

# JGater ADSys

## Ad Insertion Systems

REV 1.6

# DTMF (Dual Tone Multi-frequency)

- These are the tones you hear when you press a key on your telephone. When you press a key a pair of tones are generated.
- In the phone system the pairs of tones (dualtone) are used to trigger the switching equipment to “dial” a specific number. Different pairs of tones (Multi Frequency) represent different numbers.

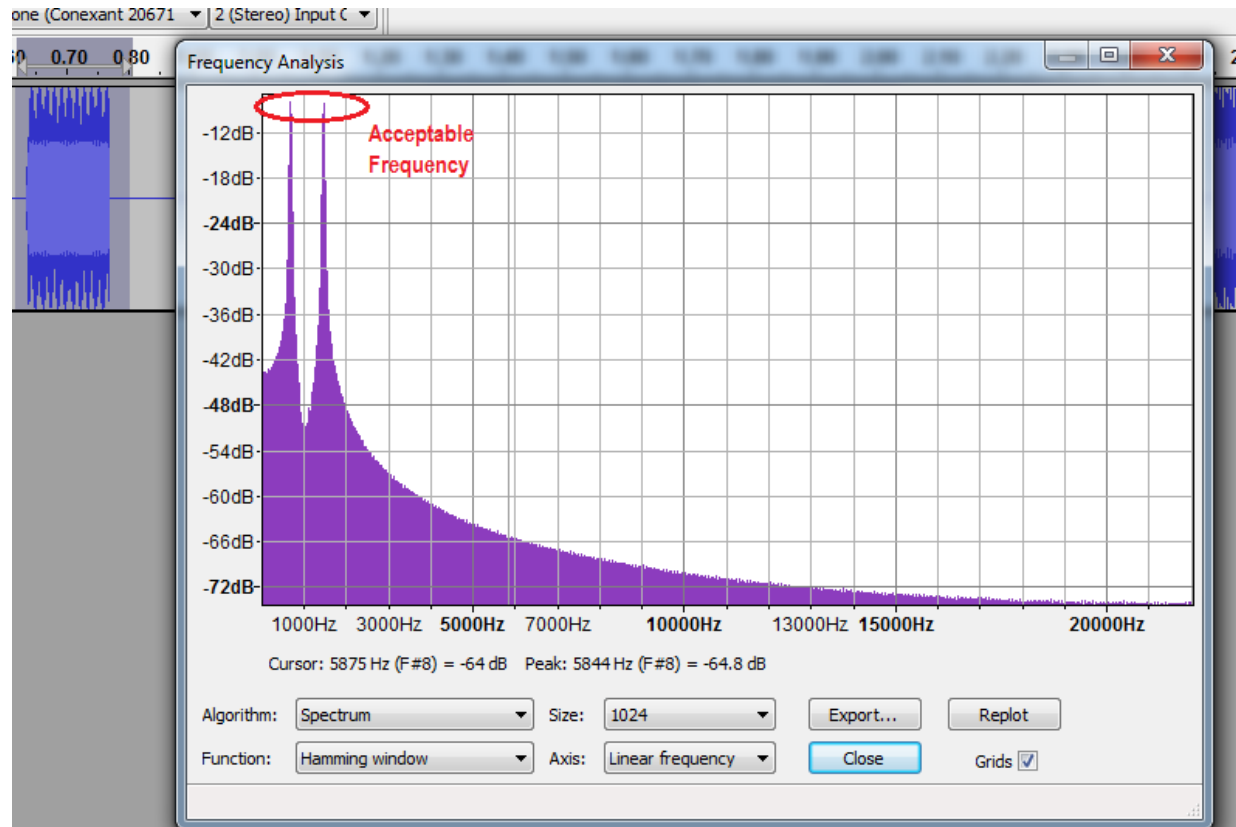
# DTMF Frequencies

**DTMF keypad frequencies (with sound clips)**

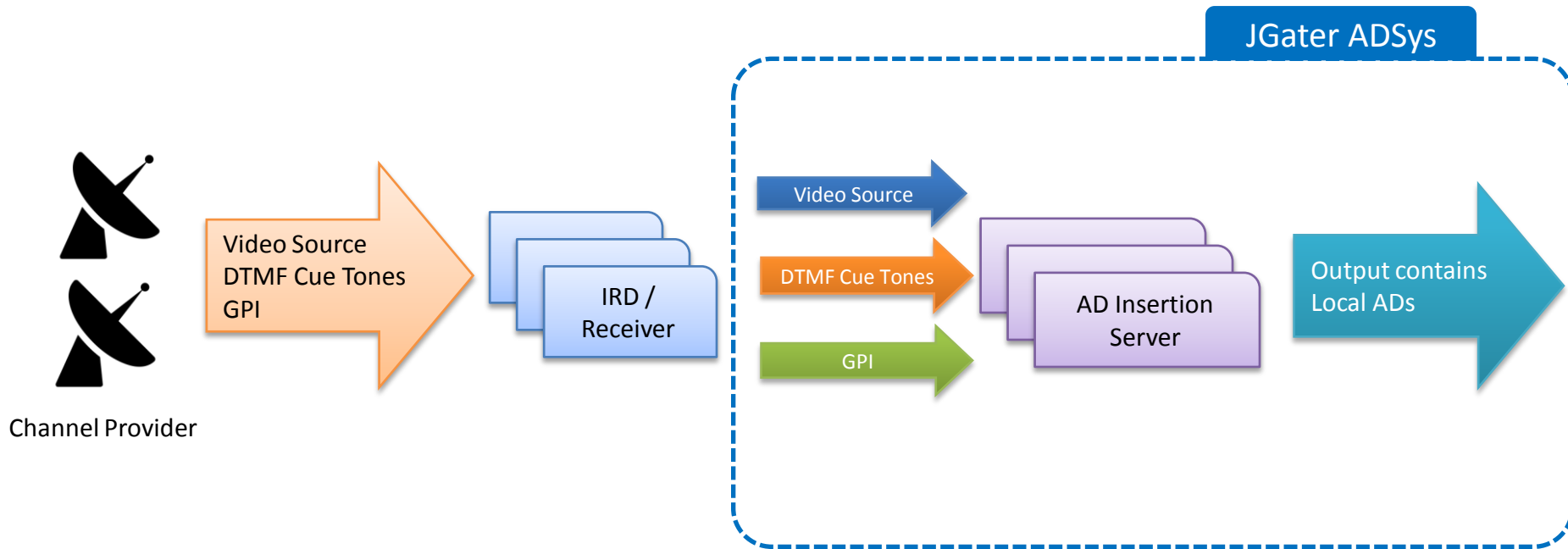
	1209 Hz	1336 Hz	1477 Hz	1633 Hz
697 Hz	1	2	3	A
770 Hz	4	5	6	B
852 Hz	7	8	9	C
941 Hz	*	0	#	D

# Acceptable Frequency

- 3<sup>rd</sup> Party Software (Audacity)



