S T A R D R I V E™ • The Next Generation In News Automation

It's here. The software partner for digital media servers offering cost savings, improved quality and greater control.
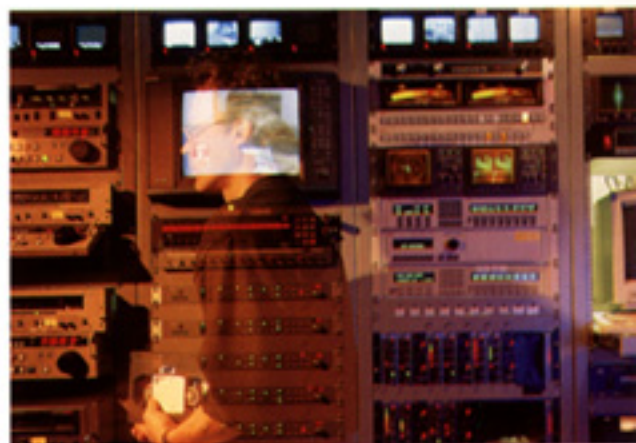
StarDrive™ is the one system that can easily and economically take your newsroom operation into the next generation of newsgathering and production. It allows you to acquire video from any feed, then directly store and manage the video/ audio clips, graphics and text on high-performance digital media servers. By reducing the need for videotape, especially in playout to air, the StarDrive system offers news departments significant cost savings as well as improved quality.

In addition, the multi-function, multi-tasking StarDrive system facilitates greater control and easier management of a whole host of news broadcast functions.

For example, StarDrive:

• Manages recording of packages and links into industry-standard digital media servers.

• Allows clips to be trimmed and edited.

• Provides the newsroom with continual and real-time updates on status and timing information.

• Maintains a playlist from the current rundown in the station's newsroom computer system.

• Provides automatic and manual control of playlist transmissions.

StarDrive delivers additional functionality for 24-hour news operations that have specific requirements.

These include:

• Providing control for the on-screen "bug" (station ID), based on information from the newsroom system's rundown.

• Applying character generator captions to the live-to-air feed, or applying them as video clips are digitized into the media server.

• Controlling the switch between local and national.

• Providing as-run logs for traffic system reconciliation.

Inside StarDrive. The all-standard, PC-based system has three hardware components:

The StarDrive Server PC
The Server maintains a relational database cataloging video clips, reporting their status and location as they change during the editing and preparation process. It allows better control and faster access to get what you want when you want it.

The Hub PC
Typically configured on the same PC platform as the Server, the Hub provides the interface between StarDrive and the devices it controls.

The Client
The Client is the system control device used to schedule events and monitor status.

StarDrive uses Microsoft networking, and it can coexist with other network architectures, including Novell NetWare.

The StarDrive application software consists of several key modules:

The Asset Manager
Performs all clip management functions such as browsing, locating and tracking.

The Resource Manager
Manages devices such as routing switchers, tape decks, satellite receivers, character generators, still stores and media servers.

The Events Manager
Schedules events, such as recording video and audio from satellite feeds for automatic operation. It also allows for manual override.

The largest independent newsroom automation vendor, NewsMaker delivers a combined, integrated news writing, production and video management solution where you get to use the video editing system and digital video server of your choice. You can upgrade your operation at a pace that is comfortable to you. StarDrive uses only standard hardware and software platforms which interface with other vendors' components. StarDrive's adaptability invites you to upgrade from tape to digital video at your own pace. One popular StarDrive configuration is packaged as an inexpensive Betacart replacement. Once you upgrade, of course, you realize the cost reduction and quality improvement that StarDrive's digital environment affords you.