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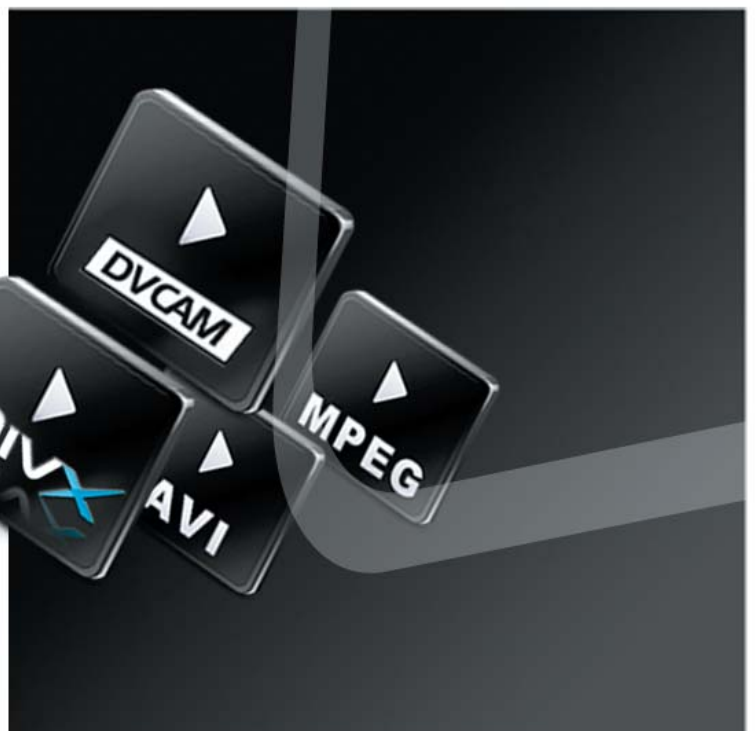
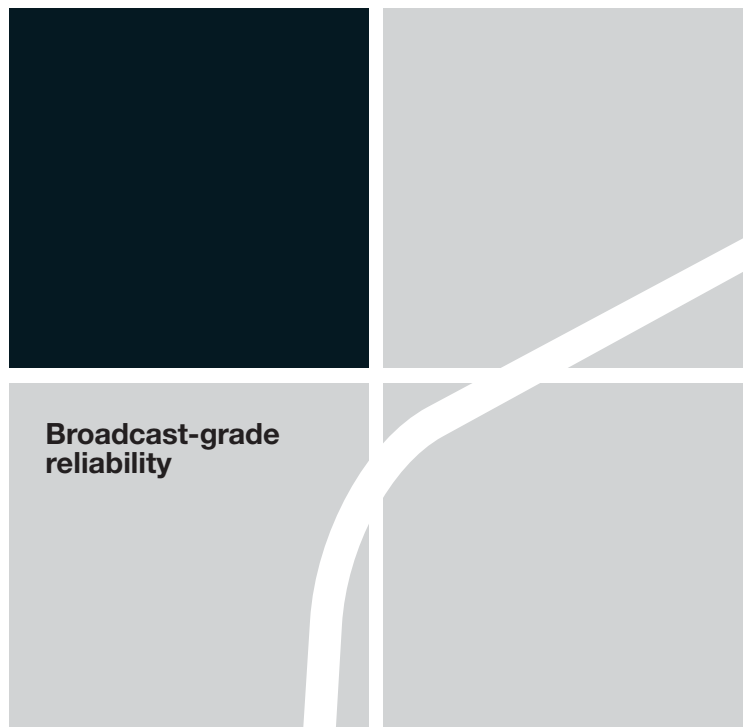
Moviejay: the comprehensive solution



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The Moviejay system is supplied on a duly ventilated industrial-grade rack server in order to ensure heat dispersion for 24 hours a day operation. Being extremely versatile, the playout engine can be configured on the playout card best suitable to your specific requirements. Moviejay implements native support for Stradis MPEG2 decoders, well-known on the market for applications demanding a no-compromise broadcast-quality signal. But thanks to a carefully engineered Direct-X layer support, a multiformat seamless back-to-back playout support is offered for DV, HDV, MPEG-1/2/4, DivX, H.264 and more video standards, on Decklink cards or even on any off-the-shelf Dual-Head card (TV-out), without fade to black but above all without losing sync in transitions



