

Icon Series™

Master Control and Branding Solutions



ICON SERIES™

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A Family of Products and Integrated Applications for Master Control and Branding

When it comes to master control and branding, the market demands flexible and sophisticated on-air presentations. The market also requires an advanced, future-proofed family of products that allow broadcasters to meet and surpass the requirements of today's television market. The Icon Series™ — IconMaster™, IconStation™, IconLogo™ and IconKey™ — is the premiere family of master control and branding products, providing you with the tools to capture your audience's attention.

IconMaster, IconStation, IconKey and IconLogo are designed to provide all the functionality you need to capture and keep your audience's attention. The Icon Series allows you to stay ahead of the competition in an environment in which high-impact, sophisticated transmission will be the deciding factor as to whether or not your audience stays tuned to your channel. With an easy-to-use interface, the Icon Series significantly reduces the

time needed to create complex on-air looks.

The Icon Series products are designed to operate in either HD or SD, making them easily adaptable to future requirements. The Icon Series family also continues to expand its control protocol, making it easier for asset management and automation systems to simplify the workflow for broadcast personnel.

IconMaster — Feature-Rich Master Control Switcher



The IconMaster is a small-footprint, feature-rich master control switcher designed to meet the ever-changing demands of today's broadcasters.

With the system's wide array of features, broadcasters are often amazed to discover that IconMaster is a modular card set within the NEO® advanced modular processing platform. Furthermore, the IconMaster system's high degree of reliability — providing superior HD quality and uninterrupted transmissions — helps broadcasters preserve their revenue streams.

IconKey — Serial Digital Keyer



The IconKey is the latest in the DSK series of full-featured, serial digital keyers. This full linear keyer offers many of the same features found on high-end production switchers.

IconKey can be used both standalone or in combination with the IconLogo and IconMaster, extending the capabilities of both of those products.

Key Benefits

- Harris® ONE™ Solution: Only Harris delivers the complete solution that brings together highly integrated and cost-effective products.
- IconMaster features strong interoperability with other Harris products such as:
 - CENTRIO™ breakthrough multiviewers
 - Platinum™ routing switchers
 - XHD™ up/down/cross aspect ratio converter
 - CCS Navigator™ advanced network monitoring and control navigation

Key Benefits

- Dynamic – Fully dynamic inputs or 12 to 22 static inputs
- Configurable – One product for SD and HD
- Modular – Flexible card set provides only the features you need
- Richly featured – Internal and external branding, EAS, full-quality DVE
- Scalable – True multichannel operation for control panels, switchers and monitoring
- Fully Integrated – Master control to router to multiviewer
- Channel Density — Up to six channels in 3RU

Key Benefits

- Features two external fill+key inputs plus two audio overs
- Optional MGI-3903 adds four internal branding layers
- Modular NEO-based design
- SD/HD compatible

IconStation — Advanced Channel Branding System



IconStation provides all the tools you need to design your high-impact, on-air look. It is proof that creating sophisticated, high-energy and visually pleasing branding presentations doesn't have to break the budget. IconStation features an easy-to-use interface that allows graphic artists to begin work within hours of receiving the product, resulting in easy integration and increased productivity. IconStation is the branding product all broadcasters should have.

IconStation also protects the broadcaster's investment by being SD-HD capable, ensuring a smooth transition to HDTV.

Key Benefits

- Infinite layering
- Animated, highly sequenced
 - Promos
 - Crawls and tickers
 - EAS, Amber Alerts and school closings
 - End credit squeezes
- Single- and dual-channel effects
- Optional 2D and 3D DVEs
- Simultaneous program/preview
- Tight integration with branding management and automation systems

IconLogo — On-Air Channel Branding System



IconLogo provides a high degree of functionality and performance at a low cost. As the market leader in on-air branding, IconLogo offers broadcasters a reliable, full-featured, robust branding solution.

IconLogo also features tight integration with IconMaster and numerous automation systems, making IconLogo a "must have" in every broadcaster's on-air branding system.

Key Benefits

- Features four fully independent layers to support:
 - Still, animations, bugs, audio
 - Crawls, EAS alerts
 - Time and temperature
- HD/SD configurable
- Discrete audio over
- External key + fill input

Connectus™ — Centralized Branding Asset Management



Connectus™ greatly simplifies your unique branding workflow — from creation to management to playout. Whether you are managing one channel or multiple channels at multiple sites, Connectus will significantly streamline your operations.

Connectus facilitates content storage and distribution between multiple Icon Series systems, and also provides functions for content revision control, device management, device monitoring and error alerting, and access rights management.

