MaestroVision

BROADCASTING WITHOUT BOUNDARIES

BRING YOUR COMMUNITY TOGETHER

OFFERING COMPLETE DIGITAL CABLECAST TECHNOLOGY ENABLING YOU TO REACH YOUR GOALS AS AN ACCESS TELEVISION CENTER

MaestroVision IMPROVE ON-AIR IMAGE MaestroVision KEEP THEM TUNED IN MaestroVision INCREASE VIEWERSHIP MaestroVision

BECOME THE BINDING ELEMENT OF YOUR COMMUNITY

MaestroVision appreciates the challenges facing community cable stations. For access television stations, improving on-air image is not only the key to success; it's a requisite for survival.

Creating interest within your community by maintaining and building viewership is not magic - improve signal, program & programming quality and expand content. The critical path to achieving these goals, however, is difficult - given the challenges of restricted funding, shrinking budgets, and increased operating costs.

MaestroVision offers an integrated solution that easily interfaces with all existing systems... to get more quality programming on-air to a broader audience.

MaestroVision also understands that the best way to secure approval for capital expenditure is to draw a tangible link between investment in technology and growth in viewership and support.

MaestroVision provides creative cablecasters with the requisite tools to move their stations from 'just another channel'... *to becoming the communication heart of a community.*

... WITH THE HELP OF THE DIGITAL ERA

Organizations, volunteers and influencers all want to be associated with a quality operation that meets their needs as viewers, reflects their interests as citizens, and that demonstrates their commitment to their community. To that end, **MaestroVision** is much more than state-of-the-art technology that addresses numerous issues and concerns of community cablecasters in an increasingly challenging market.

MaestroVision solves a myriad of technical issues that historically plague disparate legacy systems and reduce overall output quality, compromising the image and integrity of the station.

MaestroVision facilitates sharp, engaging, professional looking programming with a minimum investment in time and expertise. More diverse community-centric content ends-up in the playlist... *attracting and securing a broader viewer base.*

MaestroVision enables station administration to spend less time 'sweating the details'... and more time sourcing, acquiring, planning and producing quality local content that reflects the vibrant fabric of each community.

MaestroVision draws a direct link between infrastructure investment and growth and recognition... through a set of integrated solutions that provide vision & value to all stakeholders in successful community communication. As program quality and quantity increases, the community comes 'on-board'... which translates into more involvement, more contribution, more viewers, more underwriters and more support... a *positive spiral that ensures growth.*

"The MaestroVision editing tools allow me to deliver a more professional looking project. Their Maitre D Playlist Management tools have allowed us to increase our programming and improve the quality of our images. Once the the image is ready to go, it's pristine. Our community now sees us as more of a reliable source, one they keep turning to. Also, I really feel that I've been spoiled for the past 2 years with the MaestroVision tech support. They are there, 24 on 7."

- Barbara Chisolm, Station Manager, WACA TV,
* Ashland, Massachusetts*

INCREASE QUANTITY & IMPROVE QUALITY

Improve signal quality
Reduce technical overhead.

MaestroVision recognizes that the first steps to commanding viewership is a signal quality at-par with competing media and modes. Poor signal quality from disparate formats on legacy analogue playback sources compromises a station's image. **MaestroVision** moves all media inputs into the digital domain, making signal reliability and stability an issue of the past. This immediately places the fundamental quality of your video and audio output at par with that of professional cablecasters and frees-up technical personnel for more important tasks.

Improve program quality
Engage more viewers, attract more support.

For community stations, one constant challenge is effectively deploying limited human resources. If personnel and volunteers are constantly pre-occupied with just getting a signal on-air, the more important issue of the quality & diversity of program - the key to maintaining and growing viewership - is not getting the attention it merits. With less time spent managing signal & program quality and playlists, **MaestroVision** frees-up personnel to invest more of their time in creative & rewarding endeavours... leveraging their expertise in sourcing planning, producing and distributing quality content - getting programs and personnel out into the community where 'presence' makes a difference.

