

Feedbuilder_News a comprehensive file-based solution for automating Mac News environments

Reduced advertising revenues, cuts in manpower and the need to do more with fewer people, demands on reporters to get the story to air faster than the competition, and demands on production to increase and improve the graphic component of Newscasts are all leading large and small News Operations to look for different approaches to producing Local News

BUG.tv Feedbuilder_News is a comprehensive system that automates many aspects of producing Local News with commercial insertion.



Comprising of **Feedbuilder_Clips** and **Feedbuilder_Graphics** and fully integrated with it's own Active-X window resident within ENPS and iNews Automation Software, **Feedbuilder_News** uses off the shelf Apple

components to reduce the cost and support for Local News operations.

From the News Director's desk, the MOS Rundown sends **news clip with title continuity, local commercial insertion, graphic, asset** and **placeholder** requests for late breaking news to the Art and Editing Departments on specific channels. Quicktime files are prepared as per request on their respective After Effects, Final Cut Pro, Asset Management and where Template Graphics are required, the BUG.tv Class-BugRT or equivalent workstations.

Once created, the files are stored on the department and commercial local SANs which notifies the watch folders in BUG.tv's Brain/Mambo Server that the files are ready for downloading to either all eight Class-1/Class-BugMG Servers or specific servers according to the MOS channel designation..

Once Brain/ Mambo determines that files are present, the files are automatically downloaded to the Class-1/Class-BugMG Servers using BXF Protocol and the News Director Run Down display is updated.

In the event that a place holder clip is not ready, the system still downloads the placeholder to the specified Server according to the MOS designation, Brain/Mambo then looks to the Edit SAN watch folder and automatically downloads the file when the clip is complete, This function can download the clip up to one minute before scheduled air time.

Each Class-1/Class-BugMG presents a multi-channel Stacker Play List of news, graphics and commercial elements to the Video Operator so he can re-arrange and cue the Run Down of each Class-1/Class-BugMG to fit the News requirements for that time slot, Likewise the News Director can change the Run Order of the elements in the MOS system and these changes automatically update the Stacker Lists

The News TD can now select and roll news clips, graphics and commercials from the Stacker screen with or without alpha channels from any one of the Class-1/Class-BugMG Servers into the News Production Switcher using direct AMP control, a VDCP Shot Box or simply GPI control..

Ease of operation, flexibility to adjust rapidly to late breaking news events, lower upfront and support costs, no transcoding, all native formats and minimal manpower resources make the BUG.tv **Feedbuilder_News** System an invaluable asset in any News operation's efforts to win market share and reduce costs

For more detailed information on **Feedbuilder_News** please contact sales@bug.tv or sales@ordigraphe.com

About **BUG.tv**

Established in 2003 by a small group of broadcast and IT engineers, BUG.tv's vision from it's inception until today was to provide operationally simple, innovative and inexpensive solutions for the broadcast environment.

During this time BUG.tv provided Motion Graphic solutions for NBC's Olympic venues in Turino, Beijing and soon for Vancouver 2010, plus NBC's Superbowl commercial playout.

Today, BUG.tv is focused on simplifying automation in all areas of ip/tv, including Live Events, News and Master control. BUG.tv's solutions are currently reaching millions of viewers every day in Europe, South America, North America, Asia and the Middle-East.