

# SAM VIBE

Your news to every screen first



Get to air and social media in seconds



News consumption on mobile devices is growing relentlessly.

Many consumers first engage with a news story either on a mobile, app or the web. An increasing number of under 40's never watch broadcast TV news. The only way to stay competitive in the fast moving world of news is to be able to publish to multiple platforms simultaneously.

That's what SAM VIBE is designed to do.



We see  
breaking news  
on our phones  
or tablets first

## Everything, Everywhere – All The Time!

SAM VIBE allows a single production team to create and deliver quality news content and publish it to any platform in any format.

The other new phenomenon the mobile world has thrown up is the “citizen journalist”. Individuals can now capture and share breaking news stories as they happen. SAM VIBE can capture any feed, in any format or aspect ratio, which can then be incorporated in to the latest TV news production or re-transmitted to other mobile devices, but this time with your branding and production values – instantly.

The requirements of television no longer define the size, shape or format of media. SAM VIBE has to work with television, but remain technically independent.

### Quality Counts

SAM VIBE’s flexibility allows customers to produce not only multi-format content for multiple different platforms, it allows that content to be differentiated by quality as well.

Content destined for immediate release to mobile/internet channels can be turned around with the bare minimum of editing/creative input to ensure being first with the story.

Conversely, the same content can then have a high degree of creative input in preparation to being shown on the TV flagship program – all from the same content and the same production team at the same time.



### All Inputs



### One production team



### All Outputs



# Designed to give the most flexible workflow possible, SAM VIBE allows you to scale the solution to fit with your own particular needs, but the basic steps are all the same: Acquire, Discover, Produce and Publish

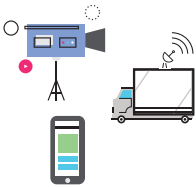
## Flexibility Doesn't Have to Mean Complexity

As a Producer, you don't need to know what type of storage you have, just how to access the clip you want.

When you publish content – you don't want to have to consider which different formats you have to configure for, just that the correct format arrives on the correct platform at the same time.

Removing the complexity from the four basic steps allows your creative teams to concentrate on producing the best content they can – faster than anyone else.

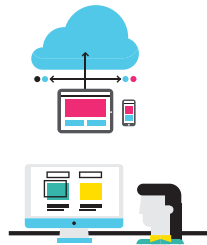
### Acquire



### Discover



### Produce

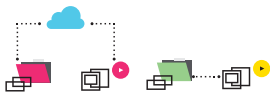


### Publish



## Workflow Management Layer

### Move



### Store



### Process



### Distribute



## Automated Workflow Examples

Common tasks are streamlined which guarantees a consistent output.

The handling of non-TV video content can be designed by the station's branding team and then applied automatically on output.



Automatically insert branded treatment for non-TV content



Templated graphics



Add top and tail to edited sequences

## Multi-platform doesn't just mean for consumers....



Regardless of where your team are, if they can get an internet connection, they can produce, edit and publish high quality content – to any platform.

Written in HTML5, it requires no App or pre-installed software. Go! can be used in any browser, on any device, anywhere they can get an internet connection fast enough to access clips on social media.

Designed to flex with the customers requirements, Go! can be managed by centrally allocated client access licences.

SAM's Go! remote production application gives unrivalled power to production teams and is a fundamental part of the SAM VIBE solution. Be it editing and content production, through to QC and sign-off, Go! gives customers the ultimate 24/7 flexibility to get their content to air faster.



Go! the browser-based editor

Publishing to web, social media and TV can be handled direct from Go!

## Clips and replays are not just for sport...

Integral to SAM VIBE is LiveTouch. Fully integrated into the application, LiveTouch gives production teams the fastest way to create, compile and publish clips and replays – to any platform.

Easy to learn and use (new operators can cut live sports with less than three hours of training)

This is especially powerful when you are breaking a story and need to get content onto Social Media first.



