ASTRA MCR

Playout automation for on-premises,
in-the-cloud and hybrid operations

AVECO

OVERVIEW

Reliability, dependability, 24/7/365 operation, scalability and flexibility are the key reasons for ASTRA's success.

From large networks with 100 or more channels down to small single channel stations, the flexible architecture of ASTRA MCR offers a variety of designs with specialized tools for different types of channels: entertainment, news, sports, music, shopping.

ASTRA MCR controls complex groups of secondary and tertiary events with sophisticated parent-child channel relationships and manages remote SCTE-based stream splicing.

ASTRA MCR runs on-premises, in the cloud, and provides a gradual cloud migration path through our hybrid architecture.

And it is easy to use!

Talk to us. We have the knowledge, experience, technology and enthusiasm to deliver.

PLATFORM

On-premises, cloud, hybrid. ASTRA MCR has been deployed in all of these environments.

Choosing the right environment requires technical, economic and legal analysis. In every variant of design, ASTRA MCR fits in. We have customers where ASTRA controls all their media workflows on-premises. We have customers fully in the cloud. We have customers adopting the cloud gradually - they use our hybrid solution to run some services here and some services there, with the possibility to migrate services in both directions.

ASTRA provides a unified platform that allows the users to focus on their goals while the technical complexities of managing media and managing workflows across the platforms are handled by ASTRA.

SCALABILITY

From a single automation server to a large geographically distributed on-premises and in-the-cloud automation architecture, ASTRA MCR modules can be used to build a solution that fits, and then grows.

24/7/365 REDUNDANCY

Mistakes in master control are expensive. To address this, ASTRA is unique in its core design. Built on a powerful Real-Time Operating System, ASTRA MCR provides robust hardware and software module failure protection with switch-over times typically in only one frame of video time.

Product Data Sheet / Master Control Automation

ASTRA MCR provides many redundancy options, including mirrored automation, mirrored equipment, N+M redundancies, as well as Disaster Recovery solutions.

Automatic Failure Recovery based on a continuous system status analysis is a very strong feature of ASTRA.

INTEGRATION

Media companies use a large variety of third party appliances, systems and devices. ASTRA MCR connects them together and orchestrates them to enable the workflows and to meet the primary goal – to deliver to the audience.

Aveco is an independent automation manufacturer and thus the choice of equipment is yours, we just make the integration happen.

We have the industry's largest library of interfaces to third party devices, legacy VTRs, all video servers, graphics systems, file delivery services, video processing devices, MAMs, archives – up to the latest Harmonic VOS360 cloud playout solutions.
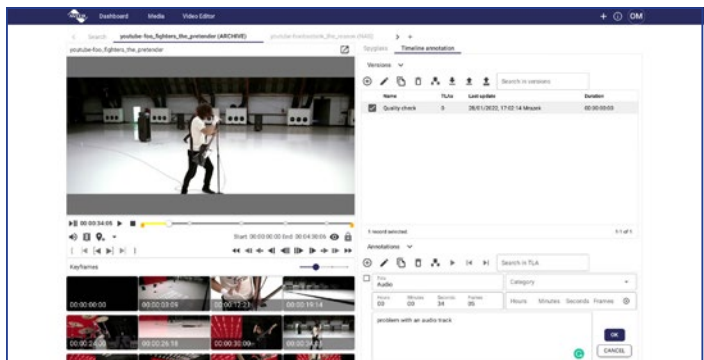
TRAFFIC INTERFACE

Aveco integrates with a wide range of traffic systems through custom interfaces and the latest BXF version. Tight integration between ASTRA MCR and traffic enables the sales department to sell spots throughout the day and be assured that they will play flawlessly at the right time. ASTRA MCR's user interface also allows operators to manually make last-minute changes in the playlist to delete or replace any item; an MCR-focused MAM is included in all systems.

MAM

As ASTRA MCR retrieves playlists and playlist updates from traffic, it accordingly retrieves media from MAM. Aveco has integrated with a long list of 3rd party MAM systems, and, we offer our own high-end MAM: GEMINI.

ASTRA not only retrieves clips from MAM, it also contributes all clips ingested such as recorded live shows, media from VCR tape archives, file delivery systems and others.

ASTRA takes care of moving media across the on-premises/cloud boundaries, by using its MULE media transfer subsystem.
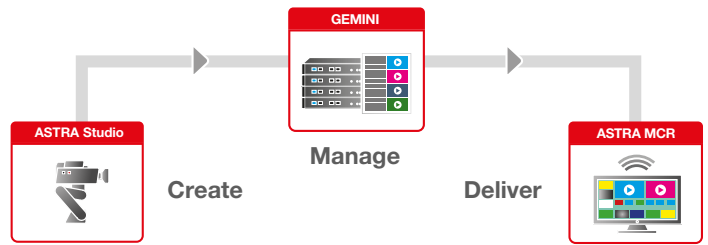

LIVE SITUATIONS

The strength of ASTRA MCR is in managing unexpected situations. Breaking news, emergency announcements, last second playlist changes are only one button press away.

The award winning AdJuggler, a tool to insert ads in the hottest moments of the live sports shows to boost ad revenues, is one of the many examples. Alternative event sequences allow the operators to prepare for the unexpected, and adapt to fast-changing requirements.

CREATE – MANAGE - DELIVER

With our vision of Create – Manage – Deliver, we provide media companies worldwide our news/studio production automation ASTRA Studio, media asset management GEMINI and playout solutions ASTRA MCR - on-prem, in the cloud and in hybrid architectures.

Aveco helps our customers to become content factories, creating, managing and delivering content reliably, efficiently and with maximum impact.

Product Data Sheet / Master Control Automation

All product and application features and specifications are subject to change at Aveco's sole discretion at any time and without notice.