# AD Insertions



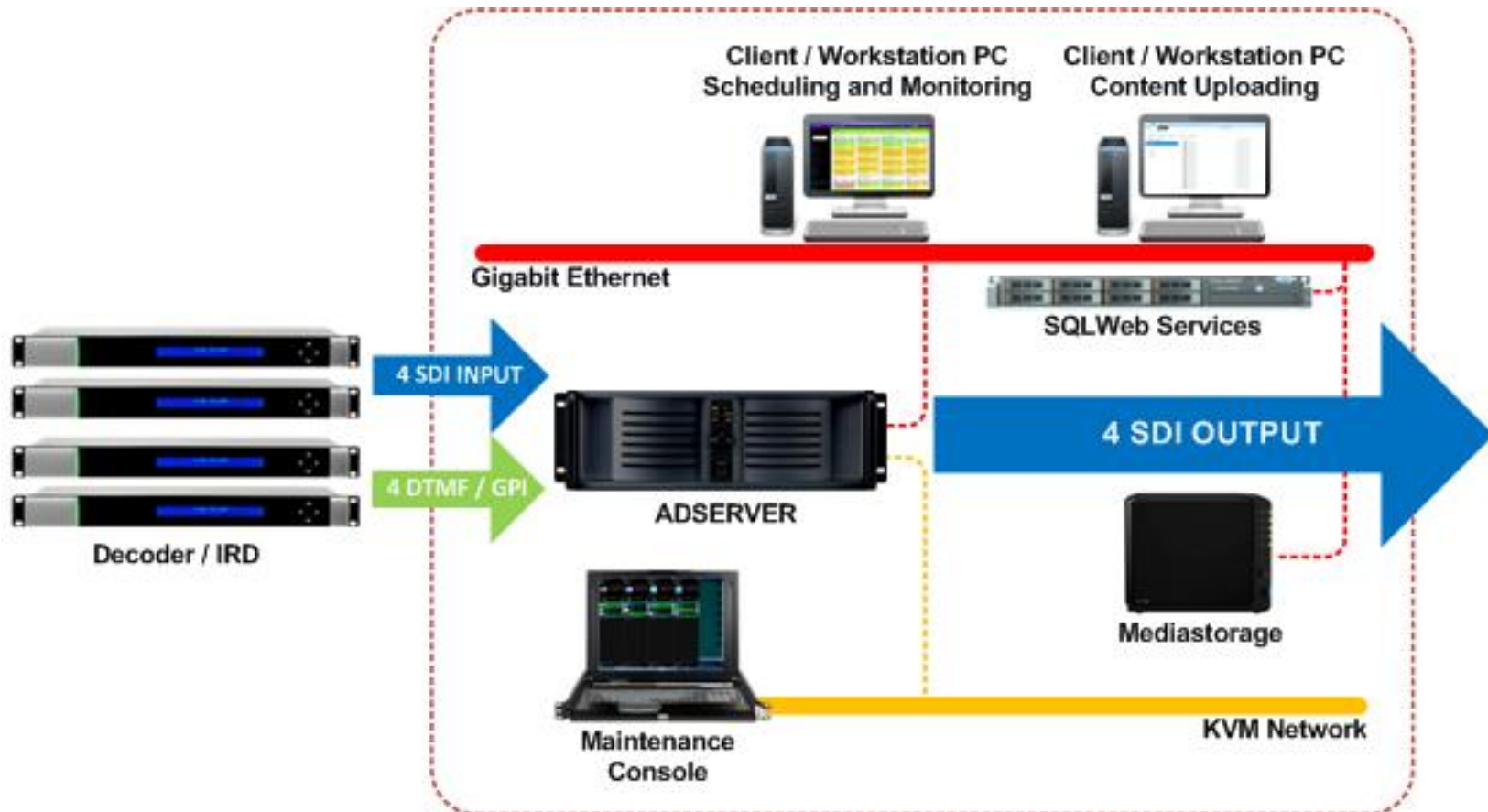
# Examples of DTMF code sequences

<b><i>Channels</i></b>	<b><i>Start Tone</i></b>	<b><i>Stop Tone</i></b>
Starworld	251*	-
FOX	251*	-
CNN	024*	024#
CNBC	359*	359#
Nickoledeon	128*	128#
AXN	444*	444#
National Geographic	251*	251#

# JGater ADSys

- Four SD or HD SDI video input / output
- Built-in DTMF Decoder and GPI
- Seamlessly switching between program and commercial contents
- Web based scheduling
- Support CSV and text base schedule file
- Real time monitoring
- Wider range DTMF tone recognition
- Programmable pre-roll time
- Generate as-run logs and cue tone log automatically as well as by request.

# ADSys Schematic Diagram





# ADServer

- Four SDI video input / output
- Built-in four DTMF Decoder / GPI module (Switchable)
- Real-time monitoring module status
- Adjustable DTMF gain
- Adjustable DTMF timing (up to 40 milliseconds)
- Input source preview
- Output preview
- Real-time events trap Log

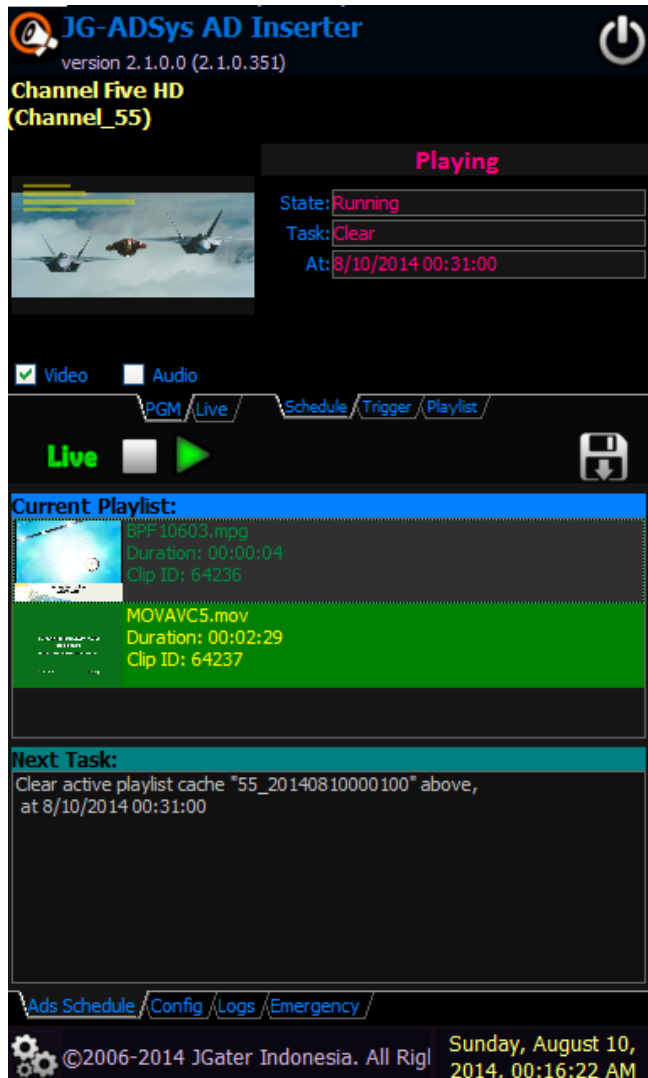
# ADSys Applications

The screenshot displays the ADSys Applications interface, which is divided into five main sections. Each section represents a different application instance, all running version 2.1.0.0 (2.1.0.351).

- ADInserters 1-4:** Each instance is titled "JG-ADSys AD Inserter" and is configured for a specific channel (Channel Five HD, Channel Six HD, Channel Seven HD, and Channel Eight HD). Each instance shows a "Playing" status with a video preview, a "State: Running" indicator, and a "Task: Clear" button. Below the preview is a "Current Playlist" section listing video clips with their durations and clip IDs. A "Next Task" section at the bottom of each instance provides instructions on clearing the active playlist cache.
- ADLink SQL Service:** This instance is titled "AD-SYS ADLink SQL Service" and displays a log of system events, including playlist generation, status updates, and cache management.

At the bottom of the interface, there is a system tray area showing the date and time (Saturday, August 09, 2014, 10:39:41 PM) and a row of application icons. The taskbar at the very bottom shows the Windows taskbar with the Start button and several open applications, including "JG-ADSys AD Inserter" and "JG-ADSys ADLink SQL Service".

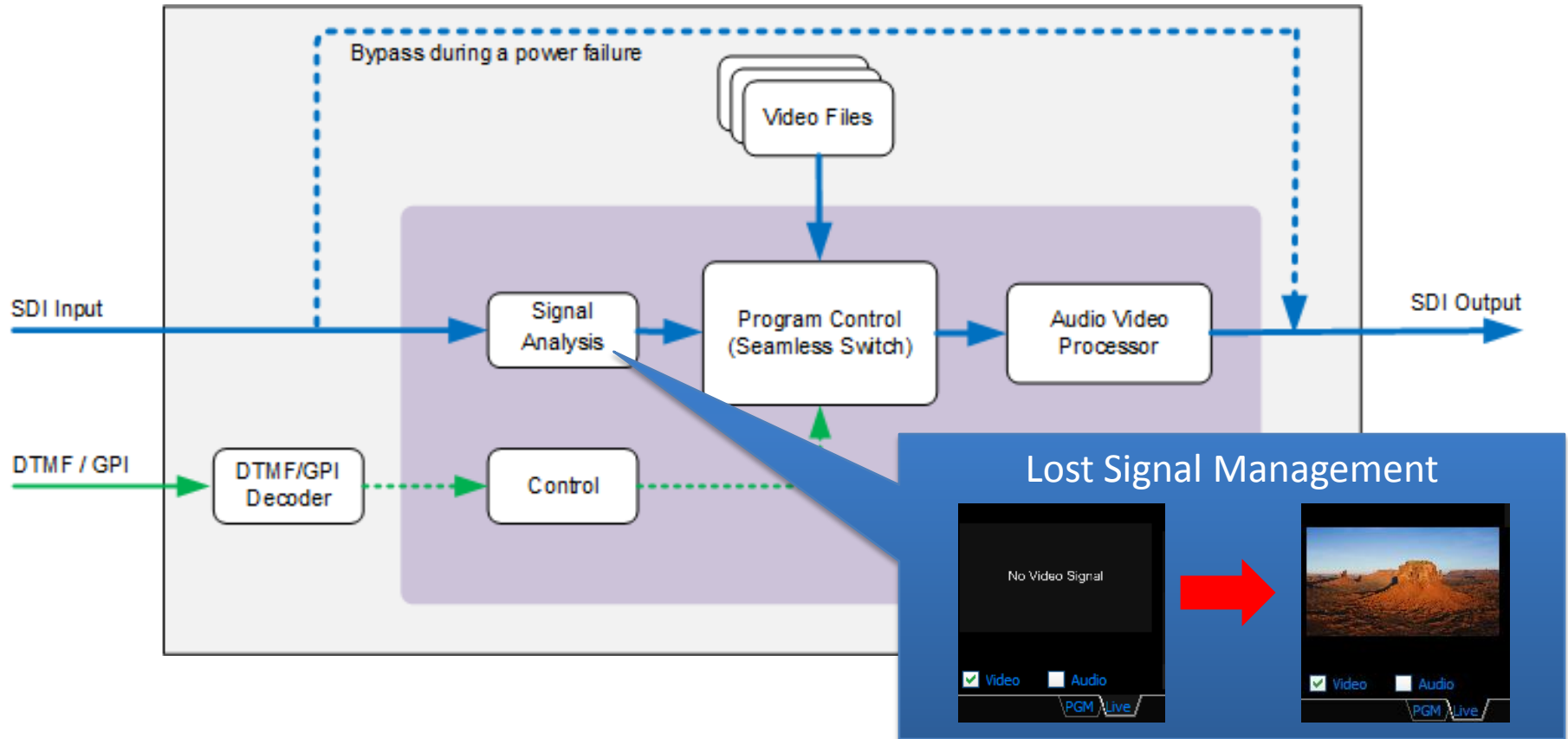
# ADInserter



- Four ADInserter, available to handle SDI video Input and Output
- Running schedules that available on each channels.
- Make changes from the Input Source / live source to a video clip / local commercials.
- Accept DTMF or GPI , then trigger the application to perform content replacement.