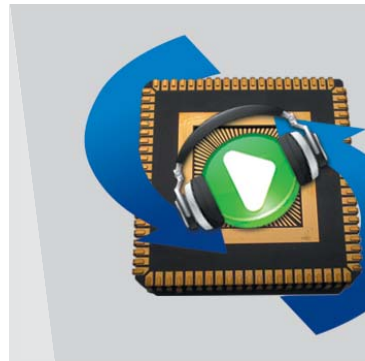


Exact scheduling

Moviejay offers powerful playlist-based features to manage the program schedule. An intuitive and user-friendly concept on the end-user side, but an extremely powerful scheduling engine thanks to its potentialities. Playlists can be loaded manually during live broadcasts or automatically at scheduled date/hour. Virtually infinite combinations of events, video clips, commercials, programmes, switching of external feeds can be added to playlists. Events can be forcedly fired and the scheduling engine is so flexible that it is possible to insert fillers for non-existing events (i.e. programs still to be prepared, like last-minute TV news, etc.) which may be replaced "on-the-fly" at the user's convenience, from the on-window, even a few seconds before their actual broadcast time. Copy and paste features allow to reuse the same playlist section everywhere else in the same playlist as well as into other ones. Multiple selections fill mode, direct Hard Disk drag and drop, and more neat features, have been accurately engineered to save on editing time. In order to comply with your scheduling, filler events are automatically added should previous events are fired early compared to scheduled time.



A turnkey music television channel: the Music Pack

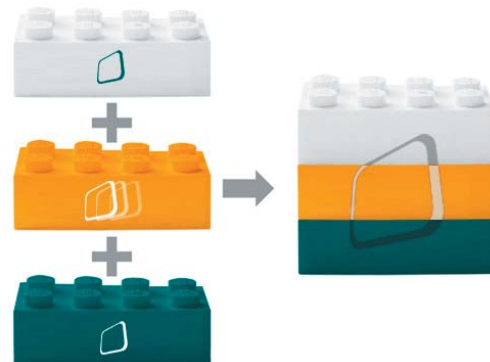


With the Music Pack, Winjay offers the comprehensive, full integrated solution targeted to one-step creation of music television channels. The Music Pack is made of several plug-ins covering from music scheduling up to development of interactive graphic applications, customized to the final customer requirements.

A radio-style music scheduler automatically implements an excellent random videoclip rotation, based on scientific criteria like style, production date, nationality, vote, Beats Per Minute, while the graphics engine and the SMS box take care of generating real-time graphic overlay with title and artist, album, website, next scheduled videoclip, biography flashes, received SMS, and still more.

Multichannel building-blocks structure

Full customizable, a wide range of standards support: Moviejay is an open system, with no hidden tricks or limitations! And, since Moviejay is developed as building blocks, your system may be configured in many different ways depending on your specific application. You just have to purchase only the specific features required.





The commercial planner

Moviejay integrates a comprehensive commercial planner, a perfect match between features offered and ease of use. Scheduling the broadcast of a commercial is very straightforward: once the commercial is filed, you'll just have to click on the boxes corresponding to the desired commercial breaks (es at 12:30:00, 12:50:00, etc.), without having to manually fill-in playlists. You may also assign a priority to each commercial in order to set its position in the sequence of the break. Should your advertisers require a printed report of the program schedule, it is possible to meet the request even customizing the report with your TV station logo.



Easy to use, Flexible and Efficient

Efficiency, freedom and flexibility are the trump cards to lead the market and Moviejay is a very valid instrument to attain them. Each Moviejay feature has been accurately engineered in order to be extremely intuitive and easy to use: no more time wasted wrestling with the software nor concerns with what is being broadcasted, allowing more time to spend on setting-up the program schedule better. Just a quick look at the on-air window and all doubts will be dispelled. In the schedule, each box shows all the information referred to the corresponding event such as length of time, scheduled broadcasting time as well as expected time when the event is actually broadcasted should a delay occur in the program schedule. Moviejay offers the same ease of use should you need to make "on-the-fly" changes to the program schedule: you just need to select events from the database or perform a quick and dirty drag-and-drop.



Off-the-air preview

As valuable professional you well know that each time a new clip is ingested, you need to perform some trimming in order to cut out "dirty" segments so they will not be played on the air. On its preview window, Moviejay offers powerful non-destructive editing features, which have been engineered to save precious time and money. Besides fade-in and fade-out markers, several intermediate markers may be added in order to schedule commercial breaks, without requiring the already ingested clip to be encoded again, saving valuable time on editing time. Of course the preview is automatically directed to a VGA window, TV-out of other dedicated card, thus avoiding the risk of affecting the live broadcast.



Frame capture

The preview window features as well a handy frame capture button, so that a snapshot will be used as reference in the database and the on-air window.