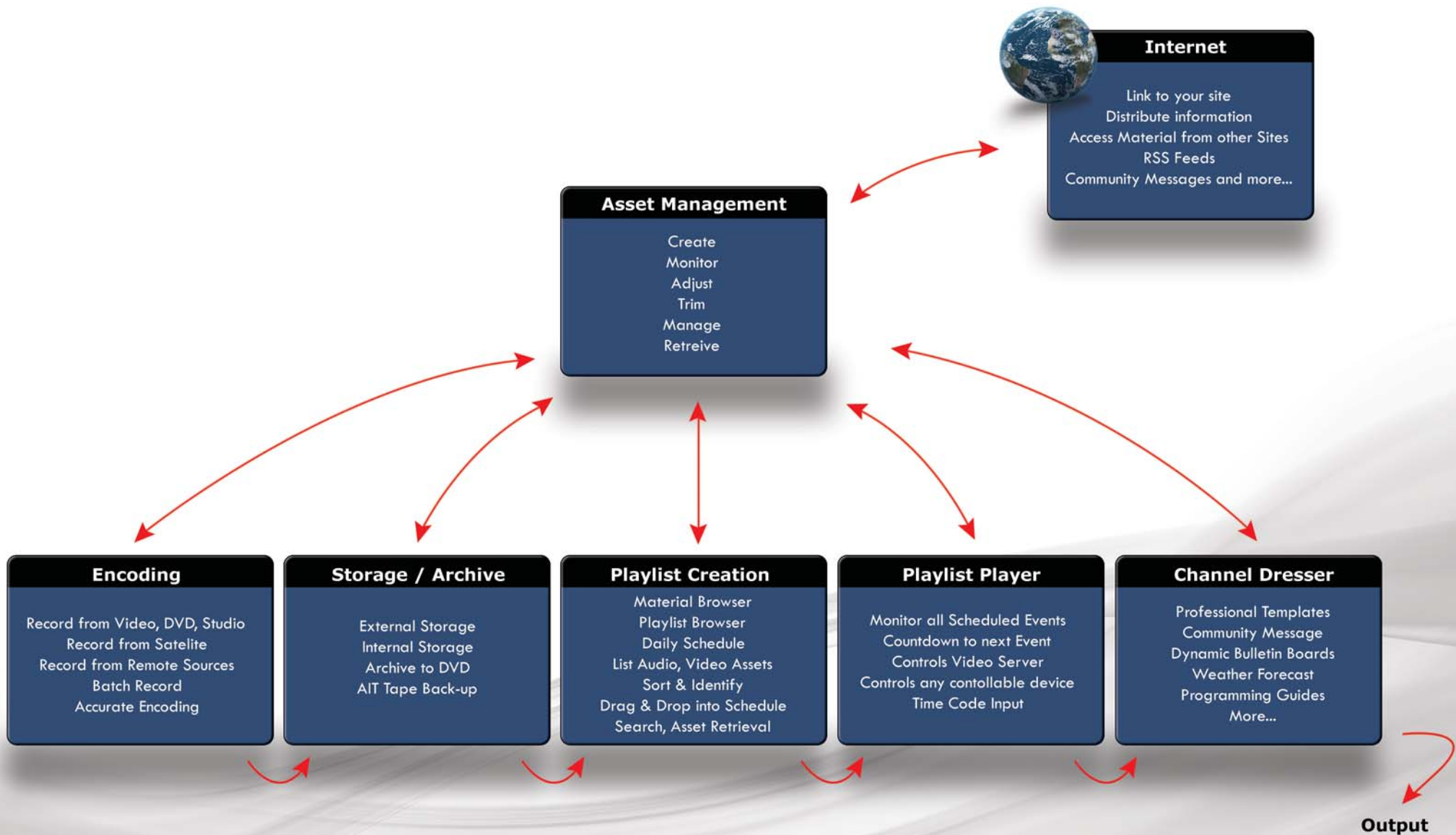## COMMUNITY BENEFITS

A Clear Reliable Community Voice, 24-7

Increase program quantity
Increase content with existing resources.