# Video Processing Diagram

The following block diagram shows the functionality of the ADsys video processing.

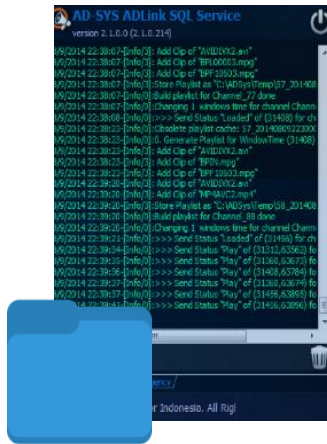
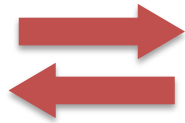


# ADLink SQL Services

**ADLink SQL Services** is responsible for managing the data communication or as a bridge from the Database Server and the ADServer



Database



ADLink SQL Services



ADInserter 1 - 4

# ADLink SQL Services

- **Data schedules** on each channel. Schedule that you have uploaded or created, and will be stored on Database Server.
- **Data channels** includes, channel name, channel code, cue mode, the DTMF digits, slot margin, pre-roll, and the data related to the other channel configurations.
- **Event Data Services** contains data sent by ADLink into the Database to build Schedule Logs. Schedule As-Run Logs contains information about video clips status inside of the schedule, ie Play, NoTone, Loaded, Error, and Cancel. You can download Schedule Logs via ADSys Web Application.

# ADSys Web

- Real-time monitoring schedule for each channels
- ADsys Server configuration
- Upload schedule (CSV or SCH file)
- Maintain schedule / make good
- Export as-run log to XLS/TXT
- Media Library / Assets browser
- Using last browser technology (HTML 5 support)

# ADSys Web Layout

10.0.0.5/monitor

Google

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

ADSYS Web

Schedule Monitor

admin Logout

ONLINE SCHEDULE

MONITORING

CHANNELS SCHEDULE

- Select -

ADVANCED SCHEDULE

ASSETS

BROWSER

UPLOAD

ASSETS MONITOR

SCHEDULE LOGS

AS RUN LOG

CUSTOM AS RUN LOG

CONFIGURATION

CHANNELS

USERS

ASSETS CONFIG

ADSERVER

DATABASE

MONITOR (FULL SCREEN)

CNBC\_Asia

Slot Time	Clip	Status
03:00:00	MOVAVC3.mov	Play
03:00:00	MOVAVC6.mov	Play
03:30:00	MOVAVC1.mov	Play
03:30:00	MOVAVC6.mov	Load
04:00:00	C69683.mpg	Read
04:00:00	CRHBOACT327OCT.mpg	Read
04:00:00	PFM15030000.mpg	Read
04:30:00	CPFOX1012L30.mpg	Read
04:30:00	CPFM120901.mpg	Read
05:00:00	C69425.mpg	Read
05:00:00	C65577.mpg	Read
05:30:00	CPFOX1012L30.mpg	Read
05:30:00	CRHBOACT327OCT.mpg	Read
06:00:00	MOVAVC3.mov	Read
06:00:00	MOVAVC6.mov	Read

Starworld

Slot Time	Clip	Status
03:00:00	MOVAVC3.mov	Play
03:30:00	MOVAVC1.mov	Play
03:30:00	MOVAVC6.mov	Load
04:00:00	C69683.mpg	Read
04:00:00	CRHBOACT327OCT.mpg	Read
04:00:00	PFM15030000.mpg	Read
04:30:00	CPFOX1012L30.mpg	Read
04:30:00	CPFM120901.mpg	Read
05:00:00	C69425.mpg	Read
05:00:00	C65577.mpg	Read
05:30:00	CPFOX1012L30.mpg	Read
05:30:00	CRHBOACT327OCT.mpg	Read
06:00:00	MOVAVC3.mov	Read
06:00:00	MOVAVC6.mov	Read
06:30:00	MOVAVC1.mov	Read

National\_Geographic

Slot Time	Clip	Status
03:00:00	MOVAVC3.mov	Play
03:00:00	MOVAVC6.mov	Play
03:30:00	MOVAVC1.mov	Play
03:30:00	MOVAVC6.mov	Load
04:00:00	C69683.mpg	Read
04:00:00	CRHBOACT327OCT.mpg	Read
04:00:00	PFM15030000.mpg	Read
04:30:00	CPFOX1012L30.mpg	Read
04:30:00	CPFM120901.mpg	Read
05:00:00	C69425.mpg	Read
05:00:00	C65577.mpg	Read
05:30:00	CPFOX1012L30.mpg	Read
05:30:00	CRHBOACT327OCT.mpg	Read
06:00:00	MOVAVC3.mov	Read
06:00:00	MOVAVC6.mov	Read

FOX

Slot Time	Clip	Status
03:00:00	MOVAVC6.mov	Play
03:30:00	MOVAVC1.mov	Load
03:30:00	MOVAVC6.mov	Load
04:00:00	C69683.mpg	Read
04:00:00	CRHBOACT327OCT.mpg	Read
04:00:00	PFM15030000.mpg	Read
04:30:00	CPFOX1012L30.mpg	Read
04:30:00	CPFM120901.mpg	Read
05:00:00	C69425.mpg	Read
05:00:00	C65577.mpg	Read
05:30:00	CPFOX1012L30.mpg	Read
05:30:00	CRHBOACT327OCT.mpg	Read
06:00:00	MOVAVC3.mov	Read
06:00:00	MOVAVC6.mov	Read

AXN

Slot Time	Clip	Status
02:30:00	CPFOX1012L30.mpg	NoTo
02:30:00	CRHBOACT327OCT.mpg	NoTo
03:00:00	MOVAVC3.mov	Play

Cartoon\_Network

Slot Time	Clip	Status
03:00:00	MOVAVC6.mov	Play
03:30:00	MOVAVC1.mov	Read
03:30:00	MOVAVC6.mov	Read

Nat\_Geo\_Wild

Slot Time	Clip	Status
03:00:00	MOVAVC3.mov	Play
03:00:00	MOVAVC6.mov	Play
03:30:00	MOVAVC1.mov	Read
03:30:00	MOVAVC6.mov	Read

Celestial

Slot Time	Clip	Status
06:00:00	MOVAVC6.mov	Read
06:30:00	MOVAVC1.mov	Read
06:30:00	MOVAVC6.mov	Read
07:00:00	C69683.mpg	Read

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0.6380

Firefox 31.0

Windows 7



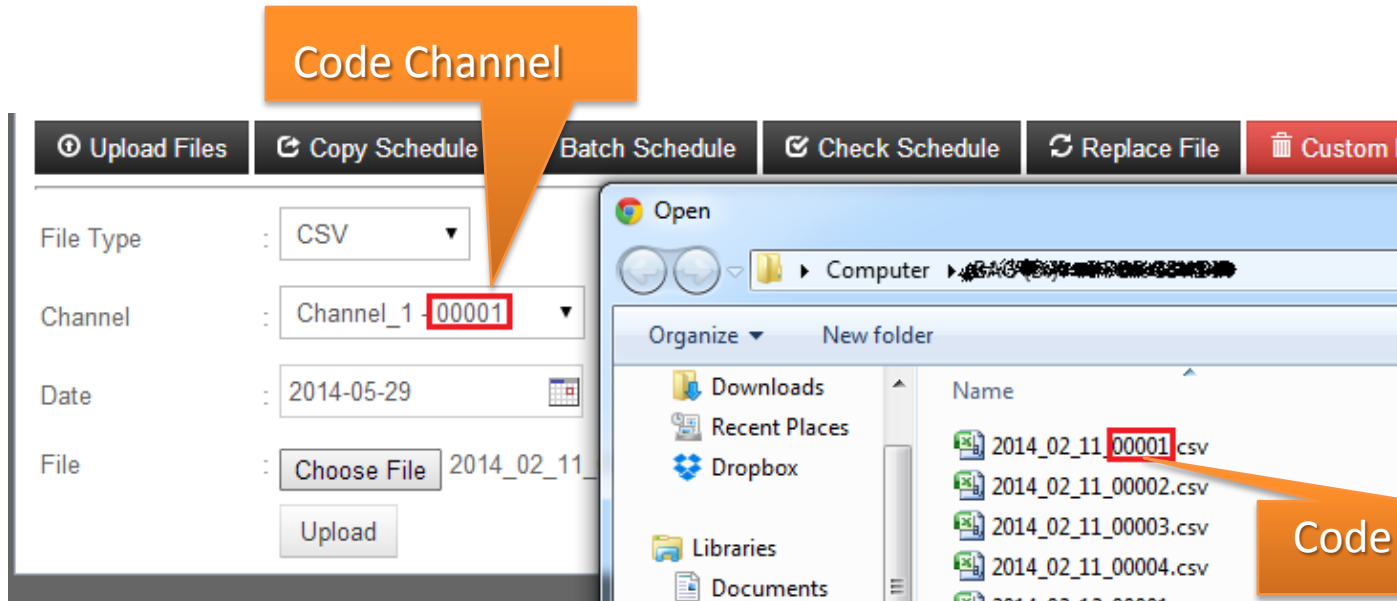
# Real-time Monitoring

**AXN**

Slot Time	Clip	Status
02:00:00	C69425.mpg	NoTo
02:00:00	C65577.mpg	NoTo
02:30:00	CPFOX1012L30.mpg	NoTo
02:30:00	CRHBOACT327OCT.mpg	NoTo
03:00:00	MOVAVC3.mov	Play
03:00:00	MOVAVC6.mov	Play
03:30:00	MOVAVC1.mov	Play
03:30:00	MOVAVC6.mov	Play
04:00:00	C69683.mpg	Read
04:00:00	CRHBOACT327OCT.mpg	Read
04:00:00	PFM15030000.mpg	Read
04:30:00	CPFOX1012L30.mpg	Read
04:30:00	CPFM120901.mpg	Read
05:00:00	C69425.mpg	Read
05:00:00	C65577.mpg	Read