Key Benefits

- Manages the playout devices: IconStation, IconLogo and the central file store
- Creates a multi-level approval system with e-mail notifications
- Functions locally or in distributed environments
- Supports all Harris graphics and branding products

IconMaster™

Feature-Rich Master Control Switcher

IconMaster is a feature-rich master control switcher designed to provide broadcasters with all the tools needed to compete in a rapidly changing broadcast environment. Around the globe, customers continue to choose IconMaster, as it is fully configurable between HD and SD formats and performs well within environments from automation to full manual control.



Tighter Integration with Third-Party Products

IconMaster continues to expand integration with routers, branding engines, automation systems, asset management systems, and down-stream compression devices. Whether the devices are from Harris or from third-party vendors, IconMaster can accommodate any channel release design.

The IconMaster master control switcher brings unprecedented scalability, with powerful new control options for multichannel environments. The switcher leverages the new IconMaster SCP, a software control touch panel that centralizes management for users by controlling multiple channels connected by multiple IconMaster module sets. Newly expanded integration with Harris CENTRIO

multiviewers and Harris Platinum routers provides users with flexible viewing and control of content and screen layouts in single and multichannel environments.

Unsurpassed Flexibility

IconMaster offers unrivaled flexibility. Routing can be either internal or external, with 12 to 22 static or dynamic inputs, and the source inputs can be limited to the size of the router. From manual or full automation mode or from assignable squeezeback position to assignable clean output to assignable key priority — you have the power to choose. And IconMaster takes advantage of the integration of all Icon Series products, leveraging the power of IconLogo for its core branding engine.

Features

Flexible Modular Design

- HD- or SD-configurable with no hardware changes
- Two or three NEO®-slot solution to provide up to six channels in 3RU
- Optional assignable (two-channel) squeezeback DVE with third background input in multi-stage effects

Single or Multichannel Control

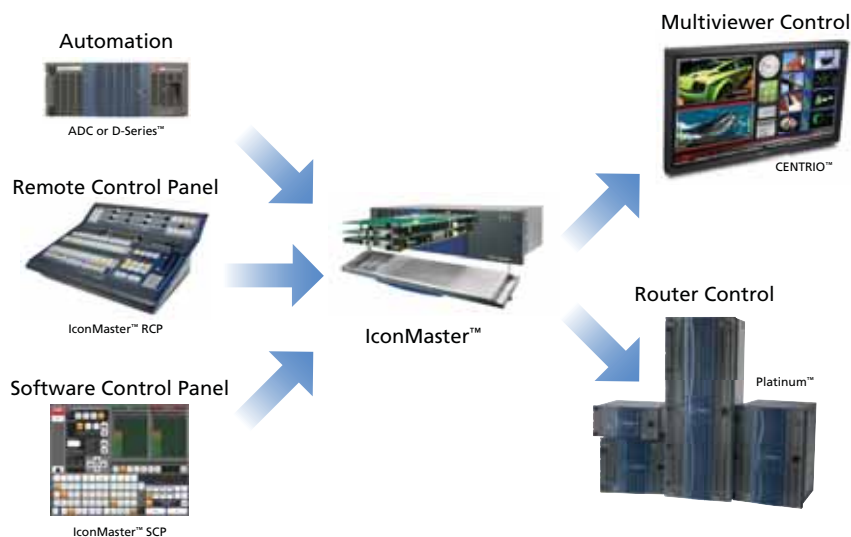
- 12 or 22-input deskmount/rackmount control panel or touch screen-driven software control panel
- Ability to operate multiple channels from single panel including primary/secondary modes

Routing Options

- Internal or external routing
- Dynamic routing control capabilities allow router inputs to be re-mapped on-the-fly
- Automatic control of emergency backup source routing

Audio Control

- Dedicated audio control panel offers direct access to channel and audio over gains and ratios
- Ability to control clusters, pairs, or mono channels
- Fast reset for single-button reset of audio and video processing parameters



IconStation™

Advanced Channel Branding System

In broadcasting, channel branding and station identity have become increasingly important for stations wanting to differentiate themselves from the competition. IconStation provides the tools broadcasters need to design that high-impact station identity. It also provides broadcasters with a

sophisticated, on-air presentation and easy-to-use interface that simplifies the creation, display and maintenance of a consistent "brand," allowing broadcasters to go to air with data-driven content, logos, time/temperature display, rolls/crawls, and EAS information.



Unmatched Graphic Capabilities

IconStation is a revolutionary on-air branding system leveraging the innovative Inscribe® platform to deliver spectacular on-air graphics. IconStation combines unlimited layering, integrated Inscribe character generator, clip player, audio stingers, tickers with real-time data, squeezeback DVE and much more. Overlay static and animated graphics, station IDs, promos, moving backgrounds, EAS and emergency alerts, local news and advertising — quickly and easily. Independently control the display of bugs, clocks, crawls, logos, graphics, clips, video and animations to create a clear and distinct on-air brand and differentiate you from the competition. Integrate IconStation's powerful branding capabilities in master control environments, satellite uplink locations and mobile broadcast centers.



