

CONTENT MANAGEMENT SYSTEM
AND EDITING SOLUTIONS



2⁻³ PRODUCTION

4⁻⁵ CMS

6 AUDIO

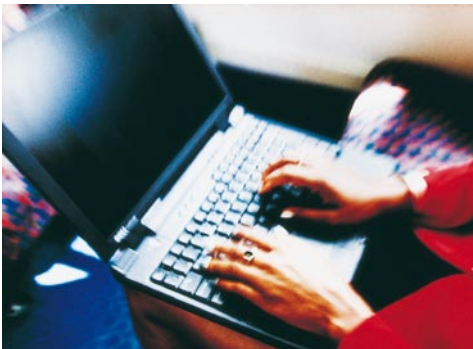
7 VIDEO

8 COMPANY

2

MEDIA PRODUCTION

High-Quality Programs Require High-Level Innovation



In response to increasing competitive pressures, radio and television enterprises have slashed costs wherever possible. Unfortunately, content has become indistinguishable from one program provider to the next, making audience retention and brand awareness difficult to maintain. Now it is clear that broadcasters must invest in innovative technologies that cost-effectively streamline workflows for acquisition, production, and distribution to create unique and compelling content.

DAVID Systems has a long and proven history of helping media companies meet these challenges. Along the way, we have evolved from an upstart with revolutionary ideas to a leading international supplier of digital production systems. Our DigaSystem with its editors, Database Manager and production content management system (CMS) is a recognized standard in the industry and is an indispensable tool on the desktops and laptops of thousands of media professionals.

REFERENCES

COMPENDIUM

ARD-STERNPUNKTE

SWR

RBB

WDR

BR

ANTENNE BAYERN

ORF

RadioFreeEurope

NRK

SVERIGES RADIO

SR DRS

DPA

WNYC



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MEDIA PRODUCTION



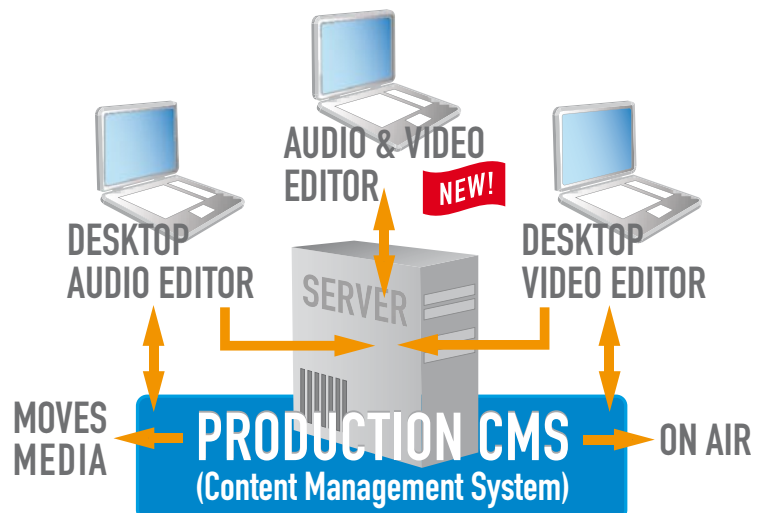
Optimizing Workflows

Business success is determined by the speed, stability and quality of the workflow as a whole. To realize true efficiency, media can no longer think in terms of individual workspaces. Working in concert with our customers, DAVID Systems has simplified system integration by developing interfaces to external platforms that link isolated applications into a coordinated network. In addition, the DigaSystem's powerful back-end and administration modules enable customers to transparently automate production processes.

TV and Radio Production

DAVID Systems' cutting-edge audio and video editors allow customers to share content and assignments between their radio and TV operations, enhancing brand awareness and workplace efficiency.

BI-MEDIAL PRODUCTION



4

CONTENT MANAGEMENT

Producing and Distributing Content – Independently of Location, Format, and Medium



Up-to-date information can be supplied in a variety of formats from many different sources including audience contributions, stringers on assignments, and field reporting. Working quickly, editors adapt the length and focus of a piece to tailor the content for different target programs, channels and media.