- **Ready** The video clip is ready to play, the video clips already in MediaStorage.
- **Missing:** Video material is not in MediaStorage and will be skipped.
- **Play:** The video clip started and already successfully played. At the time one of the video clips in a Windows Time played, the Windows Time is already locked and may not be edited.
- **Load:** Schedule is loaded by the system.
- **NoTone:** Schedule has expired and does not played the video clip.
- **Error:** The video clip is fail to play. This may happen because the video clips erased from MediaStorage or video codec is not supported by the system.
- **Cancel:** Video clip stops played or the system receiving cue tone stop.

# Upload Schedule



# File type (text base file)

	A	B	C	D	E	F
7	06.30.00	1	PROHBO30177.mpg	PR HBO 30 HAPPY FEET	PT Link Net	00.00.04
8				MANAGEMENT PROMO LIP	PT Link Net	00.00.34
9				replace		00.00.05
10				MANAGEMENT PROMO ESS	PT Link Net	00.00.05
11				r		00.00.34
12				Prosperity Burger	PT Rekso Nasional Food	00.00.04
13	07.00.00	1	GRPSIL30001.mpg	MANAGEMENT PROMO SIL	PT Link Net	00.00.34

.CSV

14	07.00.00	1	GBRITA30007.mpg	0F3E0099-0000002B.eml	7B471D63-00000045.eml	7E87390C-0000002A.eml	50101001.SCH	51145001.SCH
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15	07.00.00	1	PFM15030000.mpg	1 REM for 2012/11/05 (BTS)			
16	07.30.00	1	GRPNB30001.mpg	2 REM Playlist for Sys: ALL Net: DIVA UNIVERSAL Date: 2012/11/05 was created on 2012/10/05 03:42			
17	07.30.00	1	PROHBO30177.mpg	3 LOI 0511 060000 0552 0015 001 001 000100 000000 000000000 000 PROAPL60001 0000 PT Link Net			
18	07.30.00	1	GRPNB30001.mpg	4 LOI 0511 060000 0552 0015 001 002 000015 000000 000000000 000 CSAMSU15004 0000 PT Samsung Electronics Ind			
19	07.30.00	1	GBRITA30007.mpg	5 LOI 0511 060000 0552 0015 001 003 000015 000000 000000000 000 PFM15030000 0000 PT Link Net			
20	08.00.00	1	GRPARY30001.mpg	6 LOI 0511 060000 0552 0015 001 004 000030 000000 000000000 000 DPRAFC30029 0000 PT Link Net			
21	08.00.00	1	CJPES30011.mpg	7 LOI 0511 070000 0652 0015 001 001 000100 000000 000000000 000 PRDISC60002 0000 PT Link Net			
22	08.00.00	1	CMCDHM300009.mpg	8 LOI 0511 070000 0652 0015 001 002 000030 000000 000000000 000 CSFTX30003 0000 PT SOFTEX INDONESIA			
23	08.00.00	1	GBRITA30007.mpg	9 LOI 0511 070000 0652 0015 001 003 000030 000000 000000000 000 DPAXNB30010 0000 PT Link Net			
24	08.00.00	1	PFM15030000.mpg	10 LOI 0511 074500 0737 0015 001 001 000030 000000 000000000 000 PLINET30023 0000 PT Link Net			
25	08.30.00	1	GRPSIL30001.mpg	11 LOI 0511 074500 0737 0015 001 002 000030 000000 000000000 000 CMCDHM30003 0000 PT Rekso Nasional Food			
26	08.30.00	1	GRPNB30001.mpg	12 LOI 0511 090000 0852 0015 001 001 000030 000000 000000000 000 PLINET30025 0000 PT Link Net			
27	08.30.00	1	GRPNB30001.mpg	13 LOI 0511 090000 0852 0015 001 002 000030 000000 000000000 000 CKOMIX30001 0000 PT Bintang Toedjoe			
28	08.30.00	1	GBRITA30007.mpg	14 LOI 0511 093000 0922 0015 001 001 000100 000000 000000000 000 CWOWIF60002 0000 WWF			
29	08.30.00	1	PFM15030000.mpg	15 LOI 0511 100000 0952 0015 001 001 000030 000000 000000000 000 DPRAFC30027 0000 PT Link Net			
30	09.00.00	1	GRPSIL30001.mpg	16 LOI 0511 100000 0952 0015 001 002 000030 000000 000000000 000 CLMILK30002 0000 Frisian Flag Corp			
31	09.00.00	1	PROHBO30177.mpg	17 LOI 0511 101500 1007 0015 001 001 000030 000000 000000000 000 PROAXN30038 0000 PT Link Net			
32	09.00.00	1	GRPSIL30001.mpg	18 LOI 0511 101500 1007 0015 001 002 000030 000000 000000000 000 CSFTX30004 0000 PT SOFTEX INDONESIA			
33	09.00.00	1	GBRITA30007.mpg	19 LOI 0511 110000 1052 0015 001 001 000100 000000 000000000 000 CWOWIF60002 0000 WWF			
34	09.00.00	1	PFM15030000.mpg	20 LOI 0511 120000 1152 0015 001 001 000015 000000 000000000 000 PFM15030000 0000 PT Link Net			
35	09.30.00	1	CBNCA60003.mpg	21 LOI 0511 120000 1152 0015 001 002 000015 000000 000000000 000 CSAMSU15004 0000 PT Samsung Electronics Ind			
36	09.30.00	1	CMCDHM300009.mpg	22 LOI 0511 120000 1152 0015 001 003 000030 000000 000000000 000 PLINET30023 0000 PT Link Net			
37	09.30.00	1	GRPARY30001.mpg	23 LOI 0511 121500 1207 0015 001 001 000100 000000 000000000 000 CSFTX60001 0000 PT SOFTEX INDONESIA			
38	09.30.00	1	GBRITA30007.mpg	24 LOI 0511 130000 1252 0015 001 001 000030 000000 000000000 000 PLINET30023 0000 PT Link Net			
39	09.30.00	1	PFM15030000.mpg	25 LOI 0511 130000 1252 0015 001 002 000030 000000 000000000 000 CMCDHM30003 0000 PT Rekso Nasional Food			
40	10.00.00	1	GRPLIC30001.mpg	26 LOI 0511 143000 1422 0015 001 001 000030 000000 000000000 000 DPAXNB30010 0000 PT Link Net			
41	10.00.00	1	GBRITA30007.mpg	27 LOI 0511 143000 1422 0015 001 002 000030 000000 000000000 000 CPONDS30003 0000 PT Unilever Indonesia			
42	10.00.00	1	BPF010990.mpg	28 LOI 0511 143000 1422 0015 001 003 000100 000000 000000000 000 CWOWIF60002 0000 WWF			
43	10.00.00	1	GBRITA30007.mpg	29 LOI 0511 150000 1452 0015 001 001 000030 000000 000000000 000 PROAXN30038 0000 PT Link Net			
				30 LOI 0511 150000 1452 0015 001 002 000015 000000 000000000 000 CNTSARI15009 0000 PT Nutrifood			
				31 LOI 0511 150000 1452 0015 001 003 000015 000000 000000000 000 CKBAND15001 0000 DKT Indonesia			
				32 LOI 0511 150000 1452 0015 001 004 000100 000000 000000000 000 PROAPL60002 0000 PT Link Net			
				33 LOI 0511 160000 1552 0015 001 001 000100 000000 000000000 000 PROAPL60001 0000 PT Link Net			
				34 LOI 0511 160000 1552 0015 001 002 000015 000000 000000000 000 COMLWI15004 0000 PT Optik Melawai			
				35 LOI 0511 160000 1552 0015 001 003 000015 000000 000000000 000 PFM15030000 0000 PT Link Net			
				36 LOI 0511 160000 1552 0015 001 004 000030 000000 000000000 000 PROMTV30001 0000 PT Link Net			
				37 LOI 0511 163000 1622 0015 001 001 000030 000000 000000000 000 DPRAFC30029 0000 PT Link Net			
				38 LOI 0511 163000 1622 0015 001 002 000030 000000 000000000 000 CTROPS30013 0000 PT Nutrifood			
				39 LOI 0511 164500 1637 0015 001 001 000030 000000 000000000 000 PLINET30025 0000 PT Link Net			
				40 LOI 0511 164500 1637 0015 001 002 000030 000000 000000000 000 CTROPS30013 0000 PT Nutrifood			
				41 LOI 0511 170000 1652 0015 001 001 000030 000000 000000000 000 PROMTV30001 0000 PT Link Net			

