



Orad's Maestro is an enterprise news solution that provides for all the different departments in the TV station

In many ways news production has become the art of being fast, dynamic, and accurate, while offering a stunningly good on air look. The growing number of TV channels coupled with fast pace breaking news events have set high standards for broadcasters who wish to stand out from the crowd and attract viewers to their news production.

To meet these challenges, Orad has developed a news solution that has been widely adopted across the world by some of the largest news facilities.

News Producer plugin to newsroom systems

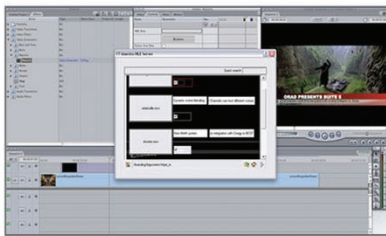
Based on its News Producer plugin to newsroom systems, hundreds of journalists can concurrently log into the system, retrieve graphic templates, preview them on their local PC, and publish them to the rundown using a MOS protocol. All commonly used newsroom systems such as AP ENPS, Avid iNews, Dalet Plus, Annova Open Media, Octopus, Dayang, Sobey, Norcom NCPower, etc are supported. Based on its Graphic Asset Management (GAM) module, these journalists can invoke meta database searches for different assets such as rundowns, graphic items, textures, and clips, and incorporate them in their stories.



News producer plugin with Avid's iNews

NLE plugins

Maestro also offers its plugin to non linear systems (NLE). The NLE plugin allows editors to access their graphics database, call the relevant element, and incorporate it in the story. This methodology not only streamlines the workflow but also ensures a consistent brand identity across the news production for both real time and edited stories. The NLE plugin supports systems such as Apple's Final Cut Pro, the Avid NLE family and Grass Valley Aurora NLE.



NLE Plugin with Apple's Final Cut Pro

Integration with automation systems

An increasing trend in news production is orchestrating the entire production with studio automation systems. Such an approach decreases the operational expenses and frees resources for more creative work. Maestro rises to the occasion with a full integration with commonly used studio automation systems such as Avid Control Air and Command, Dalet, Grass Valley Aurora Playout and Ross's OverDrive.

Captivating 4K resolution display on large video walls

Large video walls are becoming ever more popular in today's news production. Orad's PowerWall offers stunning 4k resolution output from a single box. Such a high resolution system ensures "pixelization free" production quality even during close-up shots. The single box output ensures smooth image quality without tearing between the video wall tiles. PowerWall can be provided with either DVI or SDI output and supports non conventional aspect ratios in order to accommodate the different aspect ratios of the video wall. From workflow stand point, PowerWall retains the same workflow as conventional news graphics production with integration to newsroom and automation systems.



Courtesy of M6, France

Comprehensive ticker solution

Breaking news has become almost a daily occurrence in today's news production, resulting in an increased importance in ticker elements. Orad offers a comprehensive ticker solution. Content sensitive smart logic is easily applied to the ticker. Multiple tickers can be displayed, each with its own speed, direction and internal logic. Tickers are pumped with data from different databases and can contain animated textures and even video clips or live video feeds.

Interactive news graphics

Interactive graphics are perhaps the most recent eye candy element for news production. Interactive graphics offer a new dimension to the news production allowing the presenter to better illustrate his story. Its use can range from special events, morning news review, "what if" scenarios and weather presentation. Orad's Interact was set to meet these challenges. With Interact, any graphic element can be associated with interactive gestures (such as drag, tap, hold...) that will be executed during production by the presenter. Interact supports single, dual and multi touch displays, including those Barco, U Touch, Mitsubishi, and others.

Photorealistic virtual studio capabilities

Orad's ProSet virtual studio system offers state of the art image quality coupled with unmatched production efficiency. ProSet is equipped with a range of photorealism tools which elevates the production quality to a new standard. Its real time depth of field shader defocuses the virtual studio background when the camera zooms in and will refocus when zooming out, in the exact same way the image will behave had it been a conventional studio. ProSet's real time shadowing model casts real time shadows of the virtual elements. ProSet offers a range of camera tracking modules which can be tailored for any production need. Orad's Ync infrared tracking system offers free camera movement in the studio, including support for dolly on air, handheld and crane shots. With the increased pressure to decrease operational expenses, ProSet is able to switch between sets with a single mouse click, enabling the same physical space to be used for multiple productions - offering an unmatched ROI.

Powerful and reliable

Orad's news solution, like all of Orad's products, is based on the HDVG video graphics platform. The HDVG is a powerful HD/SD box made out of top of the line PC components coupled with Orad's HDVG I/O board. The HDVG was designed for real time performance and as such it offers significant advantages such as up to 5 HD live video feeds or 12 in SD, with a constant 2 frames delay, multiple video clips playback with local raid base fast storage, 16 channels of embedded audio, mechanical bypass, embedded DSK, hot swappable dual power supply and more. Orad's news solution runs on the virus free Linux operating system, providing stability, reliability, and high performance.