Audio and Video

DAVID Systems' DigaSystem includes a built-in CMS that offers perfect support for your global production processes.

All content can be accessed at any time from any workstation – by 20, 200 or 2,000 and more employees – from any location in the world and always in the file format you need, either in its entirety or just a specific segment.

Our superior Metadata management system ensures that the required information is found quickly and reliably. This maximizes the value of your content over the course of its entire life-cycle – including extending its applicability to both radio and television.

5 CONTENT MANAGEMENT

Database Manager: A High-Performance Tool

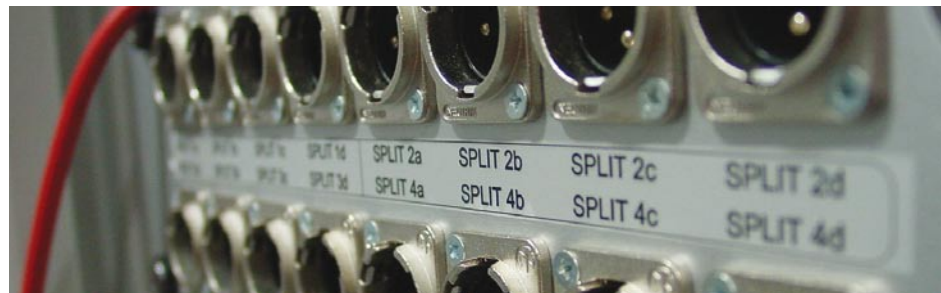
The DigaSystem's high performance and functionality does not interfere with standard editorial procedures. On the contrary, DAVID Systems' Database Manager is a first-class desktop tool offering quick searching and easy access to content and Metadata. Every user can find all the important and authorized editors and tools they need with one simple click. The scope for integration offered by our backend modules is virtually unlimited. Critical workflows can be efficiently automated, while flags and attributes make the status of all

pieces transparent. Initiating the saving process is enough to trigger background processes like format conversion, data transfer and delivery to broadcast servers for audio and video, with a wide range of options from surround sound to DMB / HD Radio to Website formats and podcasts.

Like you, DAVID Systems thinks in terms of end-to-end workflows which is why our CMS easily integrates with existing asset management and play-out systems as well as other infrastructures.

BENEFITS OF OUR CMS

- Scalable platform
- Independent of location, format, and medium
- Flexible access to content, Metadata, and tools for using the Database Manager
- Programmable filters and views for program management
- Powerful backend tools for automated workflows
- Open, modular architecture to facilitate system integration



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AUDIO PRODUCTION

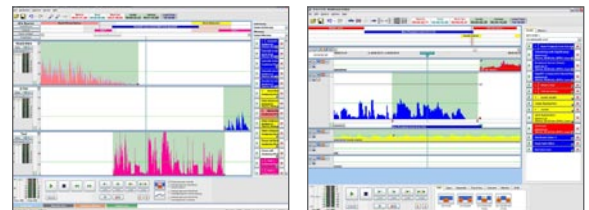
Audio Editors: Setting Standards



Our editing solutions help radio editors to remain focused on their work. The unique Reporter Box combines text and audio clips and offers a dedicated script and prompting workspace for preparing news packages. Using live assist production, pieces can be edited in a virtually „live“ environment on the desktop. And the Windows for one-click recording, SingleTrack editing, and MultiTrack artistic work offer professionals all the functions and tools they need for specific production steps.

Partner of Professionals

The DAVID Systems editing applications enable editing and mixing of audio files regardless of source format. Our wide range of editors encompasses a powerful option for complex, multi-track productions to a light-weight version that makes assembling routine content a snap.



