powerful typewriters. A so-called NRCS was just a network of text-editing software, which provided handy tools to work with agency feeds. But even that, when compared to stacks of papers and constant turmoil, was a breakthrough.

With the growth of computer productivity, it became necessary to integrate other devices such as character generators, teleprompters, and video servers, so the MOS protocol was developed to meet those requirements. MOS provides integration and smooth data flow between NRCS (Newsroom Computer System), production (NLE, voiceover), playout servers, graphics, and prompting devices. The main idea of MOS was to allow newsroom managers to choose “best of breed” technology from year-to-year without being tied to or limited by proprietary connections.

In fact, every vendor has his own and partial MOS protocol implementation, thus requiring the purchase of MOS-enabling plugins for each instance. Moreover, only the most expensive systems generally have MOS options at all – so only the wealthiest buyers can afford a MOS-based system.

When millions are spent and everything is finally integrated, there is one issue that still cannot be solved within a MOS setup: media transfers between NLE and video playout server take too long, which is a major issue for example with breaking news in HD. Before sending a video on air, one needs to wait until it's rendered in production, then copied to the video server, and only then can it be played back, usually just as the news bulletin has ended.

Although this issue could be solved by integrating Cinegy products with a MOS-based NRCS, and in spite of the fact that Cinegy has been doing this for a long time and has gained a lot of experience, we recommend our customers go a different way, which is the Cinegy News all-in-one software package.

CINEGY NEWS WORKFLOW

Cinegy's solution for news, uses Cinegy software, to form a fully integrated end-to-end news production and real-time playout system on commodity hardware at an affordable price, therefore avoiding integration with dozens of manufacturers hardware/software tools.

It provides everything from automated news feed handling, story writing, review and approval, fully integrated video and audio editing; voiceover recording, rundown creation, graphics' template based titles; and teleprompting. The entire solution sits on top of Cinegy's MAM solution, Cinegy Archive, and uses Cinegy Desktop, which includes news production features for a collaborative production environment. That's because a full-feature NRCS client is built into Cinegy Desktop, and Cinegy Desktop's timeline editor and audio recorder provide everything needed for everyday news production.

Finally, a set of studio software components provides real-time video playout, graphics production, and teleprompting functionality to create and broadcast a polished news show. Everything works out of the box, which makes the entire system easy, powerful, and affordable.

The Cinegy News Pack contains the following:

- Cinegy Archive S;
- 10x Cinegy Desktop and 2x Cinegy Archive Browsers;
- Cinegy Convert with MAM Plugin;
- 2x Cinegy Capture PRO with Archive Adapters;
- 3x Cinegy Air PRO Bundle;
- Cinegy Prompter;
- Cinegy Live;
- Cinegy Multiviewer Base;
- Cinegy User Training and Installation;
- 24/7 support for the first year.

For further details please contact your local reseller or email sales@cinegy.com.

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CINEGY ARCHIVE



Cinegy Archive is Cinegy's MAM solution and the heart of the news workflow. Cinegy Archive enables local and remote real-time collaboration allowing journalists, story and video editors to work on video material in real-time even while it is still being ingested. Cinegy Archive has a multi-tier storage concept that can work with different storage architectures which can even be mixed and matched. From simple NAS to complex HSM or combined - all options are supported. Cinegy Archive uses today's most advanced accumulative metadata collection methods, with a highly customizable metadata set for meeting any specific user needs. Any number of custom metadata fields can be added to the system at any time. All access rights can be controlled with a high level of detail management. Functionality available to individual users depends on their roles and the security level they have been assigned.

CINEGY DESKTOP

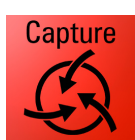


Cinegy Desktop is a perfect newsroom computer system (NRCS) client offering integrated news oriented tools for story writing, pool and story management, approval workflows, integrated video editing, voice-over recording, and template based graphics. Now all the tools that journalists and program makers need are present inside the

Cinegy Desktop solution so that no other third party products are required:

- Search through incoming APTN, Reuters or RSS news feeds;
- Check estimated anchor text duration while typing the script;
- Drag & drop media directly into a story and instantly see a preview;
- Pick and automatically fill in a CG template with the story data;
- Set editorial approval on the story or return it back to the author;
- Keep adding stories to the rundown while the news program is already on air;
- Media and graphics are uploaded automatically once a story is saved;
- Last minute changes apply immediately until the story is on air.

