



**Your strategy  
to choose  
your tactics**

**We bring  
your thoughts on air**



**We  
provide  
solutions**



# AVECO : the reliable strategy for modern TV tactics

## Adding value

Aveco is positioned at the forefront of changing TV technologies. We provide seamless technology solutions that deliver our customer's strategy and our customer's tactics with frame-by-frame control.

In **TV broadcasting**, our ASTRA and PROCON automation give you a tool to make your image more precise and dynamic, a tool for providing new services to your customers, a tool for creativity at the cutting edge of technology. Our automation systems give you control over all equipment - managing, frame by frame, every piece of video material from intake to broadcasting to archiving and billing.

In **news production**, the OCTOPUS newsroom system, developed jointly with COOPERnet and Aveco, running on Internet technologies and using web-browser client, allows you to receive and browse through wires and feeds, write stories, schedule rundowns and control news production and broadcasting. All of that over Internet. Wherever you are.

Our systems are flexible, powerful and easy to use. Operations run smoothly, scheduled events trigger reliably and valuable equipment is managed efficiently within a robust safety margin.

At the vanguard of technology innovation, we provide reliable systems for our customers to develop and implement their vision.

## Aveco solutions assist in ...

### Media management

- Moving media between devices, delivering media at the proper time to the proper place
- Tracking media during processing and editing
- Browsing media in low resolution and / or high resolution

### Data management

- Central backed-up data repository uses industry standard SQL database
- Automated import, transcoding and verification of playlists
- Playlist import combines data from various sources (program department, commercial dept, selfpromotion dept, ...) to create single playlist
- Automated export of As-run logs

### Equipment control

- Control of all kinds of TV technology equipment, from videoservers, VTRs, carts through routers and mixers up to VPS code inserters, captioning and others
- Are you unsure whether we control your specific set of devices? Just ask
- Control panel of each individual device is available at every workplace's screen with full respect to the individual user's access rights

### Acquisition

- Media is recorded on the correct device or number of devices simultaneously (the same signal can be recorded on the videosever, archive tape, low-res videosever and other devices simultaneously)
- Sophisticated record scheduling

### Broadcasting

- Payout control
- Multi-channel operation
- Live broadcasting support allowing last-minute changes
- Playlist preview, nonlinear editing

### Access control

- Every user is given individual priority and access rights to each physical device and data record
- User access rights may be granted even within single playlist, event by event (e.g. only sales dept can edit the commercial breaks in the aired playlist, but cannot edit any other event)
- Conflicts resolved according to user priority





## Easy to learn, easy to use

Operators enjoy straightforward, easy to use user-interfaces, that are developed with the users & designers co-operating closely. Complicated processes are hidden in the background so operators can do their job in simple and user friendly way. Jog wheels are included - an example of solutions with the right controls.

## Open system design, reliability, future proofing & scalability

**Modularity** - The system core design allows for creating whole range of control systems, from complex multi-channel control systems down to simple semi-automated video server management systems, from enterprise-wide multi user environment down to a single user unit.

**Flexibility** - These systems are easily upgradeable and expandable to keep pace with the growth of the customers' TV station. And we are flexible as well - always ready to develop new software modules to address new aspects of the broadcast world as well as customer specific requests.

**Openness** - The systems are designed using the latest hardware and software technology and industry standards that guarantee connectivity to the outer world as well as openness to future needs.

**Frame accuracy** - The broadcast environment counts time in frames. Design based on realtime operating system assures that we do not miss a frame. Aveco systems always respond with frame accuracy - every frame, 24 hours a day!

## Reliability

- Built-in system diagnostics provides an advanced warning
- Dual hard disks protect against data loss
- Mirrored control servers protect against hardware failure
- Mirrored videosevers with mirrored playout protect against videosever failure
- Commercial breaks assembled on videotape played out in parallel with the videosevers give an extra feeling of safety

## Providing the solution

- Customers needs are first identified
- A system configuration is then proposed which uses the flexibility of the system to fulfill the customer's exact needs
- Customer specific software modules are designed if there is the need to solve customer specific issues. (The will and ability to provide bespoke software modules for a particular customer to solve a specific issue is of great value and quite unique)
- Document created describing in detail the system features proposed
- Installation on-site achieved by Aveco trained engineers
- Training on site of the local crew is provided by Aveco trainers

**Turnkey solutions:** *Flexible design of bespoke automation and control systems are our core skills. Added to this we provide full Turnkey services for large scale projects. Along with training and follow-up support, we can supply equipment, racks, wiring and furniture.*

## Support

- Remote monitoring via modem or internet allows problem identifications before it can affect on-air operations
- Customers can contact the help line via phone or e-mail and they get the response from the technician or developer responsible for the issue discussed (this means customer gets reply from an experienced person)
- Local support and hotline provided by local representatives
- Minor upgrades or configuration changes can be done remotely via modem or internet - this speeds up the support tremendously. Major upgrades are done by Aveco engineers on site.
- Expandability - when the customer redevelops the master control room, when new devices are added, when additional operators are added to the workflow, when additional TV channels are launched, Aveco systems are ready to be expanded



Our approach is to look with you at your customers, your audience and to understand what you want to do. Then we build the system for you to rely on as you implement your vision.

We started Aveco in 1992, coming from the state-run Television and Broadcast Research Institute with 40 years of experience in TV in Central and Eastern Europe. Aveco's first product, a dubbing studio control system STUDIO-D controlled and synchronized VTRs with audio multitrack recorders and digital workstations. In 1994 we came up with ASTRA, our first master control system. It had built-in features such as videosever management, teletext subtitling control and others. From here we continued a tradition of reliable innovation and introduced PROCON, our videosever control system. And last year as a joined effort with our partner company COOPERnet, we introduced OCTOPUS, the new, revolutionary, internet-based newsroom system. Here we adopt new technologies and provide a new class of services to our customers, once again. Today, with our third generation of control systems, we are at the cutting edge of automation technology. We have learned your needs and are skilled and strong enough to fulfil them. Today, working as a Tektronix Application Partner and in close cooperation with other broadcast industry leading brands like Panasonic, Pinnacle, Leitch and SONY, we focus on the strengths of the current generation of products. And as in hardware, we maintain strong link with software technology thus utilizing available open platforms and industry standards to their fullest potential.

We see new opportunities arising in multi-channel, DTV and IP and our new systems already face them. These new systems have already been installed and new orders have just come in. We see that internet and the infrastructure to support it are growing quickly and we are ready for this.

We have come a long way from the days when we fought the limits of technology to today, when we ride the wave of technology with confidence. Times are changing and we know how to keep the right pace. And we like the place where we are at: bridging the gap between the promise of technology and the needs of our customers.

How fast is TV technology changing? Fast, but we can handle it for you.

Don't miss a frame.



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