With the Internet, more local live feeds and citizens equipped with video cameras... unlimited community-based programming is available... if you can just package it and get it on-air. **MaestroVision** simplifies encoding, storing, scheduling, retreiving and re-broadcasting content so that repetitive 'cycling' becomes a thing of the past. Program Directors are able to selectively schedule more diverse programs to reach a wider audience. Increased program quantity means greater scheduling requirements... a snap with **MaestroVision's** Asset Manager® and Playlist Player® that seamlessly automates the program cue with resources from the video server, Live feeds from your studio, city council or sport centre, data streams from your satellite provider or internet or any controllable device such video tape recorders and DVD players. You can easily create, update and monitor program schedules on-site, or from anywhere via the Internet. By simplifying playlist administration, personnel can spend more time on what counts: soliciting, reviewing and broadcasting more material from and for the community.

Improve programming quality
Raise the bar without increasing costs.

In concert with improved program quality is improve programming quality. 'Why should all the hard work that goes you're your station be compromised by an unattractive, unimaginative look that says "low/no-budget." **MaestroVision** immediately 'raises the bar' on your programming quality with 'Channel Dresser® - attractive, creative, 'no-brainer' templates that instantly command attention. From dynamic bulletin boards, weather forecasts and programming guides... to sharp professional program hooks, promotional spots and station IDs... **MaestroVision** personalizes programming and provides a cohesive on-air image.

YOUR STATION'S WORKFLOW

Internet

Link to your site
Distribute information
Access Material from other Sites
RSS Feeds
Community Messages and more...

Asset Management

Create
Monitor
Adjust
Trim
Manage
Retreive

Encoding

Record from Video, DVD, Studio
Record from Satelite
Record from Remote Sources
Batch Record
Accurate Encoding

Storage / Archive

External Storage
Internal Storage
Archive to DVD
AIT Tape Back-up

Playlist Creation

Material Browser
Playlist Browser
Daily Schedule
List Audio, Video Assets
Sort & Identify
Drag & Drop into Schedule
Search, Asset Retrieval

Playlist Player

Monitor all Scheduled Events
Countdown to next Event
Controls Video Server
Controls any contollable device
Time Code Input

Channel Dresser

Professional Templates
Community Message
Dynamic Bulletin Boards
Weather Forecast
Programming Guides
More...

Output

INTERNET AND YOUR ACCESS STATION

ASSET MANAGEMENT

- Link your Asset Management software to your site. MaestroVision will create and support your web site

- Take full advantage of the Internet and its countless new ways of distributing information and ideas

- Get access to material on other sites and in other towns and show it all to your community, on your public access station

- Your station will be able to feature RSS feeds, community messages, Internet bicycle, bit torrent, FTP

- Adapt these new technologies and continue to pursue your mission and goals within your own constituency
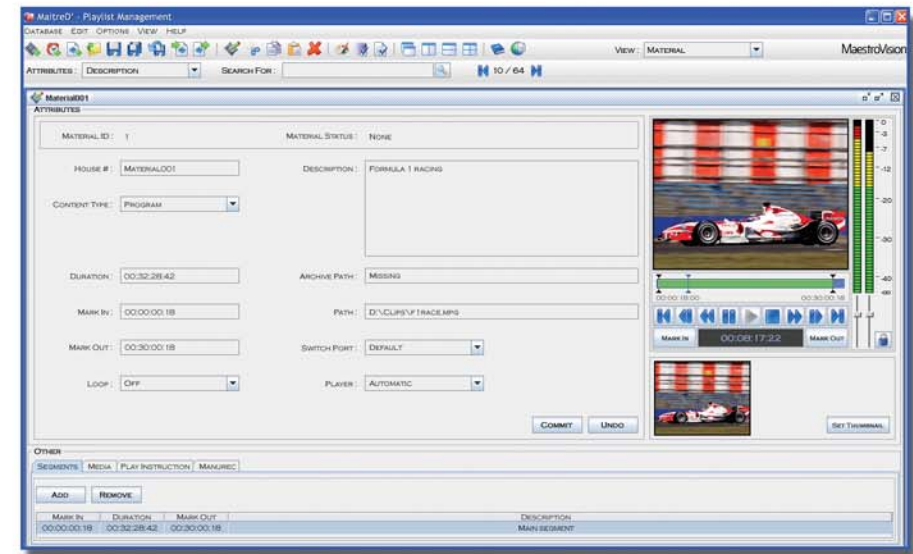
- Creation, management and retrieval all of your audio-video materials

