

Pebble Beach News – February 2009



Welcome to the February 2009 edition of the Pebble Beach Systems newsletter. This newsletter will keep you up to date with the latest events, installations and product news.

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2008 Review

In 2008 Pebble Beach continued to deliver a diverse range of automation solutions to its customers all over the world, including systems for ingest, archive, news and sports, and multichannel playout. Plazamedia in Germany, for example, deployed a new Neptune system at its facility in Munich where they provide archive and tapeless production services to their customers. The system integrates with Media Archive from Blue Order. The British Board of Film Classification (BBFC,) who are the independent regulator of the film and video industry in the UK, also selected Pebble Beach to automate the ingest of their massive tape library, accumulated since 1912.

Pebble Beach's ability to interface with News Production systems using MOS protocol was a fundamental basis for the solution supplied to Dunya TV's complex news system in Lahore, Pakistan and third party integration to IPV encoders and Apple edit workflows supports live sports broadcasting at sports marketing agency, Sporto Komunikacijos in Lithuania.

2009 Preview

Pebble Beach Systems will remain committed to delivering open, flexible solutions that enable customers to choose best-of-breed technology. To support this, we have developed a range of new device drivers using device specific APIs to provide control of encoding and decoding platforms as well as complex graphics and on-air presentation packages.

Customers may choose any mix of hardware from a range of suppliers but still make use of the same multi-channel, user friendly Neptune GUIs and feature rich application software.

Events

NAB Preview 

To find the Pebble Beach stand at NAB 2009, just look for the giant beach ball which will be suspended above the stand! At this year's show we will be demonstrating Neptune's flexibility, and enhanced features including automatic device changeover for both serial and IP devices.



Pebble Beach NAB 2008 booth

New Projects

Dunya TV, Pakistan

Pebble Beach Systems provides dynamic automation for Dunya TV News and Entertainment channels



Dunya TV has selected Pebble Beach Systems to provide an automation solution as part of a new broadcast facility, based in Lahore, Pakistan. The Facility will broadcast two channels; Dunya Entertainment and Dunya News, both managed under Pebble Beach Neptune automation.

Dunya TV was granted a broadcast license in 2007 by the Pakistan Electronic Media Regularity Authority (PEMRA) as part of an initiative to encourage greater media access to the public without the need for access to a cable operator.

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It is the responsibility of the PEMRA to facilitate and regulate the establishment and operation of all broadcast media and distribution services in Pakistan.

Dunya TV, along with other broadcasters in the region, forms a vital part of this initiative to improve the standards of information, education and entertainment available through broadcast media.

Dunya TV required an automation system with the flexible capabilities to integrate various workflows suitable for news production and general channel layout.

The selected Neptune system provides integration between a wide range of devices, allowing Dunya to adopt the workflows required for ingest, archive, browse review and editing and playout.

Content is ingested from VTRs and live feeds, with simultaneous ingest to IPV Spectraview encoders to create browse clips. These browse clips can be viewed on Pebble Beach's cuts-only editing application, Razorfish for review and quality control purposes, with files sent to Final Cut Pro editors for more complex editing.

An Omneon MediaGrid is used for content archive, with Pebble Beach's Anchor Media Manager handling all media transfer of ingested, edited, quality controlled and archived files throughout the system.

Neptune also supports a comprehensive news workflow through integration to an Apple Xsan server, used as a collaborative editing environment for 10+ final cut pro editors, and an ENPS newsroom via MOS interface.

Sporto Komunikacijos, Lithuania



Sporto Komunikacijos Selects Pebble Beach Systems Automation for Specialized Sports Channel

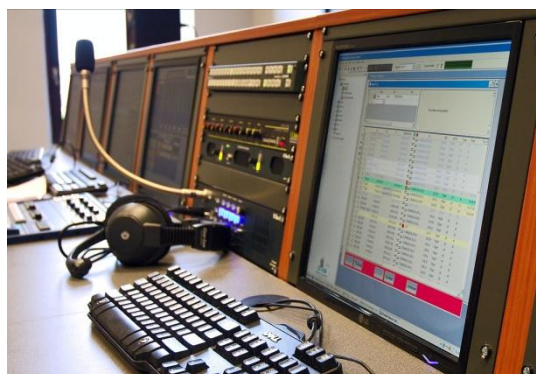
Lithuanian sports marketing agency Sporto Komunikacijos installed Neptune to automate their new sports channel, Sport1 - the first dedicated sports channel in Lithuania.

The Neptune system was deployed to deliver a fast sports production and playout workflow and manages live acquisition, editing, file based delivery and playout.

Using Anchor Media Manager, users can also access historic content held in a near line storage system to incorporate clips into their new production.

The system receives the majority of its broadcast content via live feeds and operators can immediately start to view and select highlights from the feeds using Pebble Beach's Razorfish application.

Neptune routes ingested content to an Omneon server and IPV encoders, allowing an exact low-resolution copy of the high-resolution file to be created simultaneous to ingest. The low-resolution media is instantly viewable before ingest has finished. Neptune also controls IPV's XCode transcoders which create low-resolution files from content that has not been ingested via the Neptune system by identifying high-resolution files on the main server and sending the files to the X-Code to create a low-resolution copy. The cut edits produced using Razorfish can be seamlessly exported to Apple Final Cut Pro NLEs for final finishing or conformed into new high resolution media directly on the Omneon server.



A low resolution proxy copy of content held in Omneon storage and also in near line is always available to the operators.

The Neptune control system consists of main and backup controllers and Housekeeper/Database servers providing full redundancy of operation.

British Board of Film Classification, UK

British Board of Film Classification digitises huge video archive using Pebble Beach Neptune automation.