.SCH

PR AN							
Samsu							
MANAG							
PR AFC 30 The Truck	Sch.	2012-05-114	96415				
PR DISC 60 MAY HIGHL	Sch.	2012-05-115	96416				
SOFTX DAUN SIRIH 30	Sch.	2012-05-116	82874				
PR AXNB Pan Am Launc	Sch.	2012-05-117	96417				
MANAGEMENT PROMO 30	Sch.	2012-05-118	96418				
McD 30" Breakfast	Sch.	2012-05-119	93515				
MANAGEMENT PROMO THE	Sch.	2012-05-1110	96419				
KOMIX DT TEASER 30 V	Sch.	2012-05-1111	84497				
ADOPSI & LINDUNGI OR	Sch.	2012-05-1112	88562				
PR AFC 30 RUDE BOY F	Sch.	2012-05-1113	96421				
FRISIAM FLAG GUM 30	Sch.	2012-05-1114	87689				
PR AXN 30 HAWAI FIVE	Sch.	2012-05-1115	96422				
SOFTX SWEETY FITZ P	Sch.	2012-05-1116	78098				
ADOPSI & LINDUNGI OR	Sch.	2012-05-1117	88563				
MANAGEMENT PROMO ESS	Sch.	2012-05-1118	96423				
Samsung Washing Mach	Sch.	2012-05-1119	84422				
MANAGEMENT PROMO 30	Sch.	2012-05-1120	96424				
SOFTX SWEETY FITZ P	Sch.	2012-05-1121	77926				
MANAGEMENT PROMO 30	Sch.	2012-05-1122	96425				
McD 30" Breakfast	Sch.	2012-05-1123	93514				
PR AXNB Pan Am Launc	Sch.	2012-05-1124	96426				
Ponds Age Miracle	Sch.	2012-05-1125	80917				
ADOPSI & LINDUNGI OR	Sch.	2012-05-1126	88584				
PR AXN 30 HAWAI FIVE	Sch.	2012-05-1127	96427				
Nutrisari 15" ver. N	Sch.	2012-05-1128	83674				
KE ANDALAN 15 Ver. C	Sch.	2012-05-1129	84962				
PR ANIMAL PLANET 60	Sch.	2012-05-1130	96428				
PR ANIMAL PLANET 60	Sch.	2012-05-1131	96711				
OPTIK MELAWAI 15 Ver	Sch.	2012-05-1132	96660				
MANAGEMENT PROMO ESS	Sch.	2012-05-1133	96713				
PR MTV MAY HIGHLIGHT	Sch.	2012-05-1134	96714				
PR AFC 30 The Truck	Sch.	2012-05-1135	96429				
Tripticana Slim Corp	Sch.	2012-05-1136	83059				
MANAGEMENT PROMO THE	Sch.	2012-05-1137	96430				
Tripticana Slim Corp	Sch.	2012-05-1138	83063				
PR MTV MAY HIGHLIGHT	Sch.	2012-05-1139	96431				

# Maintain Schedule

- Replace File by drag and drop

STARWORLD

2014-08-25

Delete

Slot Time Schedule

Export Schedule

[+]	Slot Time	Name	Ads Name	Duration	Status	Play At
+	2014-08-25 15:00:00	CPFOXHD1012.mpg BR000007.mpg	Ad Desc	00:01:00	Ready	00:00:00
+	2014-08-25 15:30:00	C65576.mpg	Commercial Desc	00:00:15	Ready	00:00:00
+	2014-08-25 16:00:00	CPFOX1012L30.mpg	Ad Desc	00:00:30	Ready	00:00:00
+	2014-08-25 16:30:00	C70065.mpg	Commercial Desc	00:00:15	Ready	00:00:00
+	2014-08-25 17:00:00	CRHBOACT327OCT.mpg	Ad Desc	00:00:30	Ready	00:00:00
+	2014-08-25 17:30:00	CPFOX1012L30.mpg	Ad Desc	00:00:30	Ready	00:00:00
+	2014-08-25 18:00:00	C69425.mpg	Commercial Desc	00:00:30	Ready	00:00:00
+	2014-08-25 18:30:00	C69682.mpg	Commercial Desc	00:00:15	Ready	00:00:00

ASSETS LIST

BR

BR000007.mpg

R000008.mpg

BR000009.mpg

BR100007.mpg

BR200008.mpg

BR300009.mpg

GBRITA30007.mpg

# Maintain Schedule

- Re-ordering

	2014-08-25 19:00:00	CPFOX1012L30.mpg	Ad Desc	00:00:30	Ready	00:00:00
+	2014-08-25 19:30:00	CPFOX1012L30.mpg	-	00:00:30	Ready	00:00:00
	2014-08-25 19:30:00	MOVAVC6.mov	-	00:01:25	Ready	00:00:00
	2014-08-25 19:30:00	CPFOXHD1012.mpg	-	00:01:00	Ready	00:00:00

Edit Slot Time 2014-08-25 19:30:00 - Mozilla Firefox

10.0.0.5/insertor/edit\_win\_time/73847/56/38198

EDIT WIN TIME : 2014-08-25 19:30:00

FILE	DURATION	ADS NAME	ADS DESC	ORDER	DEL
CPFOX1012L30.mpg	00:00:30	-	-	↑ ↓	⊖
MOVAVC6.mov	00:01:25	-	-	↑ ↓	⊖
CPFOXHD1012.mpg	00:01:00	-	-	↑ ↓	⊖

Save Order Delete Slot Time

# Maintain Schedule

- Adding Files

## SLOT TIME SCHEDULE STARWORLD

Slot Time

Date :  
2014-08-25

Slot Time :  
2014-08-25 11:15:00 [NEW WIN TIME] [DELETE]

Add New Schedule

File (Drop file here...) : C66652.mpg

Duration : 00 : 00 : 15 (hh:mm:ss)

Ads Name : Type a the name

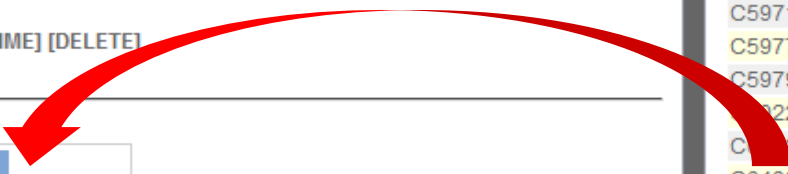
Ads Desc : Type a description

Save Schedule

## ASSETS LIST

c|

AVI/VC1.avi  
BPF010990 - Copy.mpg  
C59613.mpg  
C59692.mpg  
C59710.mpg  
C59776.mpg  
C59796.mpg  
C60228.mpg  
C60229.mpg  
C64884.mpg  
C65576.mpg  
C65577.mpg  
C66652.mpg  
C66926.mpg  
C69425.mpg  
C69681.mpg  
C69682.mpg  
C69683.mpg  
C70064.mpg  
C70065.mpg  
C70088.mpg



