Flexible structuring

CloudAir is available in the following forms:

- Software which can be deployed on customers' own hardware.
- Software which can be deployed on PBT-supplied hardware.
- A complete turnkey system for deployment by a broadcaster or service-provider.

CloudAir eliminates the need for dedicated hardware platforms. Accessible on a monthly software-as-a-service basis, it enables service providers to launch new channels for third-party customers. Using these services, established broadcasters and new-start entrepreneurs alike can deploy cloud-based playout quickly, easily and affordably.

CloudAir

Next Generation Ecosystem for IP Channel Playout

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The concept of CloudAir - Next Generation Ecosystem for IP Channel Playout

Beyond virtualized appliances, the broadcast industry requires a cloud-native solution to solve its up-to-date technical and commercial challenges. CloudAir is based on the concept of virtual channel playout and is totally software-centric solution. Its processing platform and cloud-native services are the future of video production and content delivery, providing TV operators with ultimate simplicity, efficiency and agility.

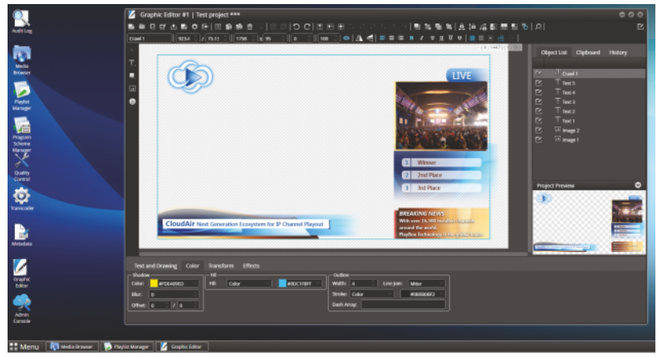
IP-based remote control

With over 17,000 installed channels around the world, PlayBox Technology is the global leader in developing and supplying server-based playout and channel branding systems, plenty of which are remotely controlled via Internet. Building on long experience and successful track record, CloudAir provides the broadcaster with an ecosystem, through which to access their playout servers via one easy to-use interface, from practically any location.

CloudAir simplifies the entire business of putting a new television channel on air. Available on a budget-friendly SaaS, it offers numerous advantages such as fast and on-demand channel launch, endless scalability, 24/7 reliability, web-based access and IP workflow. The core of every CloudAir service is the Channel-In-A-Box Neo Playout/IP Streaming server, supporting UHD, HD and SD playout. CloudAir is fully compatible with existing PlayBox Technology solutions and can be used to extend their capabilities and functionality.

Interface Overview

CloudAir incorporates highly intuitive web-based UI eco system with user rights assignment, TV channel management, systems & user action logging and notifications.
CloudAir applications are the main system's components. Each functions individually, but in a close interaction with the others to provide a full set of broadcast services and built entire TV channel workflow. Basic CloudAir applications are Content Ingest, Graphic Editor, Media Browser with Meta data handling & Clip trimmer, Quality Control & verification tools, Transcoder, Playlist Manager and Audit Log.



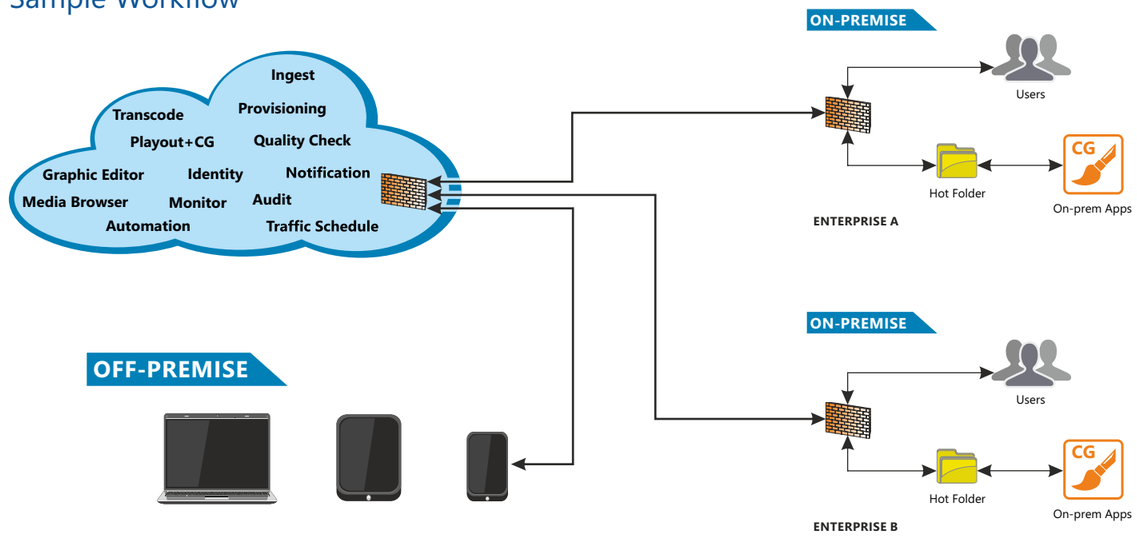
• Content Ingest is a services used for content uploading and to perform IP stream recording for further use.

• Graphic Editor is a rich client web-based application of CloudAir that enables creation and management of graphic templates. It allows graphics preparation for PlayBox Technology TitleBox Neo.

• Media Browser (Asset Management) is content management application, working with single or multiple organizations, their TV channels & users and assets. A media asset is any form of content such as video, text document, audio, subtitles or image files that is owned by the broadcaster. Each asset represents the original file uploaded into the system or a container of associated files. Features include video thumbnail generation, proxy video file viewing and in/out point editing.

CloudAir by PlayBox Technology

Sample Workflow



• Metadata is generally perceived as a classification tree, which makes it much easier to organize and search through all media assets. The search engine uses names and values as a reference when advanced search is being carried out in Media Browser.

• Quality Control allows for creating, running and monitoring of Quality Control (QC) tasks. QC testing is designed to ensure that a file (or group of files) meets all expected quality standards for a particular channel. These video and audio quality standards are organized into several Quality Control Tool (QCT) presets.

• Transcoder can convert video and audio files or containers into broadcast formats (MPG PS/TS, MXF, QT, AVI, MP4, GXF, MPG2, H.264, ProRes, DNX HD, MJPEG, ect.) for further use in CloudAir or delivery to other 3rd party application.

• Playlist Manager is a television program scheduling tool, which organizes each channel's media files in daily playlists and prepare them for playout. It combines several activities, which are normally performed by the television operators, namely – media items' scheduling, preview, trimming, saving and exporting schedules for broadcast.

• Audit Log management tool keeps audit records of all users` activity across the organization. The pieces of information provided are also called "auditable events" or "record events".

CloudAir can be operated in fully automated mode. It also gives operators the freedom to make schedule alterations or insert live content between prescheduled programmes whenever a late-breaking story makes this desirable or imperative.

Support for life

PlayBox Technology offers technical support and round the clock customer care. Software updates and 24/7 global support are standard within the CloudAir pricing model.