CINEGY CAPTURE



Cinegy Capture is a network appliance software for real-time ingest. It allows recording live feeds and ingest of tapes. Cinegy Capture enables operators to work with a rich client interface running anywhere on the network, controlling dedicated ingest software services which simultaneously generate all versions needed for archive, editing and remote working.

CINEGY CONVERT



Cinegy Convert is an enterprise media processing tool simplifying the complex transcoding tasks for a whole facility. Cinegy Convert accepts tasks, for example file import, both manually and automatically. It works with XML-based text feeds: RSS, APTN, Reuters etc. Highly flexible, scalable and interactive it is an ideal tool for converting material into different formats and for integration with third-party NLE systems. Cinegy Convert is fully integrated with Cinegy Archive utilizing the job folders infrastructure. Any Cinegy Desktop connected to the archive can easily create exporting, transcoding and/or quality building tasks via simple drag-and-drop operation within the job folder window.

CINEGY AIR PRO



Cinegy Air PRO is used to control multiple channels playing to air (cable network and satellites simultaneously) and to plan schedules, programming, and commercial blocks offline. Files can be played out in multi formats, operated manually or automatically. Instant playback from network as well as realtime up/down-scaling is available, along with automatic media backup and live studio pass-through. It is fully integrated with Cinegy Archive using media, metadata, placeholders, and graphics elements in the playout schedule.

CINEGY TYPE



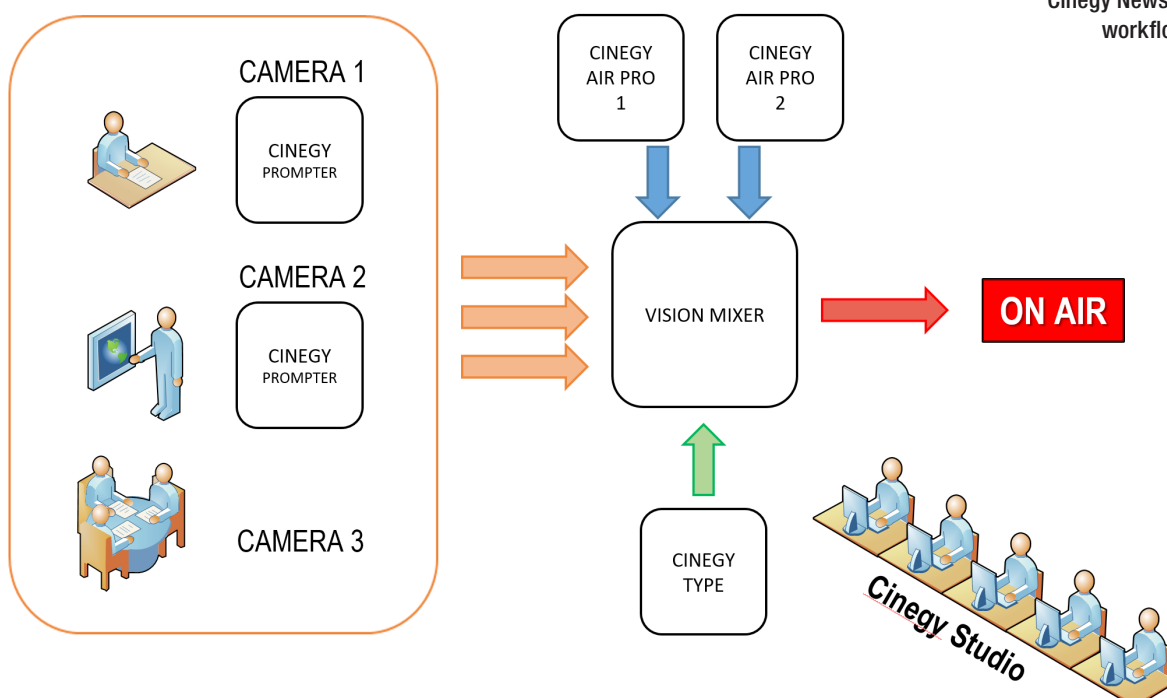
Cinegy Type is a software-based live CG and branding tool, that allows you to create multilayer animated scenes (up to 10). It can be controlled automatically or manually. Taking into account that time is critical in news, with Cinegy Type you can make changes on the fly. Simply turn items off (pure pass thru), turn parts on/off (e.g. logo), or invoke certain templates, plates or other titles manually independent of the automation schedule.