Easy-To-Use Interface

From within a single 3RU system, IconStation offers the most sophisticated on-air graphics creation and playout capabilities available to broadcasters today. Combine the small form factor with an intuitive user interface and quick learning curve, and the result is a streamlined workflow that allows a single operator to create, deliver and control all station branding.

Automation Integration

The Icon Series continues to offer ever-increasing integration with master control switchers, automation systems and asset management software such as Connectus.



Features

- Automated squeezeback, crawls, snipes, animated/still graphics, and video clip playback
- Built on the high-end Inscribe graphics engine
- Unlimited layering, including an integrated CG, clip player, 2D and 3D DVE, rolls and crawls
- Ability to load and control up to five concurrent layouts of independent bugs, crawls, animations, clocks and more
- HD or SD configurable
- Single or dual inputs, program and preview out
- 8-channel embedded and/or 4-channel AES discrete
- Control options: manual, keypad, automation (Ili and XML), GPI
- Data integration for linking on-air graphics with databases, data feeds or text files for automatic updates to keep the information current
- Intuitive, drag-and-drop user interface allows users to get to air quickly
- Quick editors to modify content with fast and easy updates
- Branding media management with Connectus, FTP or IconStation Offline application

On-Air Channel Branding System

The extensive feature set, high level of performance and reasonable cost of IconLogo have led broadcasters around the globe to make it their branding device of choice. Whether the branding requirements include time and temperature, stills and animations, audio clip playback or a crawl for late-breaking news, IconLogo delivers.

Proven Dependability

IconLogo is the fourth-generation product in the successful line of Harris branding products, adding advanced capabilities for today's digital (SDI and HD) and analog master control, production and mobile environments. It will key four independent logo layers (static, animated, clocks, crawls and text titling) in HD or SD — each with size, position, transparency and fade control. Providing full audio support and Ethernet connectivity as standard, IconLogo performs exceptionally well in live-to-air manual environments and automated operations.

Integration with Automation Systems

IconLogo interfaces seamlessly with automation systems such as Harris ADC™ and D-Series™ playout automation, as well as third-party systems — providing full functionality and flexibility to the broadcaster. IconLogo also links Connectus, the Harris branding asset management software, for centralized management of multiple IconLogo systems network-wide.

Protects Your Investment

Your investment is protected with an easy upgrade path from IconLogo SD to IconLogo HD. It can also easily be upgraded to a full IconMaster solution with a field module upgrade.



Features

- Inserts up to four logos at once in HDTV and SDTV
- Up to 999 logos can be stored, including:
 - Static and animated logos
 - Digital/analog clocks (with or without temperature)
 - Optimal crawls/dynamic text
 - Static text
- Programmable quick selects for easy recall of complex setups
- Ability to transfer files via Compact Flash, FTP or LogoCreator, directly over the Ethernet connection, or via Connectus.
- Four-channel AES capability with:
 - 24-bit resolution, embedded and/or discrete and/or internal clips with support for WAV, AIFF and AIFC formats
 - Audio only or associated with logo element (Logo/Clock/Crawl)
- Downstream PGM/Preview mode or Upstream Key/Fill mode
- Programmable GPLs for logo selection and key on/off
- Optional EAS support with interface to TFT and Sage

Connectus™

Centralized Branding Asset Management

Connectus simplifies the daily chore of managing branding assets across numerous channels or branding devices. Connectus has a multilevel approval system and an intelligent schedule engine, allowing customers to manage their database during low traffic times.

Connectus is dedicated software designed to distribute branding content among multiple IconStation systems. Designed to run on a PC, Connectus facilitates content distribution using LAN or WAN network connections. FTP transfer of content allows customers to distribute branding content within a facility or among remote IconStation systems located anywhere in the world.

