



Transforming

end-to-end ad insertion solution

ETI's VideoDirect 6000 is a turn-key ad insertion platform that provides real-time broadcast of commercial spots, cross-channel promotion material and locally produced content. VideoDirect 6000 simultaneously supports both baseband (analog) and digital (IPTV) broadcasts; its integrated Traffic and Billing System, and Digital Video Encoding Station provide an end-to-end solution that's fully supported by ETI.

The business of locally-originated, regional ad insertion has established new revenue streams for analog and digital service providers globally.

Standards Based

Video and Audio

The VideoDirect 6000 system supports a wide variety of standard video formats including MPEG1, MPEG2 and MPEG4 (H.264) in both HD and SD resolutions. Digital video in any format may be streamed as a MPTS program multiplex or as an IP multicast. VideoDirect also supports Dolby-E (AC3) digital audio.

DPI

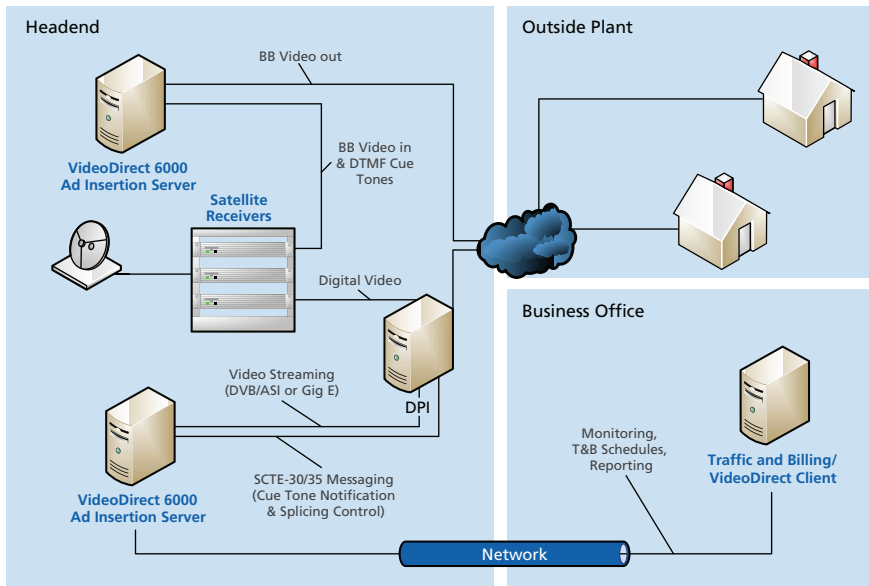
VideoDirect™ supports the SCTE-30 and SCTE-35 standards for digital ad insertion communication and messaging. This enables the platform to interface with any SCTE compliant Digital Program Insertion ("DPI") equipment with ease.

Output

VideoDirect supports Baseband video in analog and MPTS streaming digital video. Digital video is supported via DVBAI and GigE interfaces.



Getting you there
Faster.



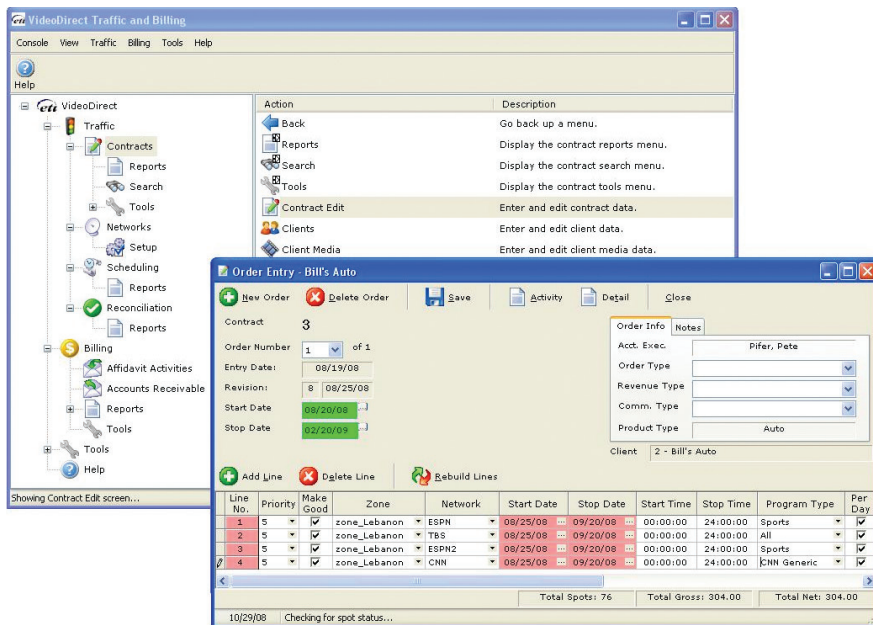
Analog and Digital Ad Insertion System

Dual Support for Analog and Digital Cue Tone Detection

VideoDirect™ supports both analog DTMF cue tone processing as well as embedded digital cue tones via its interface with the DPI equipment. Both signaling formats can be supported concurrently on a single VideoDirect™ server. Analog DTMF cue tone processing may be used either with baseband broadcast or digital broadcast.

Traffic and Billing Software Module

ETI combines VideoDirect™ 6000 with ETI's VideoDirect™ Traffic and Billing Software. This integrated solution includes robust account management software with an integrated ad scheduling system capable of meeting any conceivable scheduling requirement. Includes support for contract/invoice management, notarized affidavits, electronic invoicing and accounts receivable functions.



Digital Video Encoding Station

ETI's Digital Video Editing Station (DVES) gives you the ability to create, digitally capture and edit video from a variety of media formats into broadcast quality video formats ready for playout on the VideoDirect™ server. The DVES supports full-featured professional grade video editing capabilities via Adobe® Premiere®. Also supports numerous transcoders for a wide variety of video and audio formats.

For more information about VideoDirect or other ETI Software Solutions products, visit our website at www.etissoftware.com, or call us at 800-332-1078.