CINEGY PROMPTER



The Cinegy Prompter software runs on any commodity or tablet Windows-based PC and is compatible with many standard teleprompter hardware devices available on the market. It automatically receives those text blocks which are marked as Anchor and allows to be played them with pre-defined speed. Either the operator or the presenter can adjust the speed with a jog-shuttle, pedal or keyboard. Cinegy Prompter is highly integrated with the Cinegy Archive newsroom solution and automatically receives all the updates from the database once the changes are made in Cinegy Desktop.

TV STUDIO



Cinegy News production workflow in studio

Cinegy News

fully integrated live production workflow

Cinegy
newsroom solution

Cinegy products have been used in news production for years. BBC Northern Ireland's newsroom has relied on Cinegy technologies since 2009, CNN Türk workflow is built around Cinegy software, and Al Jazeera uses some Cinegy products in its infrastructure.

DOGAN MEDIA HOLDINGS, Turkey

Dogan TV (DTVH) is the largest broadcasting group in Turkey and operates the leading entertainment channel KANAL D, the 24/7 news channel CNN Türk, the second largest DTH digital platform D-SMART, and approximately 60 thematic satellite channels. Their IP-based production and play-out workflow is based around 440 concurrent Cinegy Desktop user licences accessing a Cinegy Archive totalling 6.5 petabytes, 52 Cinegy Air PRO playout channels (with another 30 for in-house production), 50 Cinegy Encode servers, and Cinegy Multiviewer and Cinegy Route to manage, monitor, and control all IP streams.



BBC NORTHERN IRELAND, UK

The BBC is world-renowned as the first national television broadcaster, in operation now for 80 years. When their Northern Ireland newsroom wanted to move from tape to a file-based workflow they chose Cinegy which allowed them to integrate with their existing infrastructure. Cinegy Ingest, Cinegy Archive, and Cinegy Desktop are used for origination, and Cinegy Convert takes care of transferring essences from Cinegy to non-Cinegy platforms and back.



ASTANA TV, Kazakhstan

Astana TV is the largest news channel in Kazakhstan. Their Newsroom has 50 users working to provide 24/7 news coverage. They employ the full Cinegy News suite, comprising of a Cinegy Archive, 50 floating Cinegy Desktop licenses, 3 Cinegy Ingest stations, 4 channels of Cinegy Capture PRO, Cinegy Convert and 11 Cinegy Air play-out systems with Cinegy Type and Cinegy Prompter, delivered by DNK Kazakhstan.



BST, Russia

In the process of BST's infrastructure modernization in 2014, a new fully tapeless broadcasting workflow was built, and as part of it, a Cinegy newsroom for 24/7 broadcasting was installed. It is based on Cinegy's MAM solution, Cinegy Archive with Cinegy Desktops for search, logging and simple editing, Cinegy Convert for transcoding, Cinegy Workspace for platform-independent MAM access via the Web, Cinegy Ingest, Cinegy Air PROs with Cinegy Type branding for playout, Cinegy Multiviewers for monitoring and Cinegy Route for controlling IP streams. This comprehensive installation has over 30 concurrent users and was delivered by DNK.



