

Live-Update

for ADC[™] Automation



BXF Integration of Traffic and Automation

Live-Update[™] for ADC[™] connects your traffic schedule directly to your playlist using SMPTE BXF data exchange. Eliminating the need for manual communications and handwritten playlist changes, Live-Update is a simple workflow solution with big benefits.



Faster Workflow

Efficiently manage the schedule with a seamless, interactive operational environment

- Securely integrate ADC automation with Harris[®] OSi-Traffic[™], Broadcast Master[™], Vision[™] and third-party BXF-compliant traffic systems
- Automatically receive and process late changes to the log

Higher Revenues

Maximize revenue by making inventory available up to the last minute

- Reduce operator workload and improve playout accuracy by streamlining traffic and automation workflows
- Send As-Run information and error alerts to traffic
- Create same-day make-goods

Reduced Errors

Instant two-way feedback eliminates manual exchange errors

- Synchronize automation playlists with traffic logs
- Enable operator approvals for last-minute playlist changes

For more information, please visit www.broadcast.harris.com/adc.

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