- Management of storage and archives

- Unlimited numbers of fields, helping you classify and track your information

- Custom reports

- Creation of blocks to simplify Playlist creation

- Creation of material segments on a click

- Share material with WEB

- Synchronization with your Web site, not having to enter it twice

- Audio & video adjustment levels of each MPEG-2 file

- Create proxy files from Hi-Res files

- Import material from Adobe Premiere and Final Cut pro Editing Stations

- Compatible with Facil and other traffic software

ENCODING

Function: To convert your video material into a file

ManuRec

- Manually record your material from Video tape, DVD or Studio
- Real-time encoding
- Frame accurate encoding
- Control switcher, VTRs and DVDs
- Monitor & adjust Audio levels input
- Offers confidence monitoring of Audio & Video

Ingest Server

Computer with encoder cards that will transform Video material to:

- MPEG-2 or DV files
- MPEG-2, SD Analog Unbalanced Audio
- MPEG-2, SD Analog, Balanced Audio
- MPEG-2, SD Digital - Analog, Balanced Audio
- MPEG-2, HD Digital - Analog, Balanced Audio
- MPEG-2, SD Analog, Unbalanced Audio
- DV, SD Digital - Analog, Balanced Audio

AutoRec

- Automatically record your material from Satellite or other remote sources
- Automatic encoding
- Control switcher, VTRs, DVDs, satellite receivers and other controllable devices
- Can batch record from multiple VTRs
- Monitor & adjust Audio levels input
- Offers confidence monitoring of Audio & Video

"The best thing about MaestroVision is that in the long run we are able to save a lot of time. Our station is able to create its schedules more efficiently through the MaestroVision Playlist Management tools. We are able to get more programming on air, with less bulletin board and a high quality signal, allowing us to look like a high-end station."

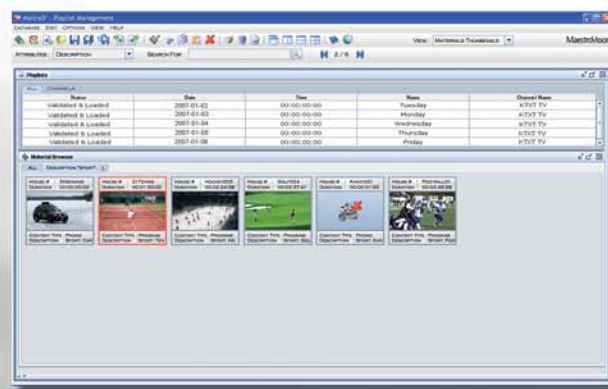*- Brian Town, Station Manager, The Vision, Comcast Channel 22, Haslett, Michigan*

PLAYLIST MANAGEMENT

## PLAYLIST CREATION

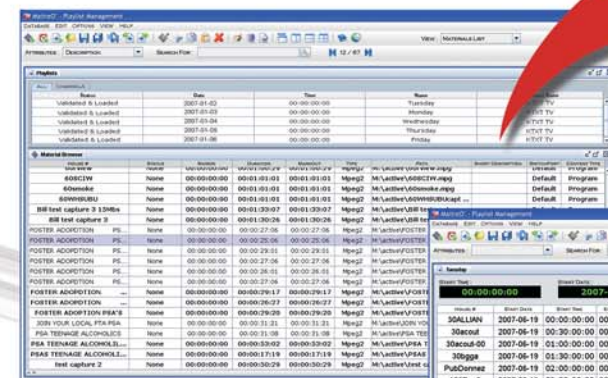### Material Browser:
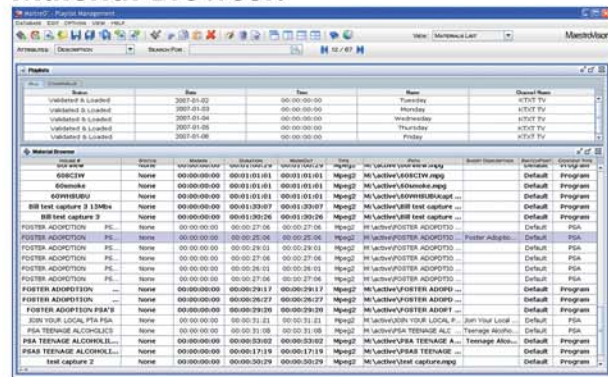
(List View)