	A	B	C	D	E	F	G	As run-logs as CSV base files		
112	CNN	5/25/2013 19:00	1	0:00:15	Error	5/25/2013 18:47	MD 15 Breakfast The Sch.	PT Rekso Nasional Food	CMCD1520.mpg	
113	CNN	5/25/2013 19:00	1	0:00:17	Play	5/25/2013 18:47	MANAGEMENT PROMO ESS	PT Link Net	PFM15030000.mpg	
114	CNN	5/25/2013 19:30	1	0:00:15	Error	5/25/2013 18:50	MD 15 Breakfast The Sch.	PT Rekso Nasional Food	CMCD1520.mpg	
115	CNN	5/25/2013 19:30	1	0:00:05	Play	5/25/2013 18:50	OPTIK MELAWAI 15 Ver Sch.	PT Optik Melawai	COMLWI15007.mpg	
116	CNN	5/25/2013 19:30	1	0:01:08	Play	5/25/2013 18:51	rep	rep	CBNBCA60003.mpg	
117	CNN	5/25/2013 20:00	1	0:00:05	Play	5/25/2013 18:52	BERITA SATU 30 JAKFR Sch.	Berita Satu	GBRITA30007.mpg	
118	CNN	5/25/2013 20:00	1	0:00:15	Error	5/25/2013 18:52	MD 15 Breakfast The Sch.	PT Rekso Nasional Food	CMCD1520.mpg	
119	CNN	5/25/2013 20:00	1	0:00:17	Play	5/25/2013 18:52	MANAGEMENT PROMO ESS	PT Link Net	PFM15030000.mpg	
120	CNN	5/25/2013 20:30	1	0:00:30	Play	5/25/2013 18:52	rep	rep	C70101.mpg	
121	CNN	5/25/2013 20:30	1	0:00:34	Play	5/25/2013 18:53	MANAGEMENT PROMO HD	PT Link Net	PLINET30036.mpg	
122	CNN	5/25/2013 21:00	1	0:00:15	Play	5/25/2013 18:54	rep	rep	C60229.mpg	
123	CNN	5/25/2013 21:00	1	0:00:34	Play	5/25/2013 18:54	rep	rep	CPIZZA30007.mpg	
124	CNN	5/25/2013 21:30	1	0:00:30	Play	5/25/2013 18:56	rep	rep	C70101.mpg	
125	CNN	5/25/2013 21:30	1	0:00:34	Play	5/25/2013 18:56	MITSUBISHI PAJERO SP Sch.	Mitsubishi	CMITSU30001.mpg	
126	CNN	5/25/2013 22:00	1	0:00:30	Error	5/25/2013 18:58	FIESTA NUGGET 30 Ver Sch.	Prima Food	CNUGET30003.mpg	
127	CNN	5/25/2013 22:00	1	0:00:05	Play	5/25/2013 18:58	OPTIK MELAWAI 15 Ver Sch.	PT Optik Melawai	COMLWI15007.mpg	
128	CNN	5/25/2013 22:00	1	0:00:17	Play	5/25/2013 18:58	MANAGEMENT PROMO ESS	PT Link Net	PFM15030000.mpg	
129	CNN	5/25/2013 22:30	1	0:00:05	Play	5/25/2013 19:00	OPTIK MELAWAI 15 Ver Sch.	PT Optik Melawai	COMLWI15007.mpg	
130	CNN	5/25/2013 22:30	1	0:00:15	Error	5/25/2013 19:00	MD 15 Breakfast The Sch.	PT Rekso Nasional Food	CMCD1520.mpg	
131	CNN	5/25/2013 22:30	1	0:00:05	Play	5/25/2013 19:00	rep	rep	C70064.mpg	
132	CNN	As run-logs as TXT base files				2013-05-25 18:46:54	ANZ MBC2 30 Ver. Con Sch.	2012-11-1080 4	PT.ANZ	CANZBK30003.mpg
133	CNN					2013-05-25 18:46:54	rep		rep	C65577.mpg
134	CNN					2013-05-25 18:47:24	rep		rep	C70101.mpg
112	2013-05-25 19:00:00	00:00:15		Error	2013-05-25 18:47:54	MD 15 Breakfast The Sch.	2012-11-1083 4	PT Rekso Nasional Food	CMCD1520.mpg	
113	2013-05-25 19:00:00	00:00:17		Play	2013-05-25 18:47:54	MANAGEMENT PROMO ESS Sch.	2012-11-1084 4	PT Link Net	PFM15030000.mpg	
114	2013-05-25 19:30:00	00:00:15		Error	2013-05-25 18:50:58	MD 15 Breakfast The Sch.	2012-11-1085 4	PT Rekso Nasional Food	CMCD1520.mpg	
115	2013-05-25 19:30:00	00:00:05		Play	2013-05-25 18:50:58	OPTIK MELAWAI 15 Ver Sch.	2012-11-1086 4	PT Optik Melawai	COMLWI15007.mpg	
116	2013-05-25 19:30:00	00:01:08		Play	2013-05-25 18:51:04	rep		rep	CBNBCA60003.mpg	
117	2013-05-25 20:00:00	00:00:05		Play	2013-05-25 18:52:13	BERITA SATU 30 JAKFR Sch.	2012-11-1088 4	Berita Satu	GBRITA30007.mpg	
118	2013-05-25 20:00:00	00:00:15		Error	2013-05-25 18:52:19	MD 15 Breakfast The Sch.	2012-11-1089 4	PT Rekso Nasional Food	CMCD1520.mpg	
119	2013-05-25 20:00:00	00:00:17		Play	2013-05-25 18:52:19	MANAGEMENT PROMO ESS Sch.	2012-11-1090 4	PT Link Net	PFM15030000.mpg	
120	2013-05-25 20:30:00	00:00:30		Play	2013-05-25 18:52:42	rep		rep	C70101.mpg	
121	2013-05-25 20:30:00	00:00:34		Play	2013-05-25 18:53:13	MANAGEMENT PROMO HD Sch.	2012-11-1092 4	PT Link Net	PLINET30036.mpg	
122	2013-05-25 21:00:00	00:00:15		Play	2013-05-25 18:54:19	rep		rep	C60229.mpg	
123	2013-05-25 21:00:00	00:00:34		Play	2013-05-25 18:54:35	rep		rep	CPIZZA30007.mpg	
124	2013-05-25 21:30:00	00:00:30		Play	2013-05-25 18:56:07	rep		rep	C70101.mpg	
125	2013-05-25 21:30:00	00:00:34		Play	2013-05-25 18:56:37	MITSUBISHI PAJERO SP Sch.	2012-11-1096 4	Mitsubishi	CMITSU30001.mpg	
126	2013-05-25 22:00:00	00:00:30		Error	2013-05-25 18:58:41	FIESTA NUGGET 30 Ver Sch.	2012-11-1097 4	Prima Food	CNUGET30003.mpg	
127	2013-05-25 22:00:00	00:00:05		Play	2013-05-25 18:58:42	OPTIK MELAWAI 15 Ver Sch.	2012-11-1098 4	PT Optik Melawai	COMLWI15007.mpg	
128	2013-05-25 22:00:00	00:00:17		Play	2013-05-25 18:58:47	MANAGEMENT PROMO ESS Sch.	2012-11-1099 4	PT Link Net	PFM15030000.mpg	
129	2013-05-25 22:30:00	00:00:05		Play	2013-05-25 19:00:04	OPTIK MELAWAI 15 Ver Sch.	2012-11-10100	PT Optik Melawai	COMLWI15007.mpg	
130	2013-05-25 22:30:00	00:00:15		Error	2013-05-25 19:00:10	MD 15 Breakfast The Sch.	2012-11-10101	PT Rekso Nasional Food	CMCD1520.mpg	
131	2013-05-25 22:30:00	00:00:05		Play	2013-05-25 19:00:10	rep		rep	C70064.mpg	
132	2013-05-25 23:00:00	00:00:05		Play	2013-05-25 19:02:27	BERITA SATU 30 JAKFR Sch.	2012-11-10103	Berita Satu	GBRITA30007.mpg	
133	2013-05-25 23:00:00	00:00:15		Error	2013-05-25 19:02:32	MD 15 Breakfast The Sch.	2012-11-10104	PT Rekso Nasional Food	CMCD1520.mpg	
134	2013-05-25 23:00:00	00:00:17		Play	2013-05-25 19:02:33	MANAGEMENT PROMO ESS Sch.	2012-11-10105	PT Link Net	PFM15030000.mpg	
135	2013-05-25 23:30:00	00:00:30		Ready	0000-00-00 00:00:00	rep		rep	C70101.mpg	
136	2013-05-25 23:30:00	00:00:31		Ready	0000-00-00 00:00:00	rep		rep	C69425.mpg	

# Hardware Specifications



# ADServer

- Last Generation Intel Core i7 CPU
- 16 GB Memory DDR3
- SSD System Storage
- Four SDI video input / output
- Built-in DTMF / GPI decoder devices
- 2 RU Rackmount Case for SD / 4RU for HD
- GigE Network Interfaces
- Microsoft Windows 7 Pro 64 Bit