External feeds support

Not only Moviejay handles the digital playout from the hard disk, but it also integrates to perfection any external video source, from satellite receivers, to videocassette and DVD players, connected to the appropriate video switcher and dedicated controller, or RS422 port. For each external line event scheduled, Moviejay operates requested video switchings as well as preroll and play when dealing with cassette players. External feeds can be switched automatically according to schedule or through external triggering: this way, re-broadcasting satellite news or connecting to the network becomes a quick and straightforward task. Moviejay features as well unique features such as the blank-detector, which monitors the incoming satellite feed for loss of signal and if the case, fires a local emergency playlist.



The station log

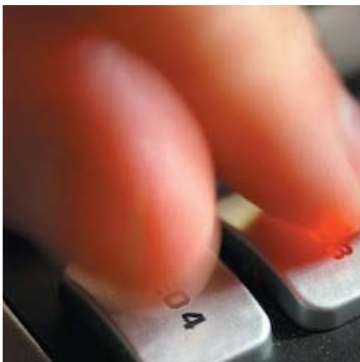
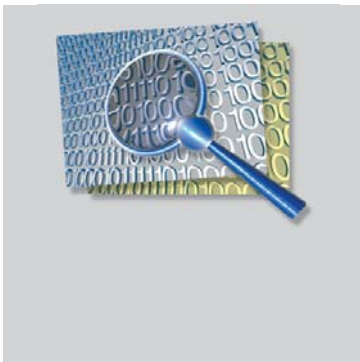
Any event on Moviejay is seamlessly logged and exactly timestamped, from clips played to tasks performed, allowing you to search for instances of any specific video clip, commercial or program. For example, should a customer asks for a proof of the effective broadcasting of his commercial, you can print or email him an accurate report.

Moviejay graphic overlays

Moviejay integrates powerful true-color graphic overlays, with keying and alpha blending features, allowing to ingest your clips clean and untitled, while doing overlays on the fly, saving on editing time. Text and dynamic graphic can be freely combined to any clip or its particular occurrence (e.g. broadcast a first vision with the sponsor logo and re-runs with the "R" logo). A real timeline of graphic overlays can be assigned to each clip – e.g. on a movie, you may set out the overlay of the "suitable for everybody" green stamp or movie title after each commercial break. Once filed, the timeline will be played automatically, with no human intervention. An integrated tool helps to create live titling and crawls that can be superimposed "on-the-fly" on the video being broadcasted. Simplify your job, minimize any chance of mistakes, and say goodbye to external titlers and CG, which can be interfaced anyway for more complex requirements.

Skins

Even the look of Moviejay's end-user interface has been object of careful engineering. Stylish, extremely pleasant, is based on alpha blending controls and hookable, roll-over enabled windows in order to better exploit space on desktop area. And it's full customizable thanks to the many available "skins".



Why Moviejay

Moviejay is engineered, configured and tested in order to be simply and immediately installed and used. Once tried, it cannot be given up: its services really offer the added value that overwhelms competition. At the right and affordable price, Moviejay guarantees flexibility and modularity, two key points to develop a successful professional growth in the broadcasting competition. Investing on Moviejay means strengthening production and broadcasting processes, and consolidating your business.

Multilanguage support

The Moviejay user interface is based on external language files, which are user definable in order to edit existing languages or add new ones

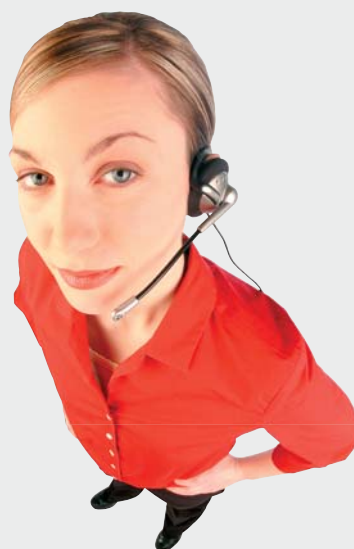
SQL-based database engine

The Moviejay database engine is fully SQL-based, in order to guarantee virtually absolute zero-maintenance integrity for your valuable data, high speed, reliable transactions and concurrent queries from several workstation on the LAN. Not to mention several SQL engine native facilities such as the Fast Disaster Recovery, thanks to "hot backups" and data mirroring on Fault Tolerant Server configurations.

TECH SUPPORT

This is what Winjay is mostly proud of. Support is tailored and even further customizable on the user specific requirements, from basic tech support offered by e-mail to real-time remote desktop service via the Internet. Our website is constantly kept up-to-date with product informations, news and upgrades, in order to keep contact with our customers alive.





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