

just:play

just:play manages playout from video servers, studio feeds and live feeds and has the capability to easily integrate real time graphics including corner logos, real time tickers linked to RSS feeds, and remote databases.

just:play fits into the family

ToolsOnAir Broadcast Suite is a complete set of tools designed to allow Apple Mac hardware and software users to easily add professional, real time animated information to broadcasts, while maintaining a distinctive and professional quality to increase differentiation from competitors.

just:play's open architecture, based on Apple's Macintosh platform, allows users to combine hardware and software components from different vendors, and integrates simply into existing setups.

The powerful Broadcast Suite is made up of several elements: **just:play**, **composition:builder** and **just:live**.

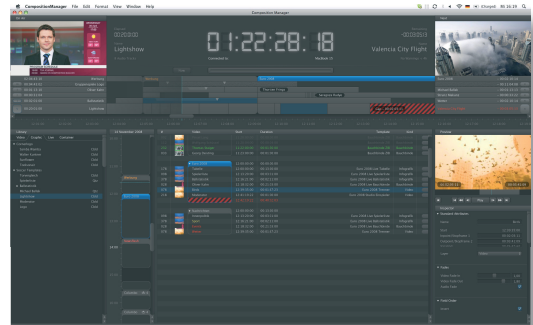
just:play concept

With an innovative scheduling user interface, **just:play** allows smaller TV stations to easily create programmes combined with graphic overlays in a timeline similar to those seen in standard video editing software.

True Flexibility

The **just:play** user interface makes it much simpler for users to combine the video rundown with the graphic overlays, such as inserts, tickers or information templates. **just:play** integrates video playout with real time graphics and can easily be integrated with third-party scheduling platforms such as newsroom systems. At any step in the scheduling process the user can control planning in real time, on screen.

Gaps and overlays are shown in the timeline and **just:play**'s playlist concept allows the user to give structure to the rundown. Commercial breaks can be separated from the main programming content; these commercial playlists can be filled automatically from any external commercial scheduling and billing solution. Using Apple Finder's colour scheme the user can highlight different program blocks as commercial breaks, feature films or live insertions.



Key features:

- Automated playout
- Automatic scheduling update
- Totally unlimited playlist editing
- Content trimming functionality
- Flexible As Run Log output
- Redundant playout optional
- Live feed insertion
- Full featured SD and HD playout
- Up to four layers of real time graphics
- Real time data insertion
- Easy to use user interface
- Last minute changes
- Interface for third party supplier available
- Failover concept

Supported Codecs:

SD:
DV, DV Stream, DVCPR0, DVCam, IMX 30/40/50, ProRes (HQ), H.262, MPEG-2, MPEG-4, Animation, JPEG, MXF

HD:
HDV, DVCPR0 HD, ProRes (HQ), XDCam (1080i/720p)

The **just:out** engine at the core of **just:play** is designed for continuous 24/7 playout. Schedules can be planned and executed weeks in advance which allows for a completely unattended remote operation.

Real Time Graphics

As a part of the Broadcast Suite, **just:play** is fully integrated with our real time template creation tool, **composition:builder**. Pre-produced templates from **composition:builder** can be effortlessly dropped into any graphic layer in **just:play** and scheduled to play out relative any video clip.

With its published ports, graphic changes can easily be carried out during playout and brought to air in real time. The template-based graphic layout allows quick preparation of multiple graphics, with capacity for unlimited changes at the last minute. This integration allows broadcasters to keep viewers informed of the latest news, scores, weather and more with fully branded graphics.

Reliability Through Standards

Based on Apple's accepted and stable Mac OS X, **just:play** is a fully native XCode development. **just:play** does not require any specific hardware and can be installed on any off the shelf Apple Mac Pro or XServe. .

Additionally, as it is based on Apple's Quartz technology, **just:play** easily allows broadcasters to connect external database sources.