FIJI BROADCASTING CORPORATION, Fiji

FBC is the national broadcaster of Fiji and provides a free to air television service comprising commercial TV programmes, Local News production, high quality local documentaries, social programmes and more. Cinegy's partner, AVC Group, New Zealand branch, in 2010, delivered a full end to end workflow suite for news and current affairs programming, comprising of a Cinegy Archive with Cinegy Desktop and Cinegy Ingest for acquisition and production, Cinegy Route, Cinegy Live and Cinegy StreamSwitcher for IP signal management and Cinegy Studio, Cinegy Prompter, Cinegy Type and Cinegy Air PRO for their playout requirements.



NVK SAKHA, Russia

NVK Sakha is the largest national news broadcaster in the Sakha (Yakutia) republic and the first Cinegy workflow installation in Russia. It was implemented in 2007 by DNK Corporation. NVK Sakha has its whole broadcasting and news production workflow based on Cinegy products: a Cinegy Archive with 22 Cinegy Desktops for storing and managing assets, Cinegy Ingest for capturing incoming materials and live feeds, Cinegy Convert for transcoding and Cinegy broadcast playout software Cinegy Air with its CG option, Cinegy Type, and Cinegy Prompter, for broadcasting on-air in 2 languages.



TNV (NOVY VEK), Russia

TNV is a dual-language (Russian and Tatar) broadcaster based in Kazan, the capital of Tatarstan. They chose Cinegy for their move to tapeless workflows, with 10,000 hours of tape being transferred into Cinegy Archive. 80 Cinegy Desktops are centered around a Cinegy Archive, and there are 5 Cinegy Air PRO servers for play-out with 4 more for news and production. Cinegy Type graphics is being used both for channel branding and in TNV's studios for news and live production graphics. Another successful integration for DNK Corporation, and so far the biggest in Russia.



TGRT HABER, Turkey

TGRT Haber, one of the biggest News Channels in Turkey, and part of the national public broadcaster TRT. Since 2013 they have been using Cinegy Workflow centered round Cinegy Archive system with 50 Desktops, 6 Cinegy Airs, 4 Cinegy Converts and 10 Cinegy Ingests, 3 Cinegy Captures etc. Cinegy partnered here with Orsatek.



TV DIRECT 13, Curacao

TVDirect 13 is Curacao's first free-to-air HD channel offered via antenna and cable. It is an extension of the popular Radio Direct service which broadcasts in Papiamentu, the local language. Content is acquired using 3 Capture systems into Cinegy Archive, from which news stories are scheduled using Cinegy News and then broadcast using Cinegy Studio and Cinegy Air PRO. Monitoring is via 16 channels of Cinegy Multiviewer.



TVK 6, Russia

TVK 6 is one of the largest TV stations in Siberia, and another of our Cinegy Newsroom customers being maintained by DNK Corporation. Cinegy Archive is the backbone of their news system, which features 30 Cinegy Desktops for news story editing and play-out via 2 Cinegy Air PRO servers.



YAMAL REGION, Russia

State Television and Radio Company Yamal Region is the first Arctic TV channel in Russia and the largest media holding in the Yamal region. It has its own programming and broadcasts 24 hours a day. Yamal-region is the only Russian broadcasting company that broadcasts in six languages: Russian, Tatar, Khanty, Nenets, Komi and Selkup, the last four being languages of indigenous minorities. Cinegy workflow has been in use for the main playout and news since 2010. After being upgraded in 2016, the system now consists of a Cinegy Archive system with 55 Cinegy Desktops and 20 Cinegy Workspaces, 4 Cinegy Ingest machines and 5 Cinegy Air PRO Bundles. The installation was implemented by DNK Corporation.



YUGRA TV, Russia

Yugra TV is the largest TV station in Siberia. As part of its programming, it regularly handles coverages of the technically challenging Biathlon World Cup events, which regularly take place in this region. Broadcasting 24/7, they use a Cinegy Archive, 50 concurrent Newsroom users on Cinegy Desktops integrated with Final Cut Pro and Cinegy Workspace for remote access to assets, Cinegy Ingest and Cinegy Convert for media handling and Cinegy Air PRO for play-out. DNK Corporation also installed this system.