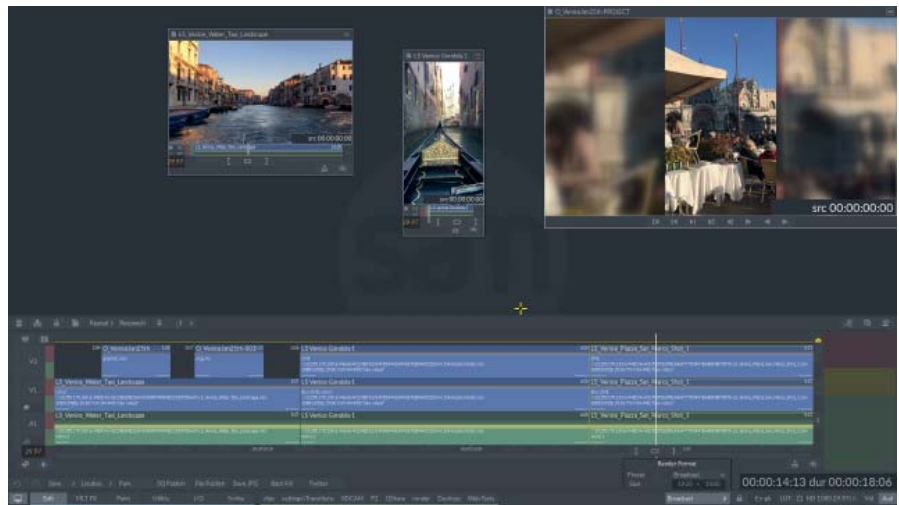
LiveTouch highlights and replay

## Quality defines your brand

At the editorial heart of SAM VIBE is the editing platform – Rio. Designed to work within different environments, Rio can scale from a basic editing platform all the way through to a high-end grading platform operating in 8K in real-time.

Rio will accept any format and publish to any format – the choice is yours.

The important part is that you get to decide who needs what in your workflow and can scale to fit it.



~ Rio is a PC application, available for Windows 7 and Windows 10

## But, I already have... Adobe Premiere

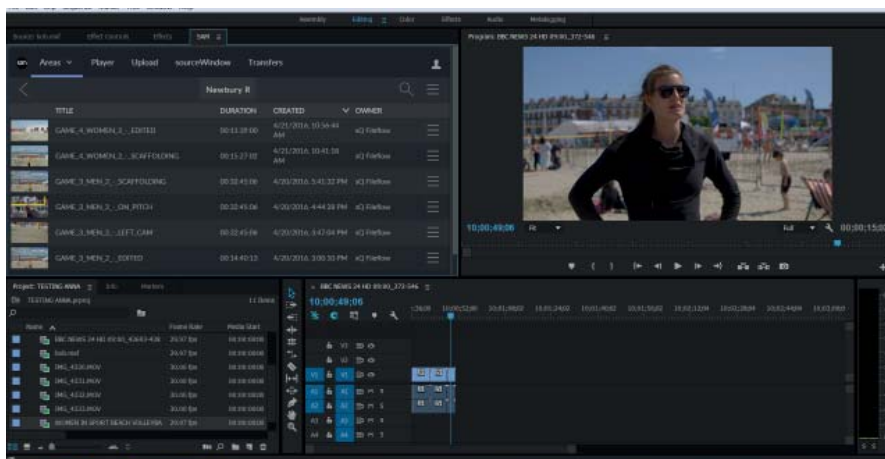
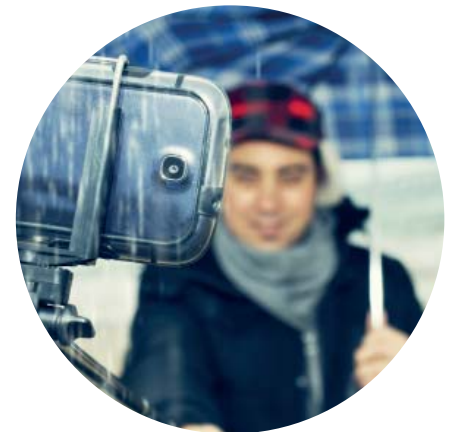
SAM understands that nobody operates in a vacuum and that customers will have incumbent/legacy systems for editing.

To accommodate that, Adobe Premiere can be incorporated into the SAM VIBE workflows. All source files, including growing ingests, are immediately accessible for editing with no requirement for downloading when used on a LAN.

Completed sequences are rendered, using the Adobe Premiere platform's internal resources, and sent either to the servers for video playback or to the IT storage for file export. Publishing is via the same SAM panel.

