

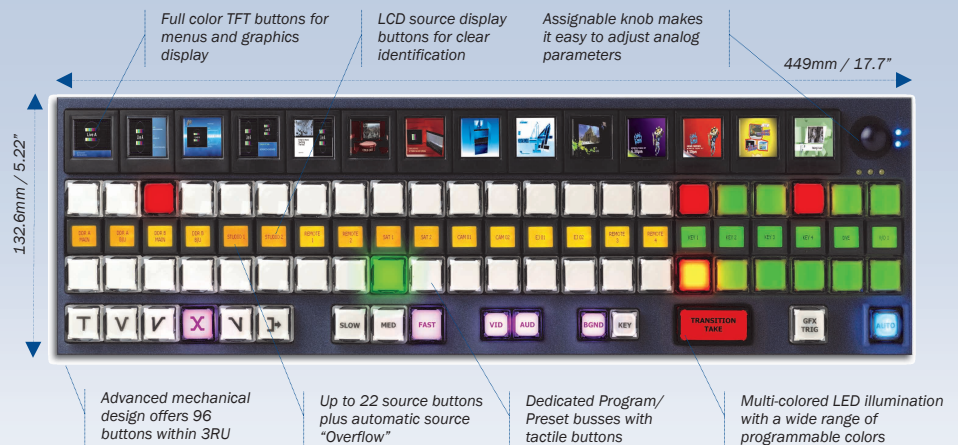
BRANDMASTER PRODUCT UPDATE

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Master Control for the future

With the introduction of BrandMaster, the first range of Branding Switchers, Pixel Power created a new cost effective way to present channels with dynamic branding.

Now, with over 40 channels on the air and growing interest from major networks around the world, Pixel Power is introducing an exciting new type of dedicated control panel and major enhancements to soft panels for BrandMaster.



Dual redundant panel power supplies • Low power silent operation • Shallow panel depth for desk or rack mounting

The new Video Switch Panel (VSP)

In today's dynamic multi-channel broadcast world most Master Control switching is automation driven. Operator control positions continue to be used, but the requirements have evolved. Today's operator may have to monitor many channels at once and be

"VSP will have users re-thinking what can be done within a standard 19-inch width and 3RU form factor."

ready to take over manual control in an emergency, or for a live event. This demands compact, but easy to use panels that can quickly be assigned to any channel, be responsive, and clearly convey maximum information in a small package.

Intelligent design combined with the TFT technology, enables operators to do more actions directly from the panel, rather than having to work through multiple levels of nested menus.

Bringing information more clearly to the operator means fewer mistakes on air and helps a single operator control and monitor more channels from one location, saving both capital and ongoing expense.

- Technical Highlights**
- **Dual Redundant panel power supplies** – for enhanced reliability
 - **Low power silent operation** – saves energy and provides mounting flexibility
 - **Advanced mechanical design keeps within 3RU** – avoids need for more desk space
 - **Shallow panel depth allows desk or rack mounting** – permits desk layout flexibility
 - **Assignable knob to adjust analog parameters** – enhances operator "comfort"
 - **Up to 22 source switches and automatic source "Overflow"** – reduces operator confusion and possible mistakes
 - **Dedicated Program/ Preset busses with tactile switches** – enhances operator confidence and reduces learning curve
 - **Multi-colored LED illumination with wide a range of programmable colors and LCD source display/switches for clear identification** – provides clear status to operator to reduce confusion and on-air mistakes
 - **Full color TFT switches for menus and graphics display** – provides clear status to the operator to reduce errors

Pixel Power's exciting new VSP meets and exceeds these needs, literally putting more information at the operator's fingertips using full color TFT switch technology (a first in broadcast control panels).

With a layout instantly familiar and comfortable to Master Control operators worldwide, VSP adds advanced capabilities to customize switch functions, display assigned source names, and to show channel idents and graphics in full color.

Combining the latest technology, well proven tactile switches for source selection, and advanced electro-mechanical design, Pixel Power has put together a panel that will have users re-thinking what can be done within a standard 19-inch width and 3RU form

Control options to suit you

BrandMaster is designed to work with any combination of hardware and soft control panels, including touch screen displays.

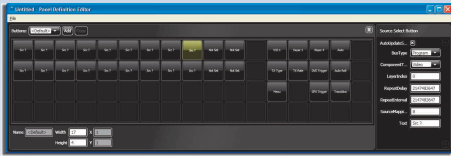


VSP Soft Panel

All panels are fully user programmable and designed to work efficiently in multi-channel installations.

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Pixel Power's advanced panel layout tools are included with all systems, making it easy not only to get up and running quickly, but to modify panels based on changing operational needs, and even to use different layouts during the broadcast day.



Pixel Power Panel Definition Editor

PPMC for Brandmaster

The latest release of the Pixel Power Management Console fully supports creating custom soft panels for BrandMaster. A built-in layout editor is included that brings drag-and-drop simplicity to the process of creating or modifying a panel design. In addition to supporting any traditional layout required by operators, PPMC goes beyond mere hardware panel mimicry to enable unconstrained panel designs to suit any requirement. This allows PPMC to unlock novel control possibilities such as the use of touch screens, including multi-touch and gestures, to lend further flexibility to efficiently meet any master control requirements.

New version of PPRCS

The Pixel Power Router Control Server has been enhanced to include router salvos. Usually found only on expensive, stand-alone router solutions, Pixel Power has built this capability directly into BrandMaster to allow the use of low-cost routing switchers. This gives broadcasters new cost effective options to consider when designing their master control systems.

The feature means that single button channel assignment can now be made from any BrandMaster control panel. Upon selecting the new channel to be controlled, sources, destinations, panel labelling, and monitor wall feeds all re-map automatically, instantly reflecting the support requirements for the current channel.

Multiple BrandMaster systems can be added and controlled

Comprehensive monitoring of AES and encoded audio (Dolby® E and/or Dolby Digital)

Preset and Program windows ensure the correct graphics are taken to air

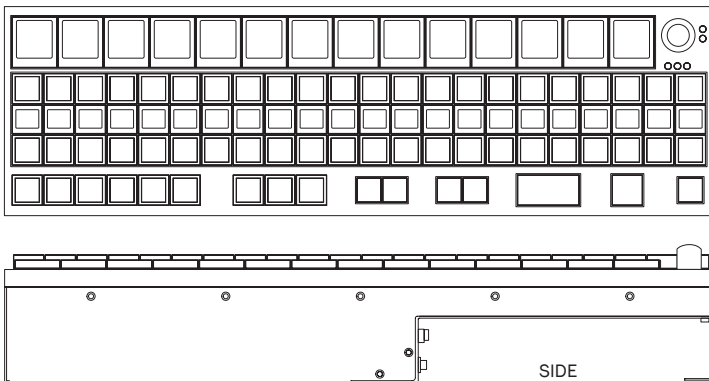


Comprehensive configuration of all BrandMaster system settings

All functionality available on the hardware VSP is available in a soft panel version within the PPMC GUI

PPMC controlling BrandMaster

FRONT



TECHNICAL SPECIFICATIONS, LAYOUT AND REAR I/O

Dimensions: 3RU
 mm: 449w x 132.6h x 71d
 inches: 17.7w x 5.22h x 2.79d
 Weight: 3Kg (6.6lbs)
 Power: 12V DC, Dual Redundant External PSU's

Not to scale

I/O