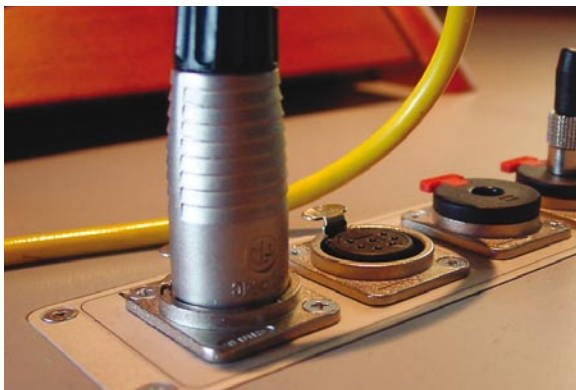
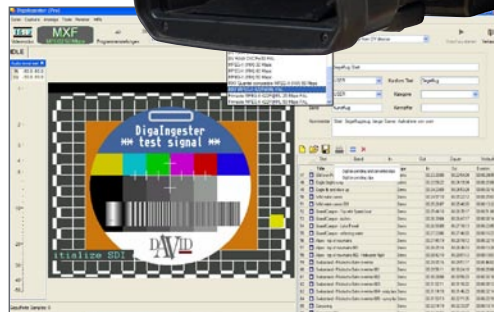
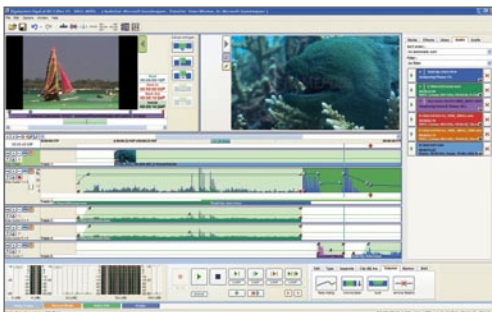
DAVID Systems' SingleTrack, EasyTrack, and MultiTrack editors have long been considered the desktop standard for radio. Technical innovations and time-saving functions such as recording templates, individual FX presets, auto-ducking and other product enhancements are the results of incorporating the extensive feedback from our customers and the people who use these tools.



7 VIDEO PRODUCTION

Video Editors: Tapeless News and Bi-medial Productions

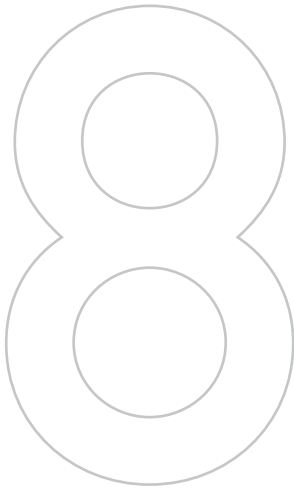
Media convergence and the large number of distribution formats require ever more efficient production structures. The combination of our video editors and our proven cross-media and cross-format CMS allows for completely electronic news production – from ingest to broadcast to archives – using standard IT infrastructure and is infinitely scalable to many hundreds of networked workplaces.



Designed for editorial desktop activities, our video editors provide workspaces for browsing, rough cuts, and editing.

With our editors and CMS, we have created the prerequisites for the most up-to-date "bi-medial" TV and radio production concepts. For instance, the video editor supports editing of standard audio broadcast formats. Conversely, the sound from a video piece can be edited for radio programs using the integrated audio editor.





COMPANY

DAVID Systems GmbH

DAVID Systems' activities are summarized in the five letters of the company name: Digital Audio & Video Integration and Development. The company, with locations in Munich, Berlin and Washington, is a leading international supplier for open, IT-based radio and TV-production networks. The spectrum of customer installations ranges from 20 to over 2,000 desktop workstations.

PRODUCTION

- Media and format independent content management system (CMS)
- Ingest, production, and management
- Audio and video editors

ON AIR

- Custom broadcast servers and integration of play-out systems (TV and radio)
- Complete play-out systems for radio
- Play-out support for different platforms and devices (DMB / HD Radio, mobile, surround)
- Play-out control of video servers

MEDIA

- File and Metadata transfer and conversion for radio, TV and Internet (automated)
- Integration of regional and international studios and mobile teams
- Integration of workflows and peripheral systems
- Archiving

DAVID
s y s t e m s

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