All published sequences are flattened files, suitable for direct playback or export. Work-in-progress jobs may be saved via shared storage available to the Adobe workgroup. Other workstations may access and work on these projects.

Utilizing the Go! functionality, Adobe Premiere can also be used for remote editing in the same way as Go!



~ Adobe Premiere

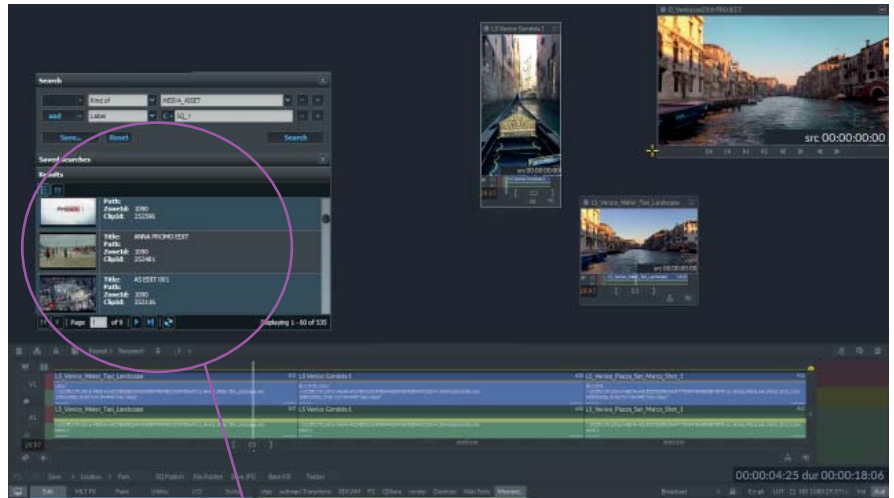
## When MAM's too much – SAM's PAM fits the bill

Implementing an enterprise MAM is one thing, we've done a few of those, PAMs are a far easier proposition. Taking only what is required for the production workflow, SAM's VIBE utilizes the parts of it's MAM solution, Momentum, and applies them to fast news production.

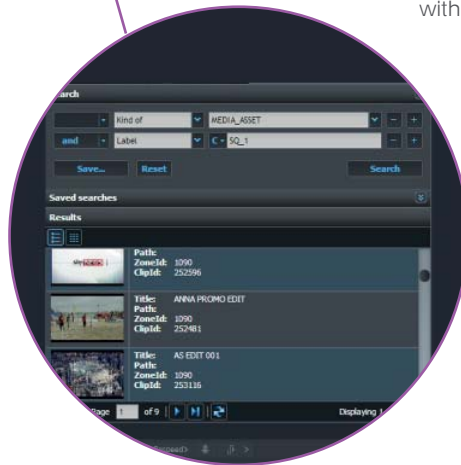
The PAM is key to creating fast efficient workflows and looks after a wide range of processes:

- Ingest – scheduling, router control and file movements.
- Transcoding – including proxy generation and standards conversion.
- Render Engines – creating finished sequences for the different output platforms. Momentum will manage the engines and share jobs between them.
- Media movements – between storage systems, SAM and third-party components, publishing to external platforms, like social media.
- Media availability – usage rights, lifetimes.
- User rights – linked to the corporate Active Directory
- Archive – movements to and from permanent storage solutions.

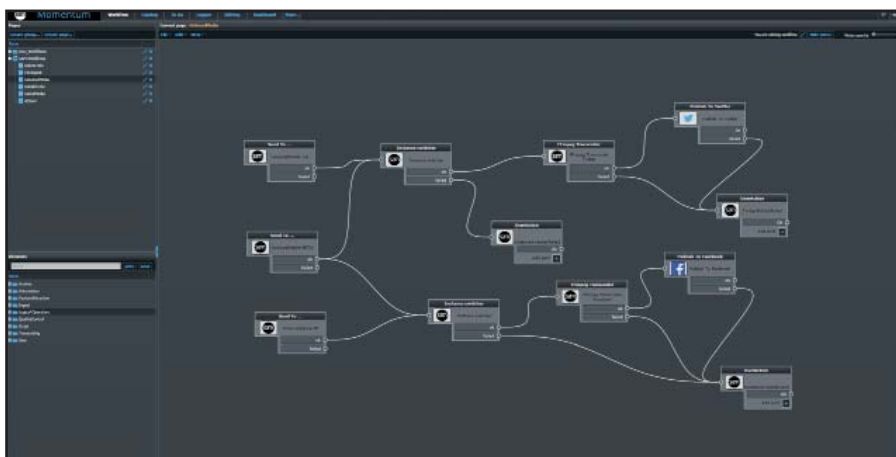
To manage these processes SAM has created a simple, intuitive interface that allows you to create workflows on the fly as well as being able to track the progress of of any piece of content within the workflow.



