



Harris Advanced Media Center

Harris Broadcast technology powers the newest media networks.

The Advanced Media Center at Harris Corporation's headquarters in Melbourne, Florida, provides 24/7 control and monitoring of data and communications assets worldwide. Building on its traditional telecommunications and data communications expertise, Harris has expanded its capabilities for video-based networks with the latest systems from its Broadcast Communications division. Today, Harris manages a highly automated media center with extensive capabilities for efficient processing of both linear video channels and file-based content.



For media companies seeking to leverage TV and Web convergence into the new interactive and personalized offerings of "Television 2.0," the Harris Advanced Media Center offers a highly integrated range of interoperable solutions for multichannel operations and extensive corporate experience in developing and managing global, mission-critical networks.

SOLUTIONS SNAPSHOT

Industry

- Multichannel media delivery services

Business Challenge

- To provide highly interoperable and highly automated operations to support today's most challenging media delivery models.

Technology Solution

- Harris software and automation (Enterprise Management, D-Series DSX™ automation, Vision™ scheduling, Landmark™ airtime sales, Invenio® Content Management)
- Harris signal processing and routing (6800+™, Platinum™ router, NEO® advanced processing)
- Harris servers (NEXIO AMP® advanced media platform)
- Harris encoding (NetVX™ video networking)
- Harris media management and delivery (Intelligent Media Mover™, Helium™)
- Harris control and monitoring (CENTRIO™ multiviewer, CCS Navigator™, NUCLEUS™ network control, Vidiem™ element management)
- Harris test and measurement (Videotek® QuiC™, TVM-950)



Business Challenge

As the Internet and media worlds converge — and viewers begin to consume what they want when and where they want it — media organizations are exploring, planning and implementing ways to grow their network services. As a result, new media opportunities are rapidly proliferating, such as advanced set-top boxes, handhelds, mobile phones and the Internet. However, traditional management approaches to media delivery continue to be labor intensive.

In today's digital world, a wider range of technology can be deployed in the creation of media networks. These solutions result in the ability to launch new business models that not only deliver cost-effective, world-class media services but also open up the doors to new revenue streams.

The extensive management of content for specific customers requires a broader range of control, visibility and automation than is typical of a traditional video headend. And the effective delivery of this content requires a higher degree of integration and metadata utilization than is typical of most multichannel delivery systems.

Technology Solution

When media networks and content companies turn to the Harris Advanced Media Center, they can focus on expanding their customer base with the confidence that the highly integrated and automated Harris facility will deliver the right experience at the right place at the right time.

Outside the Media Center, the 7-meter downlink and uplink facility is managed 24/7 by Harris MCS, a sophisticated communications network monitoring facility also located on the Harris Melbourne, Florida campus.

Leveraging the latest interoperability standards, such as the Broadcast eXchange Format (BXF), and the metadata management capability of the Harris software tools, the Harris Advanced Media Center easily manages your program schedule with integrated air-time sales, scheduling, asset management and playout automation systems.

Proper display of video content is optimized by using the Active Format Description (AFD) throughout the facility.

In the Harris Advanced Media Center, routers, servers and signal processing and cross conversion equipment completely support AFD metadata processing and transport, while Harris test and

The personalized TV service, Sezmi, uses the Harris Advanced Media Center to ingest, manage and deliver its personalized viewing experience for subscribers across the United States.



Business Value

With the industry's broadest range of advanced media workflow solutions, a proven commitment to interoperability and years of expertise in designing and operating mission-critical network operations centers, Harris Corporation can be a key resource for companies planning to implement ambitious media delivery services.