The British Board of Film Classification (BBFC) selected Pebble Beach Systems to provide an automation solution as part of a new facility built to digitise their entire video archive.

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With a legal obligation to retain copies of all material that has been certified and a library of 200,000 VHS tapes the race is on to create a permanent digital archive before players are no longer available or the tape stock becomes unplayable.

Since its inception in 1912 the BBFC has been the independent body responsible for the approval of all cinematic releases in the UK and its present day activities now extend to the certification of DVDs, videos and computer games. During its lifetime, the BBFC has amassed a huge archive of tapes containing copies of all the material it has classified. With an obligation to maintain copies of all versions of movies submitted for certification in perpetuity, it is the BBFC's duty to ensure that the contents of those video tapes can be accessed long after they are able to play them back.

The new facility will bring BBFC's archived video material in to a digital domain, allowing the BBFC to meet their contractual commitments and to improve productivity.

Neptune automation from Pebble Beach gives the BBFC a flexible, efficient and user friendly system allowing the simultaneous ingest of material from 12 VTRs distributed across 3 ingest positions. Using a custom interface to Digital Rapids' API, Pebble Beach Neptune is able to synchronise the serial control of the tape machines with the Ethernet control of Digital Rapids encoders to create MPEG and WM9 versions of each video tape in real time.

Quality Control of both files is carried out using Pebble Beach's "Browse Mark-up" application wherein clip metadata is added and grading carried out before the media files and the quality data is on passed to BBFC's internal traffic system.

The Pebble Beach Neptune system is fully redundant to maximise productivity and gives BBFC a high degree of flexibility in resource management.

The system has been integrated by Sun Microsystems and incorporates ingest and archive management facilities that the BBFC have deliberately kept separate in order to allow simple future integration of new video formats and ingest methods. The scalable nature of the system means additional storage or ingest capacity can be added without significant modification to the existing system.

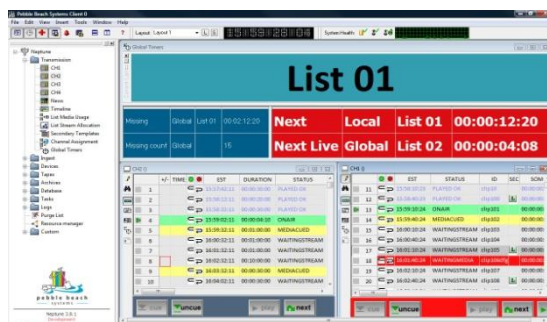
Product News

Pebble Beach has developed a range of enhancements to its automation products to provide further flexibility and multichannel support.

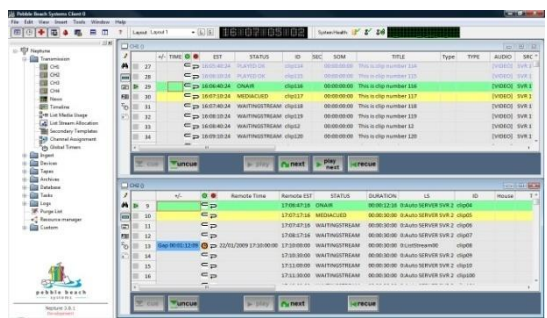
New Features

The recently introduced "floating lists" allow any channel to be played from any physical playlist, which is then automatically routed to the right output. By enabling the sharing of playlists between channels, broadcasters can more easily manage priorities in the event of failures and make best use of the available resources.

The management of multi-channel playout is further simplified by the addition of Global Timers which provide valuable timing information across all channels and the recently added multi time-zone support allows users to work with either local or remote times. Enhancements to



Global Timers User Interface



Remote Time-Zone User Interface

Neptune and Anchor now support "mixed" architectures which combine 3rd party archive and media platforms together with Pebble Beach's own archive system.

This allows legacy archives such as DIVA, to co-exist with near-line storage and other media movements being controlled by Anchor.

Anchor also now supports extended log reporting from tape cartridges and tape drives which can help monitor tape drive and health.

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New Device Drivers

The range of drivers available for Neptune grows almost daily in response to the many projects that Pebble Beach is undertaking. The latest new drivers include:

- A new Harris IconMaster driver which fully supports the integral DVE.
- Support for the Spectralogic i750 family of large DataLibraries.
- Anchor now supports control of the IPV XCode transcode engine which handles Omneon mov and Leitch LXF files.

New Appointments



Glenda Maralit

Glenda recently joined Pebble Beach to take on the role of Office Administrator. Since August, Glenda has been responsible for all administrative tasks and providing support to the Pebble Beach team.

Glenda holds a degree in Psychology and prior to joining Pebble Beach, Glenda was Branch Administrator for Office Angels.

Glenda provides a friendly and approachable point of contact for Pebble Beach and very much enjoys her challenging role.



Navtej Khangura

Navtej recently graduated from Kingston University with a BSc Hons in Computer Science and Network Communications and is the latest addition to the ever expanding Pebble Beach support team as Customer

Support Engineer.

Before joining Pebble Beach, Navtej spent a placement year as a Network Engineer at Reuters Thompson, whilst training to become a Network Manager at Guildford County School.

Navtej has grown to become a valued member of the customer support team and is looking forward to working in a new and exciting industry.

Rajesh Varma



Rajesh joined Pebble Beach in September 2008 as a QA Analyst.

Originally from India, Rajesh graduated top of his class after studying Computer Science with Networking at WVISM India and is MCSM and ISTQB certified.

Rajesh has gained many years' experience working as Test Consultant for CapGemini and lead a team of 15 people at AppLabs as Senior Test Analyst.

Prior to this Rajesh was Business Analyst/Consultant for TCS India for 2 years.

Rajesh is happy to be a part of the Pebble Beach team and has fully embraced his important role in the development process.

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