

# Flexible playout, built to scale

Create, brand, and automate broadcast channels with live feeds and scheduled content, integrated graphics, and instant IP switching for seamless playout.

At the same time, unify file-based ingest and live programming with an integrated channel playout platform that brings together graphics, branding, DVE, and seamless source switching—running on a single server or scaled across clusters.

## Capabilities

# Total playout efficiency



## Video I/O

SDI, NDI, and SMPTE IP (ST 2110/2022-6) on the same platform for true hybrid SDI-IP plants.

Frame-accurate, low-latency paths suitable for live production and 24/7 playout.

## Integrated workflows

Single engine for live inputs, file events, and simulcast outputs with internal source switching.

Built-in automation plus manual control for fast breakaways, recoveries, and last-minute changes.

## Open standards

Standards-based interfaces (e.g., ST-2110, NMOS, SCTE, DVB/ATSC) to avoid vendor lock-in.

Proven interoperability with third-party automation, MAM, traffic, and monitoring via open APIs.

## Scalable systems

Grows from a single channel to clustered multi-channel with shared storage and IP bandwidth.

Supports N+1/N+M redundancy and node-level failover for high availability.

## On-board features

Integrated real-time graphics, branding, and DVE —no external logo/graphics servers needed.

Native audio shuffle/mix, loudness control, and caption/subtitle insertion for compliance in one box.

## Extensive codecs & formats

Wide codec support (MPEG-2, H.264/AVC, H.265/HEVC, modern audio) across SD/HD/UHD.

Handles common wrappers and delivery specs (MXF, TS, ABR packages) from the same platform.

# Specifications

## CORE CHANNEL & BRANDING CAPABILITIES

Real-time proxy generation during ingest for faster QC.
Integrated 2D/3D graphics per channel: lower thirds, bugs, full-screen, tickers, DVE, voice-over.
1–6 live inputs with master control switching and key + fill.
Low-latency confidence monitoring of live or file over IP.
Works with major automation systems (Polaris, Spectrum Media Studio, third-party via API, VDCP/RS-422).
Optional watermarking, delay server, and U.S. emergency alerts / EAS support.
Continuous loop recording of live feeds for instant clip reuse.

## I/O, CONNECTIVITY & CONTROL

SDI & IP I/O	<p>SDI inputs for live or record; multiple configurable channels.</p> <p>SDI outputs for main program plus two independent key/fill or preview outputs.</p> <p>Optional dual 10GbE ports for IP ingest/playout; optional additional 10GbE/25GbE for UHD/HD 2110 IP (2RU).</p>
Connectors & control	<p>RS-422, AES, LTC, GPIO, multi-pin control for automation and routing.</p> <p>Four 10G ports (1RU) or four 1G ports (2RU) dedicated to control, file transfer, and API.</p> <p>Server interface: private, non-switchable Ethernet to MediaDirector or MediaCenter.</p>

## MEDIA, AUDIO & DATA

Storage options	<p>1RU: 4 or 8 SSD slots (2.5" enterprise SSDs) up to multiple TB.</p> <p>2RU: higher SSD capacity plus optional HDD packs for deep storage.</p>
Audio processing	<p>Up to 16 SMPTE 299M/272M audio channels per video.</p> <p>Uncompressed PCM 16/24-bit, 48 kHz.</p> <p>Features: shuffling, up/down-mix, loudness control, track tagging, language flags, VO insertion, audio effects.</p>
Ancillary & data	<p>Closed captions &amp; open captions: EIA-608/EIA-708.</p> <p>VBI/VANC ancillary data; black with color burst and PTP for 2110 IP reference.</p>

## RASTER, CODECS & FORMATS

Resolution/ frame rates	<p>SD: 525i/29.97, 625i/25 fps</p> <p>HD: 1080i/25/29.97, 720p/50/59.94</p> <p>HD 3G: 1080p/50/59.94</p> <p>UHD: 2160p/50/59.94 (UHD 1 &amp; 2RU).</p>
Codecs	<p>SD/HD: MPEG-2, DVCPRO, XDCAM HD, AVC-Intra (Panasonic/Sony classes), XAVC-I, XAVC-L, VC-3 (DNxHD), ProRes.</p> <p>UHD: XAVC, VC-3 (SMPTE 2019-1), ProRes.</p> <p>Supports I-frame and Long-GOP; bitrates broadly from low-Mbps proxy to 400+ Mbps mastering.</p>

# Support

MediaKind keeps your appliances running smoothly, minimizing risk and downtime, so your team stays focused on operations.

- Comprehensive support for all appliances
- 24/7/365 direct access to expert technical assistance
- Flexible service plans matched to your team and operations
- Continuous software updates
- Priority case handling with fast, predictable response times
- Backed by proven support engineering teams

## SUPPORT PACKAGES

### Basic

- ✓ Mon–Fri, 8a–5p, severity-1 support 24/7/365
- ✓ Portal access
- ✓ New software releases

#### SLA response times:

Severity 1	4 hours
Severity 2	Next business day
Severity 3	2 business days

### Standard

- ✓ Mon–Fri, 8a–5p, severity-1 support 24/7/365
- ✓ Portal access
- ✓ New software releases

#### SLA response times:

Severity 1	1 hour
Severity 2	4 hours
Severity 3	8 hours

### Premium

- ✓ 24/7/365 response for all severity levels
- ✓ Portal access
- ✓ New software releases

#### SLA response times:

Severity 1	30 min
Severity 2	2 hours
Severity 3	4 hours