

Pebble Beach News - August 07



Welcome to the August 2007 edition of Pebble Beach News. This Newsletter will keep you up to date with Pebble Beach activities, including recent installations, new product features, support hints, NAB review and what's coming soon. If you would like to know more please don't hesitate to contact us.

In this issue

- **IBC 2007 Preview**
- **Business Review**
- **NAB 2007 Review**
- **New Projects**
- **New Appointments**

IBC 2007 Preview



This year Pebble Beach will again be demonstrating Neptune automation and Anchor Media Management. We will have three pods available to show customers end to end workflows including content ingest, browsing playout and file based workflows including near line storage control. Our products will also be supporting demonstrations on the Omneon and Seachange and Orad stands.



For News applications we will be demonstrating for the first time integration of Neptune with the Octopus News Room Computer System using our MOS gateway. We will also show ActiveX integration with Orad on air graphics systems and how this allows transmission operators to directly preview and control on-air graphics

NEWSFLASH we will release a new low cost automation package designed to work alongside the new range of small video servers being released by Omneon, Seachange others – **look for the DeckChair!!**

Our show schedule is almost full but if you wish to see us please get in touch as soon as possible by email to sales@pebble.tv or by calling us on +44 1932 333790.

We look forward to seeing you on **Stand 8.275**.

Business Review

It's now just over a year since Tom Gittins became Director of Sales at Pebble Beach Systems - a year of tremendous growth in our business. After his first year Tom reflects on what is driving this high level of interest in Neptune and Anchor Media Manager.

"Although investment across the Broadcast market is strong there are a number of additional factors affecting the automation and media management sectors. Customers who invested in automation ten or so years ago are now looking at next generation systems that can bring yet more efficient file based work flows to their operations and enhance their on-air presentation with more comprehensive graphics and of course HD quality. Typically there a requirement to manage the flow of content from ingest through to playout via near line storage and data tape library systems using intelligent automated procedures. Customers are now looking across the entire span of their operations for joined up workflows rather than treating each area as a module. They want a common database from where all content status can be tracked, a range of "tools" that can be easily adapted to suit changes in their business and systems that are reliable and can scale to meet future demands. Neptune delivers this rich feature set and is acknowledged as a mature product proven in installations in 30 countries customers.

Another reason the "automation" space has opened up for Pebble Beach is as a result of corporate acquisitions. Consolidation has occurred merging former independent software companies into a single company and in some cases combining these with video server technology. Other companies have transitioned from being purely automation providers to releasing products that attempt to convince the market that a "boxed automation, graphics and server" solution for the entire channel output chain is the way forward.

These actions have stimulated interest in those companies such as Pebble Beach that remain experts in automation and independent - equally happy to integrate with any 3rd party devices".

For the future all the talk is of multi platform delivery with greater interactivity and on demand services. While a framework for these requirements already exists in Neptune, I'm pleased to report that from my perspective investment in Linear TV remains strong and that these new services seem to be drawing in incremental investment to our business. This very much reflects the recent IABM sponsored survey indicating that our \$11B market will remain dominated by traditional broadcast models for some years to come.

For more information contact sales@pebble.tv or visit www.pebble.tv

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NAB 2007

NAB 2007 represented the largest investment so far by Pebble Beach in a single marketing event. We went to NAB with a strong team, excellent booth and some great new features in Neptune. Our new entry level package Neptune Lite was released as well as Anchor Media Manager - recognizing the enhanced capabilities of our Archive Manager to control both near line storage as well as data tape libraries. The show saw the first public viewing of our new Logo and a preview of new fascias for our hardware that bring together a stronger branding presence for the company. Our show diary was full and on at least two days our customer demonstrations carried on for an hour after the show had ended. Following on from NAB major projects have been awarded to Pebble Beach some of which are highlighted below.



New Projects



Associated Press

Pebble Beach Systems has been awarded a contract with The Associated Press (AP) that will see its flagship Neptune automation system deployed at the heart of a new digital news archive.

AP is undertaking the digitisation of its news archive as well as overhauling the asset management of its media library division, AP Television News Archive. The archive currently resides on video tape with the cassettes stored on shelving within the department.

Pebble Beach automation has provided the core device control and direct data tape library management for a new automated archive workflow with content stored in a digital file format. Subscribers to the AP's service are able to search for and review low resolution proxy copies via the Internet and select which material they wish to purchase. Current news from the output of the AP Newsroom is directly ingested to the system while legacy material is played on VTRs and digitised on entry to the system.

