

## Media Technology that Delivers



## Solutions for the media industry



Without doubt, we are living in The Information Age. Whether it is Print media, Television, Radio or Internet, every day an incredible amount of text, video and audio contributions are produced, edited, consumed and archived. To add to this, it is evident that the rate of growth in such digital content is ever increasing. This development poses a key challenge for all media organizations, especially when these huge repositories of data still require quick and efficient handling and manipulation, whilst at the same time having to work within realistic economic boundaries.

For this reason, the technology behind a modern broadcast media environment must work reliably, be able to adapt to the most complex file-based workflows, offer future-proof reassurance in both scalability and functionality, while at the same time remaining easy and intuitive to use. Last, and by no means least, all of this must be achieved economically.

Able to meet all these demands, DAVID Systems is the ideal partner for any organization that wants to have long-term success in the broadcast market. With an established pedigree of helping many hundreds of broadcast media organisations around the world to realize increased productivity goals, we have consistently been a market innovator over the past two decades. This continues to this day and DAVID Systems is constantly pushing the envelope of what is possible, to help its customers and the industry to become more and more productive.



## Competence in Broadcast



Developing high-quality, versatile products which nevertheless are productive and easy to use, has consistently been our underpinning challenge right from the start. Our highly motivated team of more than 50 employees have not only gained experience with our own product portfolio but have first-hand experience of working within media companies and for this reason can offer both credible and realistic advice to customers on how to develop and implement optimized solution concepts.

We offer complete end-to-end modular systems, which are scalable to whatever size our customers need – all based upon established IT standards and commodity infrastructure, with no dependency upon dedicated manufacturers or technologies. With several hundred customers, some of which have over 2000 networked clients, we are undoubtedly one of the leading providers in the broadcast market.

These references range from well-known organizations such as the large public networks in Germany (ARD), Austria (ORF), Norway (NRK), Sweden (SR), Switzerland (SRG), and the United States (RFE/RL, WNYC), to smaller and less complex commercial media organizations looking for turnkey solutions with quick return on investment.

The power and flexibility of our software solutions is well suited for nearly every type of media enterprise that has a need to produce, distribute, monitor, deliver or administer media content in the most productive and economic manner.



# Products and technologies for first-class programs

Our product portfolio contains more than 90 discrete software applications, each with a specific and optimized functionality, that can either work autonomously or be combined with each other, or with other 3rd party components to achieve the most effective customer solution. These products can loosely be categorized into three main areas:



**MEDIA PRODUCTION:** audio and video multi-format editors optimized for quick turnaround journalist workflows; SDI and file ingest solutions including HD support; integration to 3rd party newsroom systems, industry-leading craft editor, as well as a multitude of other studio production systems.

**CONTENT MANAGEMENT & DISTRIBUTION:** cross-media content management with flexible and underlying SOA toolkit for integration to other Enterprise systems; accelerated and automated media file transfer optimized for broadcast production needs with transparent transcoding and metadata parsing within both LAN and WAN networks.

**RADIO BROADCAST:** complete radio automation solutions with central communication service for scheduling and playout; background services for import and export from or to 3rd party systems like music rotation or newsroom systems; flexible scheduling tools with real-time feedback; fully customizable playout application with surround sound, video playout and cart wall functionality.

## ems

ELECTRONIC MEDIA SCHOOL  
SCHULE FÜR ELEKTRONISCHE MEDIEN

RADIO-TV-ONLINE

EDUCATION FOR  
JOURNALISTS

TRAINING  
FOR MEDIA  
PROFESSIONALS

Marlene-Dietrich-Allee 25  
D-14482 Potsdam-Babelsberg  
Tel. +49 331 7313200  
[www.ems-babelsberg.de](http://www.ems-babelsberg.de)

COOPERATION PARTNER OF **DAVID**  
systems

## Full Service together with our Partners

Partners are the basis for DAVID Systems worldwide activities. A consistent and integrated Channel Partner Program enables our partners to take advantage of new market opportunities and makes each of us, especially our customers, more successful. Our partners have the ability to leverage and represent our entire portfolio of products and services based on their core competencies in broadcast products and functionalities, professional services in both solution design and implementation, as well as detailed local knowledge. In addition to our sales partners, we also collaborate with many of the world's leading technology companies to integrate or interface with or within their products.

Together with our local partners we analyze our customers' needs, develop individual concepts and support them during all stages of a project. This way, we ensure that a system can realise its full potential. Then, even after the solution is up and running, the DigaCare service and support concept offers our customers an enhanced service with telephone hotline, update and upgrade services or extended support hours.



Moreover, our Support Information System is a dynamic online portal that informs our customers about new software versions, enhanced functionality, parameters and new products as well as being a forum for customers to exchange information.

Whatever you need: we have a convincing solution to produce, manage, distribute or play out media – whether it is for radio, TV or in a cross-media environment. Just contact us and tell us about your needs and requirements. See for yourself that we have

### Media Technology that Delivers!

**DAVID**  
s y s t e m s

DAVID Systems GmbH  
Ridlerstr. 31 b  
80339 München  
Phone: +49 (89) 540 139 0  
Fax: +49 (89) 540 139 50  
E-Mail: [office@davidsystems.com](mailto:office@davidsystems.com)  
[www.davidsystems.com](http://www.davidsystems.com)

**x.art**  
p r o . d i v i s i o n

- Production Tools
- Broadcast Solutions
- Media Processing

*Your DAVID Partner  
in Austria!*



## KVM Broadcast solutions

**OB Vans** - we enable simultaneous access to computer technology from all places

**Studio Environment** - G&D products facilitate the removal of computer equipment out of the studio into the plant room

**Mobile Radio Transmission** - our solutions ensure a quick and flexible interconnection and control of computers

**Post Production** - we arrange computer free offices

<http://broadcast.GDsys.de>

Guntermann & Drunck GmbH · Dortmund Strasse 4a · D-57234 Wilnsdorf  
Phone +49 (0) 27 39/89 01 - 100 · sales@GDsys.de

Turning technology into solutions!

seit 1985

Guntermann & Drunck  
GmbH



# N-TEC Storage Solutions

## *optimized for audio- and video editing*

stand for extraordinary reliability and quality without any compromise.

Most modern management and security functions protect from downtime and increase productivity.

Best scalability, multiple configuration options and miscellaneous extensions are making N-TEC products applicable universal and allowing the integration in every environment.



rapidNAS/SAN xx316  
3U Storage, up to 16.0 TByte



rapidNAS/SAN xx524  
5U Storage, up to 24.0 TByte



ICEBOX SQS family  
- SAS and / or S-ATA II HDD  
- FC-, SAS or iSCSI host connection

**N-TEC GmbH**  
Oskar-Messter-Strasse 14  
D- 85737 Ismaning  
Phone:+49-89-958407 -0  
Fax:+49-89-958407-11  
<http://www.ntecgmbh.de>



"Made in Germany"