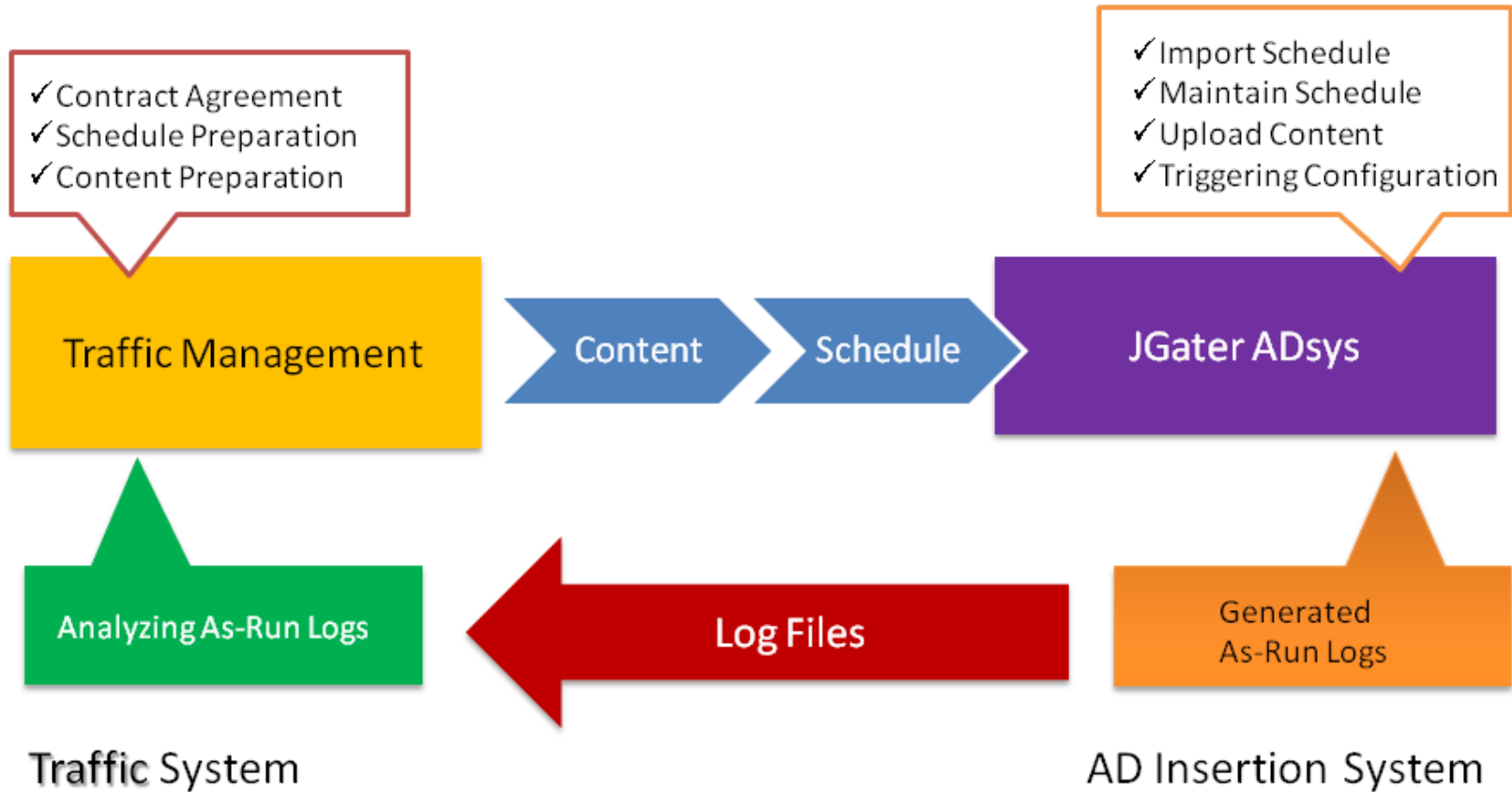
# Database

- IBM System X3530M4 / System X Series
- Intel Xeon E5-2430 2.20 GHz
- 16 GB Memory DDR3 ECC
- Storage SAS 300 GB (Raid 1 Mirroring Hot-Swappable)
- 1 RU Rackmount Case
- GigE Network Interfaces
- Linux Operating System

# Mediastorage

- Last Generation Intel Dual Core CPU
- CPU Passive Cooling Technology & System Fan Redundancy
- 2 GB Memory DDR3
- 4 TB Hot-swappable Hard Drive Design with RAID 10
- 2 GigE with Failover and Link Aggregation Support
- Windows<sup>®</sup> AD and ACL Support
- Embedded Linux Operating System

# Scheduling Workflow



# Slot Time

Slot 1 at 06:30:00

Slot 2 at 07:00:00

Slot 3 at 07:30:00



- Slot time is the time position that is used to insert playlist.
- Is implementation of the schedule pattern (commercial spot) from TV Provider

	A	B	C	D	E	
7	06.30.00	1	PROHBO30177.mpg	PR HBO 30 HAPPY FEET	PT Link Net	Slot 1 at 06:30:00
8	06.30.00	1	GRPLIC30001.mpg	MANAGEMENT PROMO ESS	PT Link Net	
9	06.30.00	1	GBRITA30007.mpg	replace	replace	
10	06.30.00	1	PFM15030000.mpg	MANAGEMENT PROMO ESS	PT Link Net	
11	07.00.00	1	GRPBNB30001.mpg	r	r	Slot 2 at 07:00:00
12	07.00.00	1	CMCDHM30009.mpg	MD Prosperity Burger	PT Rekso Nasional	
13	07.00.00	1	GRPSIL30001.mpg	replace	PT Link Net	
14	07.00.00	1	GBRITA30007.mpg	replace	replace	
15	07.00.00	1	PFM15030000.mpg	MANAGEMENT PROMO ESS	PT Link Net	Slot 3 at 07:30:00
16	07.30.00	1	GRPBNB30001.mpg	r	r	
17	07.30.00	1	PROHBO30177.mpg	PR HBO 30 HAPPY FEET	PT Link Net	
18	07.30.00	1	GRPBNB30001.mpg	replace	PT Link Net	
19	07.30.00	1	GBRITA30007.mpg	replace	replace	

# Correspondence with the TV Provider

- Cue Trigger Type (GPI or DTMF)
- Cue Tone / DTMF Digits
- Cue Trigger Port on IRD (Audio Channel / Cue Trigger Port)
- Commercial Spot / Pattern / Schedule
- Pre-roll
- Live Event (no commercial break)
- Device replacement / maintenance

# Commercial Spot

File Edit View Tools Window Help										
Newsday Internet ON			23 items run: 00:28:58		a: 09:35		11/03/2012 6:33 AM			
On Air: 17:00:00			Show is: 00:28:59		LIGHT		Today: Sunday			
Runs: 00:57:57			Time to air: 10:27		PAGES LOCKED		Air Day: Sunday			
Psn	Pg#	H	Story Slug	Int	Runs	Reporter/Writer	Source	Graphic	Front-Time	Hit-Time
a00	1		Opening	:00	00:30	Mowbray	EP103 5:0	None	17:00:30	17:28:29
a05	02		President resigns	:12	00:29	van Dusen	desk	Dunton	17:01:11	17:29:00
a10	2	J	School Fire	:05	01:30	Lumb		Flames	17:02:46	17:28:40
a15	3	M	Fire Follow	:13	01:20	Chew	VT1		17:04:19	17:30:25
a20	4	J	Book Store Security	:19	01:15	George		Book store	17:05:53	17:32:03
a25	8	J	Pasta Swim	:11	01:30	Faustus	EP100 1000	ca44	17:07:34	17:33:22
a30	5	M	Strike Talks	:11	00:36	desk	copy	pickel	17:08:21	17:35:57
a35	6		Student Elections	:27	00:00	desk	copy		17:08:48	17:37:20
a40	7	M	Look Ahead	:12	00:30	desk	EP120-334		17:09:30	17:37:17
a45	9		Sting 1 to Comml	:00	00:05		VT7		17:09:35	17:38:24
b00	10		Commls1	:00	01:30		vt1		17:11:05	17:37:04
b05	11	M	Interview Setup	:00	00:55	Frost			17:12:00	17:39:09
b10	12	J	Dr. Dunton Intvu	:00	03:00	hosts	live	key12	17:15:00	17:37:59
b15	13	M	Movie Review - Matri	:17	01:20	Reeves			17:16:37	17:42:39
b20	14	M	Entertainment Wrap	:11	02:00	Mary	EP16 10:30	dancer	17:18:48	17:43:36
b25	15	I	Weather	:00	01:45	Vergin		map25	17:20:33	17:46:02
b30	16		Sting 2 to Comml	:00	00:05		VT7		17:20:38	17:49:27
c00	17		Commls2	:00	01:40		vt1		17:22:18	17:47:57
c05	18	M	Ravens Footall ends	:00	02:00	Cyz			17:24:18	17:49:17
c10	19	J	Athlete Profile	:00	02:00	Znaimer	EP10 05:00	sp002	17:26:18	17:51:17

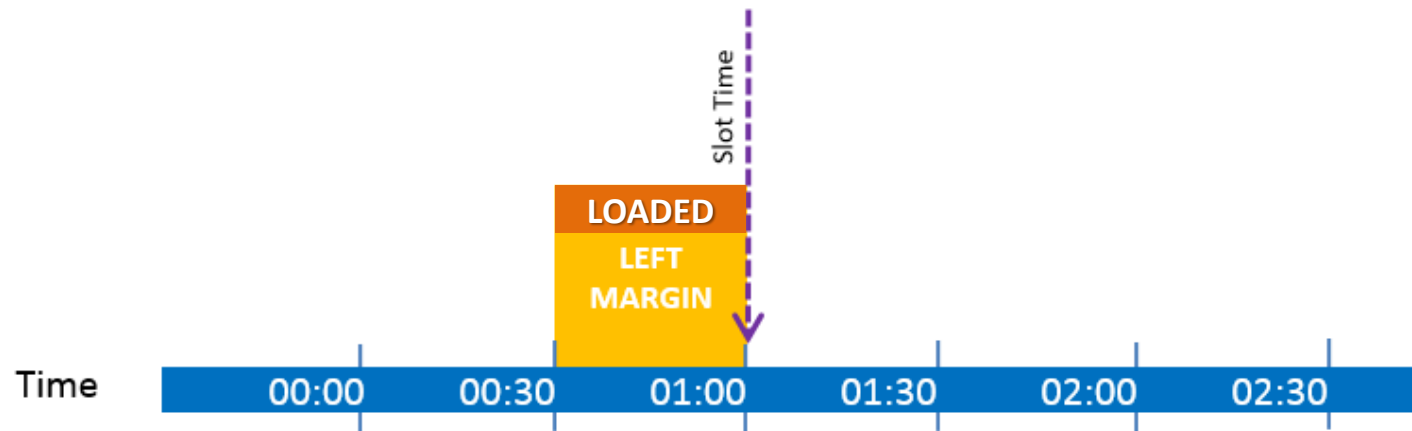
Commercial Spot

Commercial Spot

# Slot Margin

- Left Margin

It is a duration that will subtract time of Slot Time so it will make a new time before Slot Time.