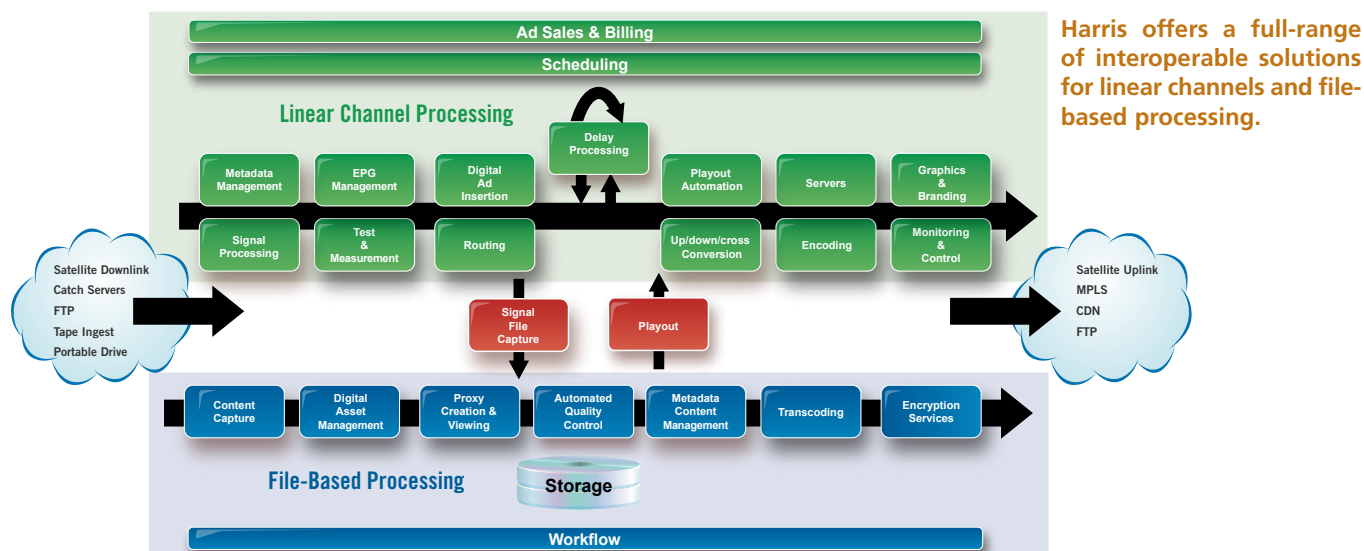
measurement products help to ensure successful aspect ratio conformance and overall signal quality from content ingest through playout and distribution.

To provide a sophisticated programming service in a cost-effective manner, the Harris Advanced Media Center efficiently monitors the flow of all content going into and out of the center with integrated network management and monitoring via Harris multiviewer displays.

One notable company that has turned to the Harris Advanced Media Center is Sezmi Corporation. Sezmi was founded with an ambitious goal: to redefine the television experience with the first-ever personal television system. Sezmi plans to offer the best of TV and the Internet in a seamlessly integrated, personalized service when they launch in U.S. markets in 2009.

The Harris Advanced Media Center features the latest Harris Broadcast products, including the NEXIO AMP advanced media platform.





The Sezmi business model exploits the full capabilities of the Harris Advanced Media Center. Consider some other new and emerging media delivery models that could benefit from our highly automated and integrated capabilities of the Harris Advanced Media Center:

- *Linear Channel Distribution/Transmission.* From small video services that need specialized encoding, encryption and delay capabilities to the linear content distributed to a digital signage network, the Harris Advanced Media Center offers such key capabilities as scheduling, promotion/ad insertion, SCTE35 signaling for downstream consumption, up/down/cross conversion, specific encoding (MPEG2, H.264, ATSC Mobile DTV) and highly secure encryption.
- *VOD/Push VOD.* Regardless of the video on demand (VOD) model, the Harris Advanced Media Center can provide the required workflows for VOD assets across a wide range of sources. Specific building blocks for VOD include asset ingest, automated QC, metadata management, proxy creation/viewing, light editing, encoding, encryption, asset distribution and archiving.
- *Enterprise Digital Signage Networks.* Combined with industry-leading Harris digital signage tools, the Harris Advanced Media Center can provide enterprise-class digital signage solutions and out-of-home advertising networks. Scheduling, asset acquisition, preparation and distribution, proof of performance and equipment monitoring enable near end-to-end signage networks.
- *Advanced Advertising in "Headend in the Sky" IPTV Solutions.* Through the SCTE35 embedded signal processing of the Harris Advanced Media Center, remote distributors can take advantage of local avails. Harris scheduling, traffic management, asset distribution and splicing make it easy to manage advertising insertion centrally while executing it locally.
- *Call-Letter Back Office.* As station groups seek ways to reduce operating expenses through centralized service centers, the Harris Advanced Media Center can offer additional savings with program scheduling, traffic management, content ingestion, and master control services.

No matter where you are in your network planning, take a good look at the Harris Advanced Media Center — either as a turnkey provider to deliver your specific services, or as an example of the highly interoperable systems that Harris can offer for your own facilities.

From products to systems, from services to complete network operations management, Harris stands ready to offer you the solutions you need to excel with today's most advanced media workflows.

To learn more, please visit www.broadcast.harris.com

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