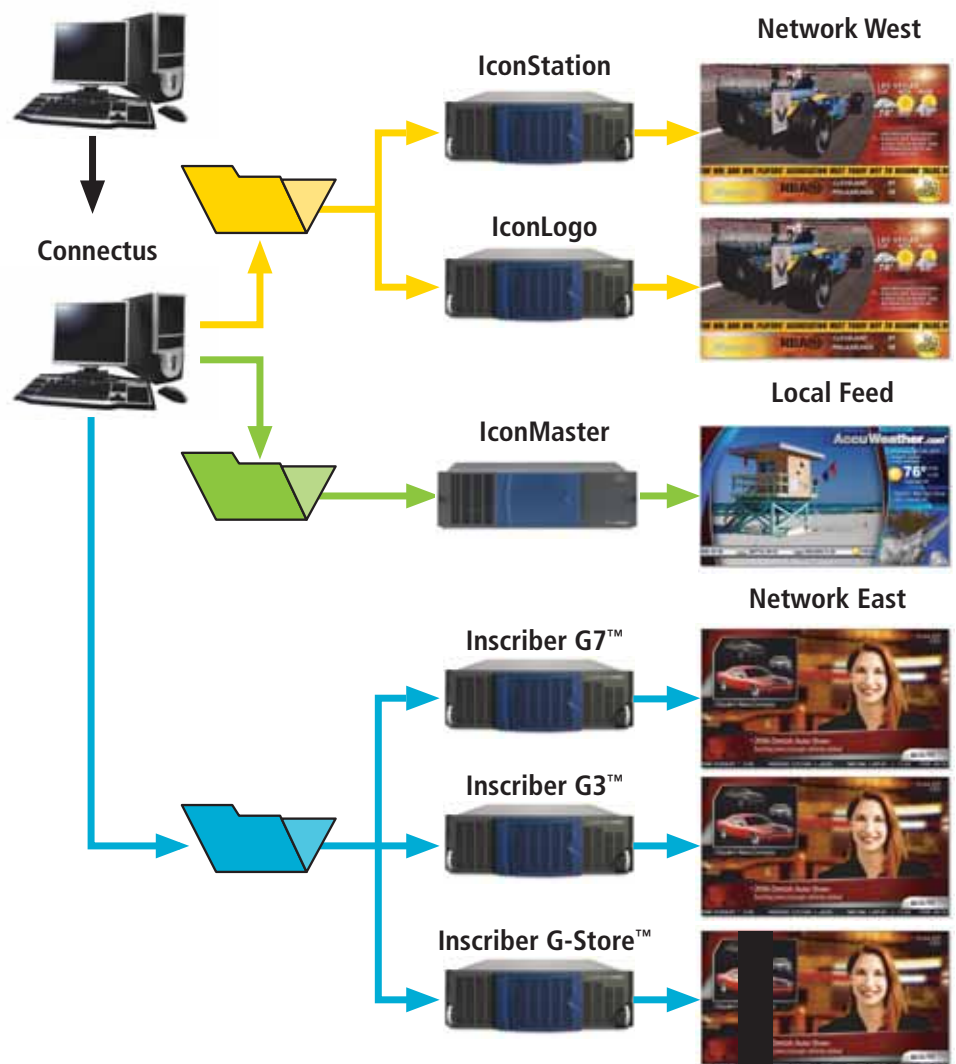
Connectus defines and sets the workflow for content management within your network, and defines where and when branding content needs to appear. Connectus then publishes the necessary files to a specified file server location and notifies the specific IconStation to retrieve modified branding content from the file server.

Connectus can either be purchased as a Harris turnkey solution (software and hardware bundled together) or as a separate software license.

With Connectus, one user can control an entire local or global branding network. Defining channel groups in Connectus allows complete control over localized presentations. Each group can be viewed as a separate network feed.



Connectus Workflow



ONE Company for Workflow Solutions Throughout the Media Chain

Harris is the ONE company delivering interoperable workflow solutions across the entire media delivery chain — providing today's broadcaster with a single, integrated approach to capitalize on the benefits of IT and mobile applications. By providing unparalleled interoperability across our product portfolio, Harris is able to offer customers integrated solutions that improve workflows, save money, enable new revenue streams and provide a migration path to emerging media business models. To meet the evolving needs of broadcast, distribution, government agencies and entertainment businesses, Harris is the ONE answer for change.

Service And Support

At Harris, we are committed to customer service excellence. It is our goal to provide the highest level of support by applying a simple rule: We take ownership of helping our customers succeed. Our support teams consist of innovative technical experts who support all situations regarding product performance, integration and operational processing. We are adept at providing proven solutions, making workflows better and ensuring reliability of the product and system. At Harris, our experienced and dedicated teams stand ready to help you meet your goals for premium product performance, 100% up-time and reduced maintenance investment.

Warranty

Because we want to assure you that Harris stands beside its products and system solutions, our products carry a standard set of warranty services, which are competitive with — and in some cases outperform — others in the industry.

Service Packages

We offer value-add services that allow you to customize the level of services you need in meeting mission-critical performance levels. Our service package options offer many ways to upgrade your standard warranty by choosing the All-Inclusive OnePak, or by selecting individual services from our extensive portfolio. Our service and support advisors can assist in the selection of the individual services that best suit your requirements.

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

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