(Thumbnail View)

- Lists all your Audio-Video Assets

- Sort capability on any field

- Resize & reposition any of your fields

- Each material type can be easily identified by font or color characteristics

- Drag & drop your materials easily in the Daily schedule

- Powerful search tools for asset retrieval

- TAB function allows you to display as many search TABS as required

- Displays as Material list or in Thumbnail

- Can be located locally or on the Internet

Playlist Browser:

- Lists all the Playlists you created

- Displays date, time, duration and channel

- Creates, modifies and deletes playlists

- Playlist duration of 24 hours

- Can be located locally or on the Internet
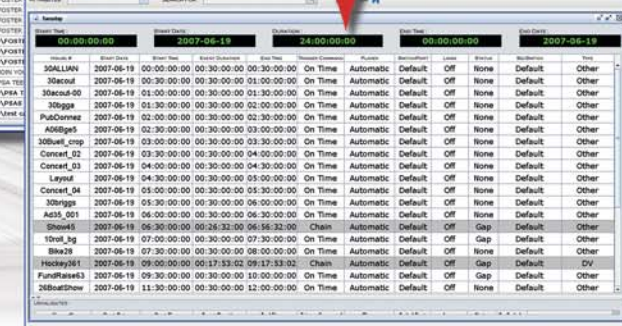
Daily schedule:
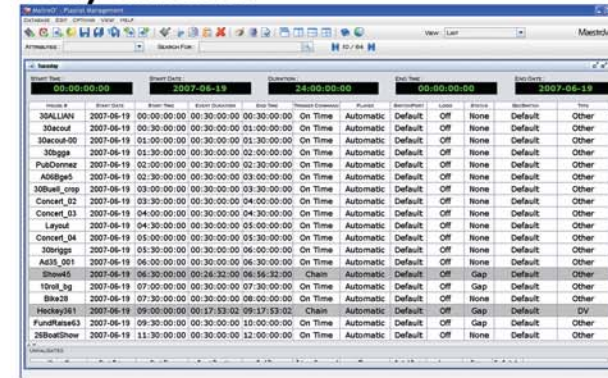
- Represents your list of events scheduled for that day

- Each event can be triggered by chain, on Time or Manually

- Each missing material, gap or Overlap errors are identified and color coded

- Copy & paste portions of your Schedule

- Can be located locally or on the Internet

(Material Browser)

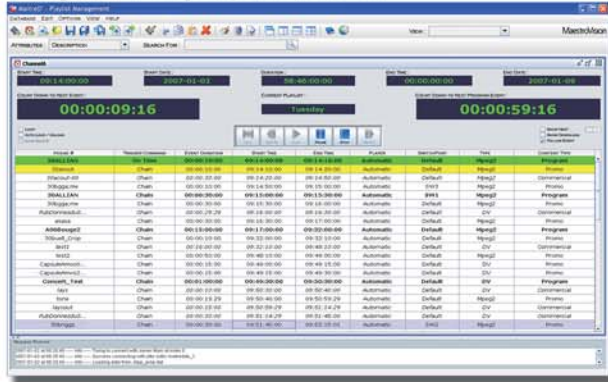Playlist templates that allow to create a daily schedule in minutes

Drag & drop from Material Browser to daily Playlist

(Daily Schedule)

8

PLAYLIST PLAYER

Playlist Player Interface:

- Allows monitoring of all scheduled events

- Countdown display to next & upcoming events

- Controls 3 channel Video Server per workstation

- Controls any controllable devices

- Color coded

- Allows changes quickly & easily

- Time Code input

- Can be located locally

Device Controllers:

- Control any RS-232 Devices

- Control any RS-422 Devices

- Control any TCP/IP Devices

- Control any GPI Devices

- Control any Infra-red Devices

Video Server:

- MPEG-2, SD Analog, Non-Genlocked, Unbalanced audio

- MPEG-2, SD Analog, Genlock, Unbalanced audio

- MPEG-2, SD Analog, Genlock, Balanced audio

- MPEG-2, SD Digital / Analog, Genlock, Balanced audio

- MPEG-2, HD Digital / Analog, Genlock, Balanced audio

- DV, SD Analog, Non-Genlock, Unbalanced audio

- DV, SD Digital/Analog, Genlock, Balanced audio

"We investigated many systems prior to making the decision on going with MaestroVision and feel that we made the right one, their solution has saved our organization thousands of dollars in equipment, maintenance and labor costs, while improving our overall broadcast quality and reliability. Our station programing 24/7 serving approximately 170,000 viewers, and in the three years we have been using the system have had no measurable down time or glitches related to the system. The Company and employees are excellent, they have always been available for assistance and responsive to our needs."

- Michael Young, Operations Engineer, Portland Community College

STORAGE & ARCHIVE

External Storage:

- 7 TB or 1,750 hours at 8Mb/sec.
- RAID protection 0, 1, 3 or 5
- Hot swappable Drives
- SCSI Connection
- Alarm features

DVD & DVD Burner:

- 16x Internal Super Multi DVD/CD Rewriter
- 2 MB Buffer Size
- Data transfer rate:
  DVD : Max 22, 160 KB/s
  CD: Max 7,200 KB/s

AIT Drive & AIT Tape:

- Up to 80 GB native storage capacity, or 208 GB compressed (2.6:1)
- Sustained data transfer rate of 12 MB/s
- 64-kbit memory chip built into the data cartridge

Internal Storage:

(Close-Up)

- 2 TB or 500 hours at 8Mb/sec.
- RAID protection 0, 1, 3 or 5
- Hot swappable Drives
- Alarm features

CHANNEL DRESSER

- Community messages
- Coming Up Next
- TV Guide
- Horoscope
- Weather
- Lottery results
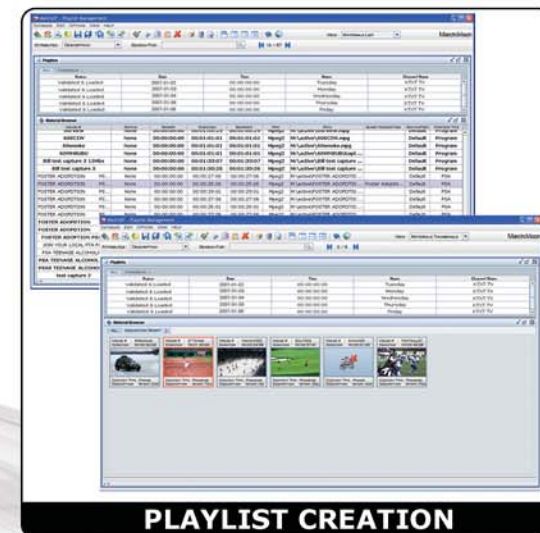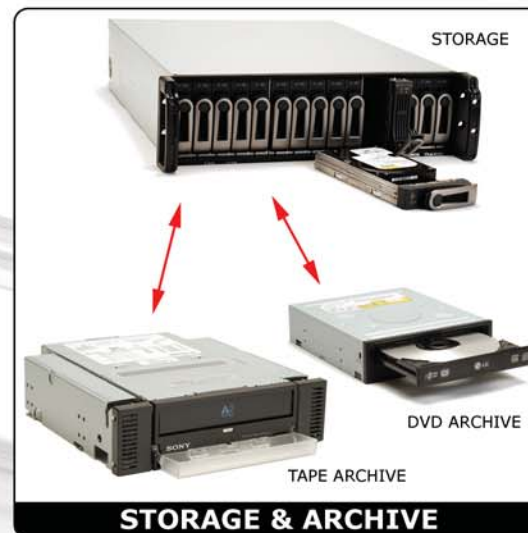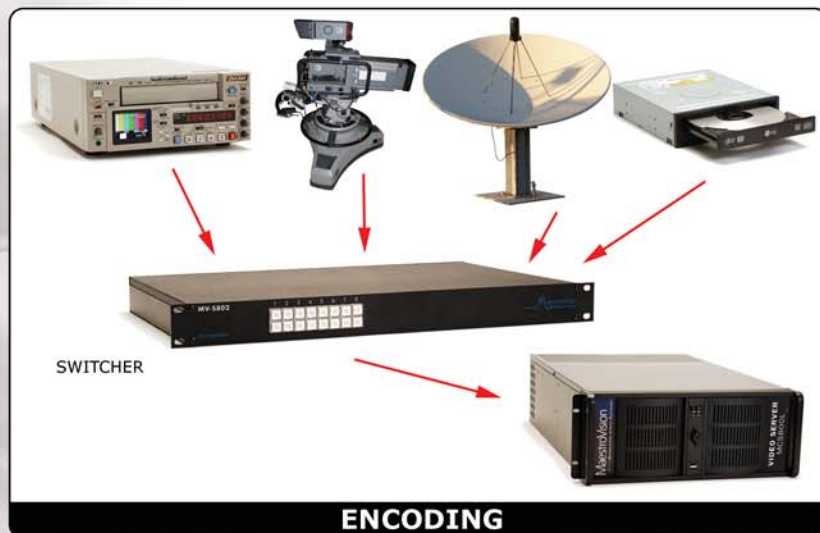- Logo insert
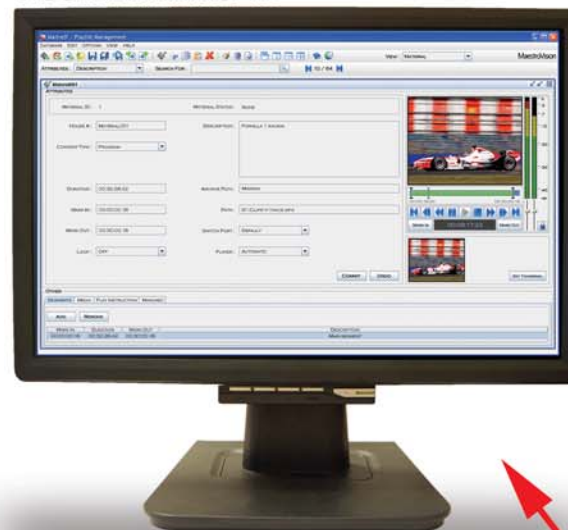- Station Identification
- Program promos