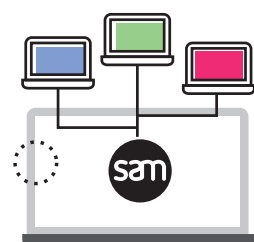
^ The Momentum bin shown within the Rio editing desktop.



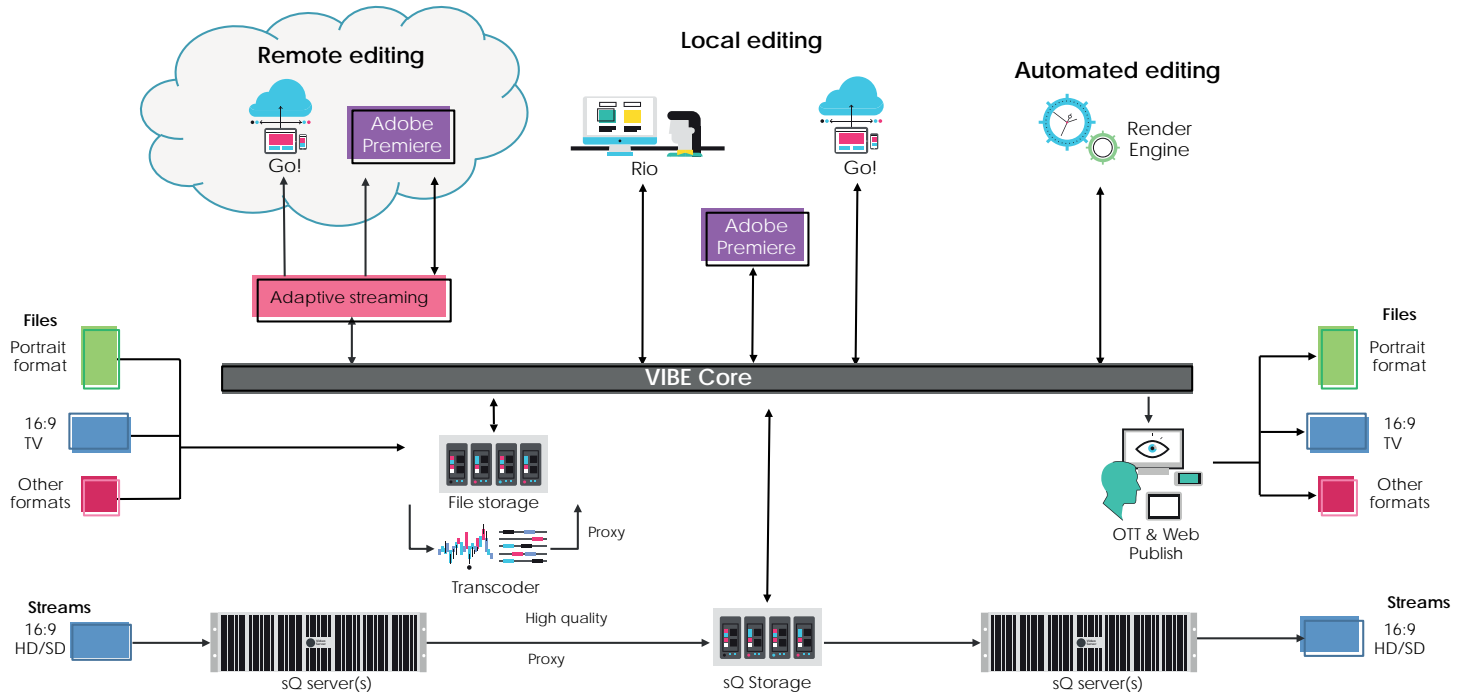
**Momentum workflows manage every aspect of the system**



^ Momentum workflow manager



# Everything to Anything..



To accommodate the fast changing requirements of news gathering in the 21st Century, SAM VIBE is designed to allow you total flexibility.

