

V-BOX Traffix Media Asset Management System from VECTORBOX

VECTORBOX are presenting their new **V-BOX Traffix** complete media asset management system for single or multi channel VECTORBOX broadcast environments at Broadcast Asia 06.

V-BOX Traffix offers VECTORBOX customers a powerful end to end broadcast management solution that covers all key operational areas including programme asset management, browsing, traffic and advertising sales.

This SQL based system is designed to be cost effective, easy to use and ideal for all VECTORBOX playout environments particularly multi channel applications where shared media on disk must be managed because several VECTORBOX 6000 are playing directly from a central storage over a LAN. V-BOX Traffix includes many advanced features including Unicode for operation in any language.

Programme Planning

V-BOX Traffix includes a comprehensive and integrated scheduling module for the preparation of accurate short and long-term schedules which are maintained with traffic routines. The integration of schedules with programme, promotion and media databases ensures that information is checked as it is selected avoiding any invalid items from being scheduled

Browsing

Every time a clip is ingested, VECTORBOX 6000 creates a proxy generated low resolution copy. Clips and event data as well as on-line video server content may be viewed from 4 workplaces over the LAN via Windows Explorer by authorised users.

Media Management

The management of all media items is controlled within a single module of V-BOX Traffix Media Asset Management application. Routines are provided to track media movements providing an ideal disk and tape media management facility. The close integration with the V-BOX Traffix workflow module allows all stages of media preparation to be defined and monitored.

Traffic

Traffic routines allow frame accurate schedules to be manipulated to produce final transmission playlists. These final schedules can include promotions, interstitials, commercial spots and billboards. The ad-sales process is fully integrated into traffic schedules ensuring that late entry of commercials is immediately shown in schedules.

Asset Management

Broadcasters can maximize the commercial value of their rights whilst ensuring that licensing terms and regulatory constraints are not violated.

Vector 3 will be showing V-BOX Traffix on stand 7P3-12 at this year's Broadcast Asia.