

UTV



VSN PRODUCTS:
▪ **VSNMULTICOM**

SECTOR:
Broadcast TV



"We are very happy with the playout system driven by vsnmulticom software and perfectly integrated with Omneon."

Ramdas Gole,
Asst. Manager MCR

ABOUT UTV

UTV Software Communications Ltd (UTV), India's first integrated global media and Entertainment Company, has seen recent rapid expansion, both in existing businesses and into new growth sectors. The entire UTV focus is on creating, aggregating and disseminating outstanding content - we are a creatively leading company which believes in setting, not following trends -.

UTV is, in fact, India's only diversified media and entertainment company with content creation abilities across platforms and genres.

THE CHALLENGE

Need of a redundant MCR automation system and integration with third party equipment.

THE SOLUTION

VSNMULTICOM manages the MCR automation controlling Omneon servers.

THE RESULTS

Powerful MCR automation's management and seamless integration with Omneon servers.

THE CHALLENGE

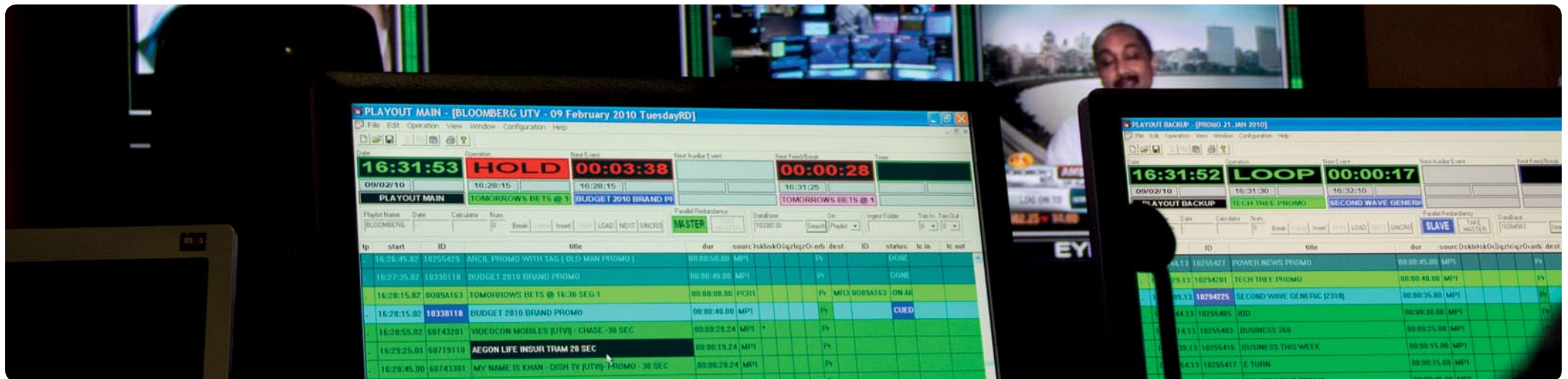
- **UTV** was using Omneon as a video server provider.
- They needed a software solution which was pretty easy to integrate with their video server.
- **UTV** was looking for MCR automation software, not just the playout, which was also able to support emission chain and device control redundancy.

THE SOLUTION

- **UTV** chose a **VSN** customized solution rather than buying some standard software for playout automation.
- **VSN** made a great integration with Omneon in a very short period of time.
- **UTV** got the vsmulticom software for: Ingest Scheduling and Playout.

THE RESULTS

- **VSNMULTICOM** adapted to **UTV's** workflow controlling all their existing devices with great reliability.
- The software became a very user-friendly solution.
- It was very easy to train the **UTV** staff thanks to the easy use of the software.
- **UTV** is now very happy with the support that **VSN** provides and the support with remote login provided during the integration process.



Broadcast Automation with **VSNMULTICOM** at UTV