The metadata for each story is derived from a number of sources including ENPS and the AP's eVA system.

Pebble Beach's Neptune automation controls VTRs for ingesting content into an Omneon Spectrum server. An Anchor Media Management solution from Pebble Beach will then provide control of a Quantum IS2000 data tape library system equipped with DLTS4 drives and manage the flow of media between the server and archive. Interfacing to AP's existing eVA system will be achieved by an enhanced Neptune API.



NOVA TV, Czech Republic

Pebble Beach Systems' Neptune automation system has been selected for an installation at leading commercial television broadcaster Nova TV, part of Central European Media Enterprises (CME).

The Nova TV project, for which systems integration is being undertaken by TSL, will deliver a complete end-to-end playout facility at the broadcaster's Prague headquarters, based around Neptune automation.

As part of the deal, Pebble Beach will supply a three-channel system with main and backup device controllers and five Client operator positions and the system will make use of Neptune's N+n redundancy feature.

Neptune will also control a 26 port SeaChange server, VizRT graphics devices and Harris Iconmaster master control switchers.

Neptune was selected for its easy to use software interface and its flexibility to integrate with other devices in the Nova TV system. The system was also able to meet one of Nova's key requirements for a customisable solution that would fit its specific workflow needs. This system will be going on air in September.



WIN TV, Australia

Australia's Number One broadcaster the WIN network has made a major purchase of the Pebble Beach Neptune automation system to be installed at WIN's transmission centres in Wollongong (NSW), Rockhampton (QLD) and Ballarat (VIC). Turnkey systems integration on the project is being provided by Magna Systems and Engineering.

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WIN TV is the largest privately-owned regional television network worldwide reaching more than 8.5 million viewers across six states and the Australian capital via its 24 wholly owned and operated television stations. With 20 production centres across Australia, its transmissions span the largest geographical area in the world stretching from Cairns to Hobart, South Australia and all of Western Australia from Albany to Kununnurra.

The Neptune solution will form part of replacement 11-channel playout systems at WIN's transmission centres in Wollongong and Ballarat with a completely new seven-channel playout infrastructure also being installed at the broadcaster's Rockhampton facility. Neptune automation will be deployed in a fully redundant configuration to control MediaStream servers VizRT graphics and Quartz Master Control Switchers. The WIN project will also see Pebble Beach's Anchor Media Management integrated with a Masstech near line storage system.

The new systems are scheduled to go live at the end of 2007.

New Appointments

Pebble Beach is growing quickly in response to the level of business that we are experiencing. We have seen levels of revenue in a single month that would have taken 3 months to deliver a year ago. This business growth is spread across many projects and we believe represents a strong and continuing demand for our products and services. As a result we are recruiting staff and are delighted to announce some new appointments in this Newsletter that strengthen our development and administrative resources.

Neil Wiltshire graduated from the University of Portsmouth with a 2:1 in Computer Network Management & Design in 2006. Following on from his degree, Neil spent his first 6 months as a freelance web developer and then moved onto become a full time web developer for a security vetting firm.

Neil has joined the customer support team to continue and enjoy the variety in the role and the new challenges it presents

Duncan Browne has recently emigrated from Australia, where he has spent the past six years as a Software Engineer. During those six years Duncan has worked for Raytheon, Boeing and BAE Systems. Prior to that, Duncan studied Information Technology at the University of Queensland, Australia.

In the short time that Duncan has been here at Pebble Beach he has become an integral part of the PBS team and helping to continue the company's success in the future.

Beth Jones joined Pebble Beach Systems in May 2007 primarily to assist with the ever increasing Administration and HR workload as the company grows.

Beth studied for 4 years in Leicester achieving a 2.1 degree. Beth has since worked in Market Research as a Market Research Executive and as a Vendor Manager's Assistant for a large internet retailer.

Exploiting Beth's career background she is now taking an active role in Pebble Beach's marketing and PR activities.



Pictured (L-R) Are Neil, Duncan and Beth

David McDonald has recently joined Pebble Beach as a Programmer. He is a British citizen but grew up in New Zealand. David returned to the UK because of the great IT opportunities and to spend time with family. David graduated in November 2006 and then worked in a ski resort in California for four months.

Currently, David is working on a project to enhance alarm reporting across Neptune. David is really enjoying his role at Pebble Beach and looking forward to future projects.

If you require more information about any of the stories in this newsletter, please contact sales@pebble.tv.

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