

REFERENCE OVERVIEW

In Good Company

A Short Overview about Radio and Television Projects

Users of VCS solutions are in good company. Originally serving primarily public service broadcasters in Germany, we now supply our IT solutions for planning, producing and playing out radio, TV and new media content to a growing number of national and international channels. We attach always great importance to long-term customer relationships founded on trust and cooperation. Such relations have already contributed significantly to the success of VCS.

As a programme provider and user of broadcast technologies, some of your purchasing decisions give rise to long-term relationships with suppliers. There's no better decision than to trust in the strong reputation of VCS solutions. We welcome the prospect of counting you among our satisfied customers.



TV Broadcast Control Room at WDR Regional Studio Düsseldorf

Recent Projects References

- VCS has been awarded a framework contract with the **British Broadcasting Corporation (BBC)** effective from 2009 to 2013 to provide Audio Editing and Playout (AE&P) solutions on a pan-organisational basis as the sole supplier. VCS dira! products have been selected to move to one single scalable, joined-up, pan-BBC solution that integrates with other systems to create a true multimedia production environment. The AE&P systems will be installed across all customers' sites, both within the UK and around the world. The aim of this approach is to deliver tools for a fully multimedia world, improve value for money, and provide easier, cost-effective, reliable integration with other projects.
- A 'news-station TV' solution for the newly constructed editing- and broadcasting complex of **Rundfunk Berlin Brandenburg's (RBB)** own inforadio designed by VCS to process TV news directly from the editorial offices of the radio station. This dira! TV solution representing a true bi-media integration of TV and radio workflows.

Major Customers:



¹ BBC is the trade mark of the British Broadcasting Corporation and is used under licence.

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- VCS has been assigned to implement a **dira!** system tailored exactly to the requirements of **Deutsche Welle (DW)** comprising the digital audio production and playout systems for Bonn and Berlin. DW is to use the systems to produce and broadcast its programmes in 30 languages for all the world's regions in a daily production volume of more than 100 hours. The order also encompasses training and a long-term maintenance contract. More than 1,000 users, seven broadcast complexes with two broadcast control rooms each, and nine production studios will be employing **dira!** as the central component of the audio production and playout activities.

- Digital audio archive storage (DAAS) for **Westdeutsche Rundfunk (WDR)** in a customised configuration based on a **media:fabric** archive solution which gives access to a wealth of programme assets as well as current production material.

- The **Norddeutsche Rundfunk (NDR)** has assigned VCS to deliver a software solution for an integrated system management to monitor and control the digital radio system **dira!** installed in the radio stations at the NDR site in Hamburg.

- Advanced, comprehensive content management solution for distributing the output of all national **BBC** radio channels via the internet. The project, code-named **Coyopa**, is being implemented for BBC Audio & Music, and will extend the online offering of the BBC's national radio stations for live and on-demand listening. A **dira!** New Media solution from VCS is to be used, with additional features developed specifically for this application.

- **dira!** radio production & playout system for 'VRT News' and 'Radio één' at the Belgian **Vlaamse Radio-en Televisieomroep (VRT)** including integrations of iNews and the central TV and radio archive system.

- Tri-media production and playout solution for the twelve regional sites of **WDR** to facilitate the exploitation of synergies between radio, television and the Internet: TV playout application **dira!** Schedplayer for video, newsroom integration with OpenMedia, integration with the AVID MediaComposer editing solution and **dira!** Highlander content platform.

- Implementation of **dira!** for **Ríkisútvarpið's (RUV)** two radio channels in the context of digitizing its radio operation of the Icelandic public service broadcaster.

- Central playout component for Arnd Zeigler's cross-media live show, **Zeiglers wunderbare Welt des Fußballs** ('Zeigler's wonderful world of football'): **dira!** Cartplayer video application as self-operated application for the presenter is used in the simultaneous broadcast of this new program on **WDR** television and the Bremen Vier radio channel.



Broadcast Control Room at the BBC in London

The broadcasters listed in this document are just a selection of the satisfied customer organizations of VCS. With the requirement for a unique workflow and data management solution not achievable through off-the-shelf products, all of them found their partner to meet and exceed the requirements to be VCS.

Everyone of these customers trusts the power and reliability of the **dira!**[®] fourth generation production and playout solutions for radio, television, newsroom integration and new media as well as the **media:fabric**[®] enterprise level solutions for media asset management, program management and enterprise integration, customized to specific needs and delivered as a turnkey solution.

For further information please contact the sales department at VCS Media Broadcasting Solutions (media@vcs.de).