All content is ingested, stored and managed in its native format. To manage the unique challenges of capturing real-time video & audio streams sQ servers are used for playout to production studios or direct to air.

All other content is handled on generic COTS storage, with the VIBE's PAM providing the Workflow Management Layer.

After editing on your platform of choice, the Rio render engines combine the EDL with your pre-chosen templates for publishing.



Handle media from anywhere





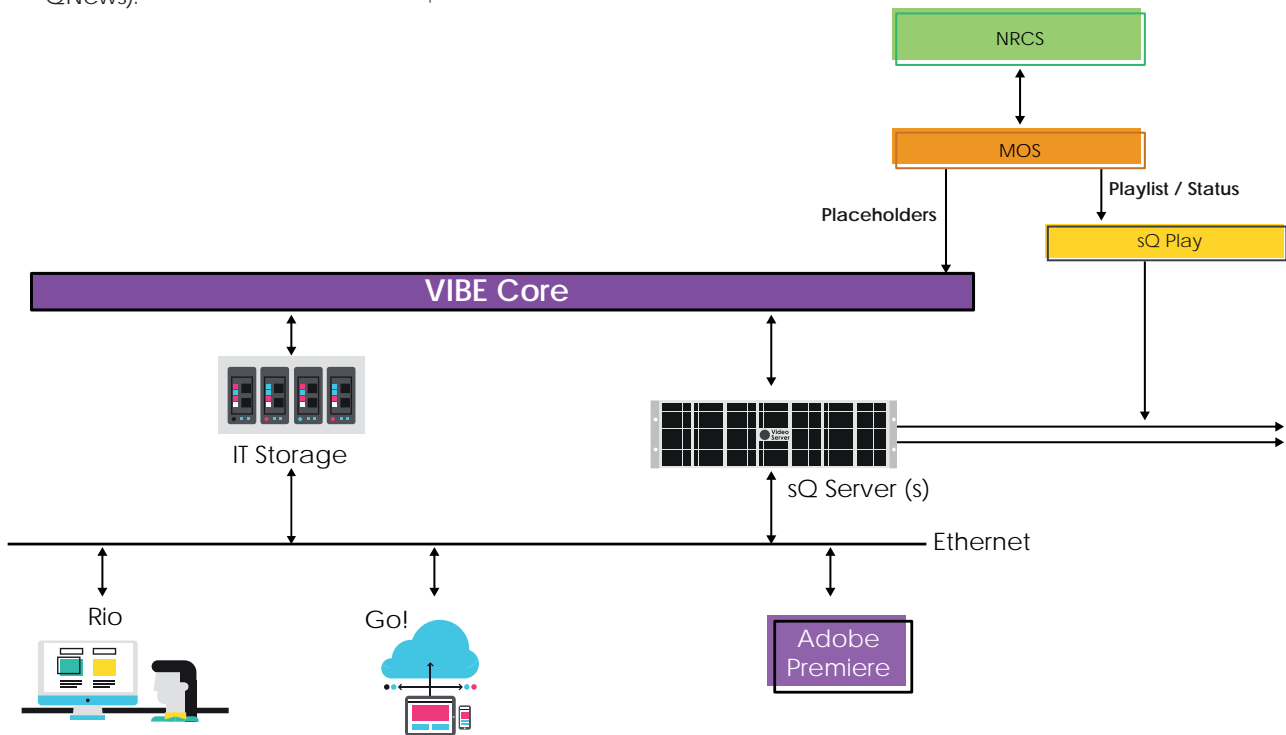
# Newsroom Computer Systems

SAM has long experience of working with Newsroom Computer Systems (NRCS).

- iNews.
- ENPS.
- Octopus.
- Open Media.
- aQ broadcast (formerly Autocue QNews).

Integration with NRCS is based on the well-established workflows with sQ server systems, using a MOS Gateway.

The MOS playlist is loaded by the sQ Play software and multiple playout ports controlled.



Seamless integration with NRCS

# Your news to every screen first.



**SAM VIBE is the fastest and most reliable solution for delivering quality news content to all media platforms.**

**Total coverage from a single production team.**