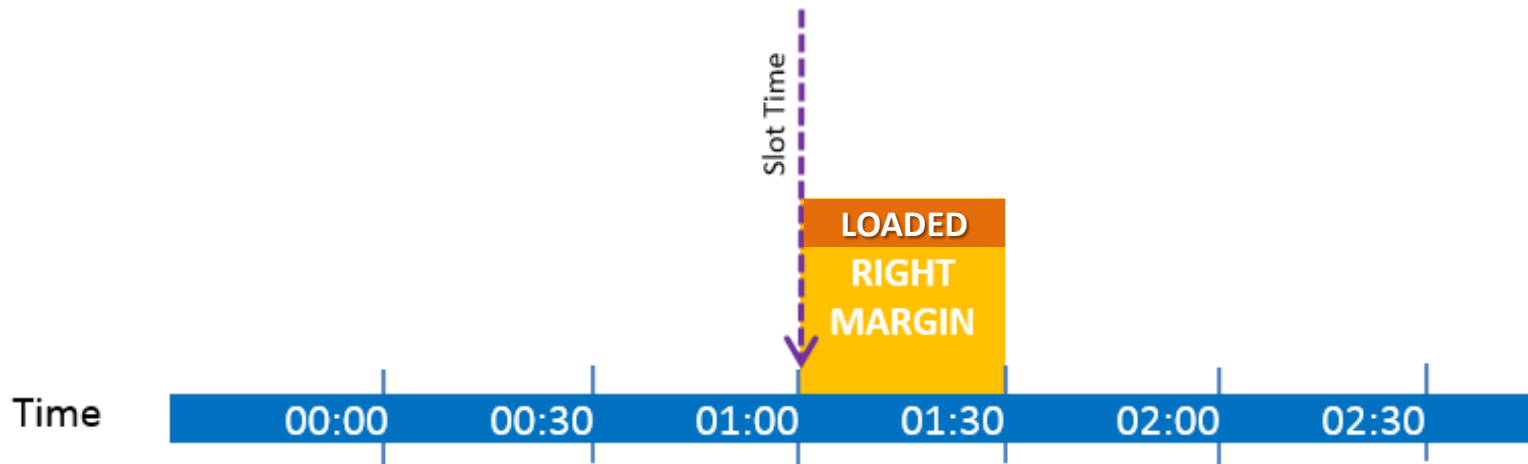




# Slot Margin

- Right Margin

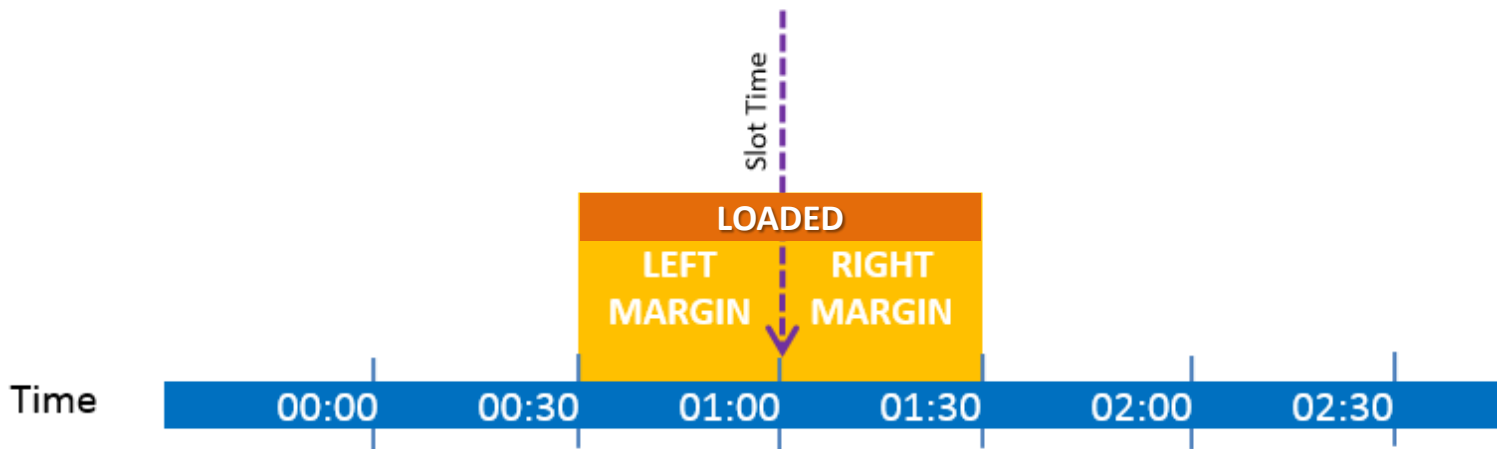
Right Margin will adding a time of Slot Time so it will make a new time after Slot Time.



# Slot Margin

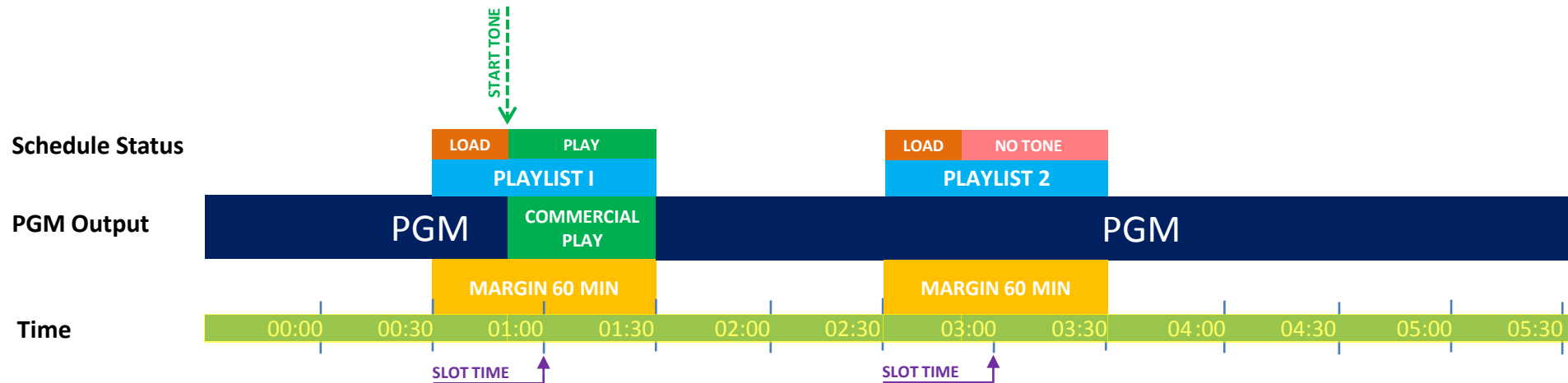
- Balanced Margin

It is the combination of Left Margin and Right Margin. The duration of Left Margin will subtracting and adding the time of Slot Time.



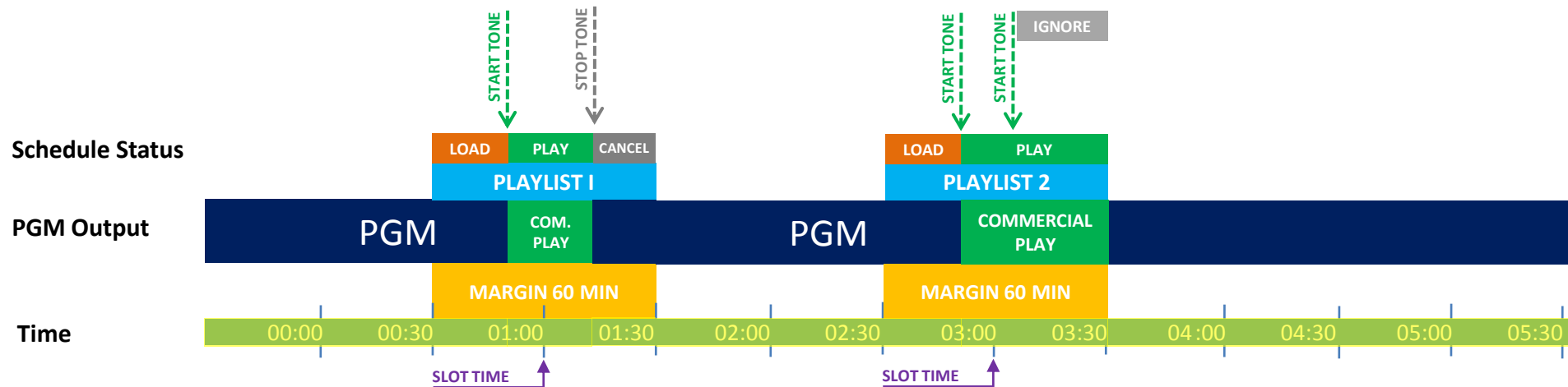
# Running Schedule

- Margin Left : 30 Min (Balanced)
- Slot 1 at : 01:00
- Slot 2 at : 03:00



# Running Schedule

- Margin Left : 30 Min (Balanced)
- Slot 1 at : 01:00
- Slot 2 at : 03:00



# Key benefits

- Straight forward operational workflow
- Support DTMF and GPI as trigger
- Each channel configurable independently
- Web base with user friendly interface
- Detect new Adsys units automatically

# Our Clients

- FirstMedia, 36 Ch SD, 12 Ch HD (2012,2014)
- NexMedia, 12 Ch SD (2013)
- Transvision, 36 Ch SD (2014, planed to upgraded HD in 2016)
- Big TV, 36 Ch SD/HD (2014)
- Telkom IP TV, 40 Ch SD/HD (2016)

# Our Support

- Warranty

Full support; includes : configuration, maintenance, update software, one to one replacement on hardware failures, on-site or by phone support (24 x 7 on critical issue) and remote support

- Extended warranty

Service Level Agreement

- Our support are available locally in Indonesia

Fast response, On-site support as client requirement anytime, anywhere