Community Message
- Volunteers needed for holiday parade.
- Fireworks celebration at 10h00PM.

Thursday 8 February

Access 09:00:21
Current temperature: 78° - Afternoon: 83° - Evening: 80°

Coming Up Next

The Morning Show	9h00
Cook It!	11h00
News	12h00

Access 09:00:21
Current temperature: 78° - Afternoon: 83° - Evening: 80°

Your Local Weather

| Today | Tonight | Tomorrow |
| 12 | 8 | 16 |

Access 09:00:21
Current temperature: 78° - Afternoon: 83° - Evening: 80°

Lottery Results

2 14 26 39 44 48
31
$700,000.00

Access 09:00:21
Current temperature: 78° - Afternoon: 83° - Evening: 80°

Terri Clark
540-445-9556

$280,000
3 Bedrooms, 1 Bathroom
Lot Size: 15000 sq. ft.

Garage
Laundry Room

Access 09:00:21
Current temperature: 78° - Afternoon: 83° - Evening: 80°

CONNECTING YOUR WORKFLOW

ASSET MANAGER

- **Video Editing**
- **Video Tape**
- **DVD**
- **Studio**

SWITCHER

ENCODING

STORAGE

TAPE ARCHIVE

DVD ARCHIVE

STORAGE & ARCHIVE

PLAYLIST CREATION

INTERNET
-Your Web Site
-RSS
-Bit Torrent
-FTP...

IP Based
Ethernet
STAS

DEVICE CONTROLLER

SWITCHER

PLAYLIST PLAYER

CHANNEL DRESSER

Community Message
· Volunteers needed for holiday parade.
· Fireworks celebration at 10h00PM.

Lottery Results
$700,000.00

Your Local Weather
Today 12
Tonight 8
Tomorrow 16

Coming Up Next
The Morning Show 9h00
Cook It! 11h00
News 12h00

NOTES