

MAGNA NEWS

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Magna supplies Shine with FOR-A mixer in record time

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Magna Systems at Broadcast Asia, SMPTE and IBC 2011



First ever Dalet MAM showcase event in Australia at Magna Systems' purpose built training room in Sydney

CEO News

Hi all,

For many of you it's likely you'll be joining us at Broadcast Asia where we have our usual significant presence and a good deal of our key principals all sharing what always proves to be a very busy stand.

For our Australian customers it's only a short hop from Broadcast Asia to the bi-annual SMPTE show where, again, Magna Systems showcases a broad range of products, systems and workflow solutions. As SMPTE draws to a close all eyes are on IBC in September and again, Magna Systems will be there in force with a full team present.

With so many shows in such a short space of time life is always interesting, and we hope that wherever you are reading this edition, that Magna Systems is in some way making product knowledge available to you and helping keep your facility modern and more efficient.

All the best.
David Bowers



Magna Systems supplies ESPN Star Sports with extended Chyron graphics solution

Based on signature LEX3 CG and Lyric PRO 8 graphics software

Magna Systems and Engineering has supplied Asia's biggest sports content provider ESPN STAR Sports with a new upgraded Chyron graphics solution based on the LEX3 CG and Lyric PRO 8 graphics software.

Magna Systems Singapore Sales Manager Jonathan Khoo said, "ESPN STAR Sports' requirement was for a spontaneous graphic system that is easy to use, in order to provide quick and fast updates from their current newsroom systems. The Chyron LEX3 CG with Lyric PRO 8 graphics software and Camio complete news graphics management system integrated with the MOS newsroom system benefits ESPN STAR Sports' journalists and producers saving them time and giving them greater control over the look and content of their news graphics and a streamlined playout operation in the control room."

ESPN STAR Sports showcases an unparalleled variety of premier sports from around the globe featuring some of the most iconic sports events to sport fans across Asia through its 21 television networks and 2 broadband network, each localised to deliver differentiated programming to meet diverse needs of Asian sports fans. ESPN STAR Sports features a comprehensive portfolio of multimedia assets, delivering a diverse array of sports content across multiple platforms, including its television networks (ESPN, STAR Sports, STAR Cricket, ESPNEWS, ESPN HD), broadband network (ESPN Player), and digital content services (espnstar.com, mobileESPN) with the aim to engage and entertain sports fans anytime, anyplace. Jonathan Khoo continued, "One of the region's most innovative broadcasters ESPN STAR Sports uses the Chyron graphics solution for sporting events, including live events, on player

updates, game scores and banners. With Lyric PRO 8 the scriptless creative environment and object multiple timelines for complex scene-to-scene transitions is a big plus for their creative designers. ESPN STAR Sports also have Chyron's CAMIO system integrated into their newsroom application with Lyric PRO software and the LUCI (Lyric Universal Control Interface) application plug-in to the newsroom showing the journalists and producers instantly how the updating of text, graphics and movie objects look prior going on air."

The Chyron LEX3 graphics solution with Lyric PRO 8 graphics creation and production software is a powerful, continuous graphics rendering engine and the core provider of unrivalled, real-time, high-end 3D animations. The solution also provides adaptable primitive geometry, extended FBX support for 3DSMax, is Adobe XMP metadata compliant and has full interoperability with live data sources and the newsroom.

Jonathan Khoo concluded, "ESPN STAR Sports already had multiple LEX3 CGs with a CAMIO and Lyric PRO offline application software and they recently took delivery of another three LEX3 systems. I would also like to thank Chyron's Director of Sales Asia Pacific, William Payne and Chyron's Support team for all their help with this project."

Magna Systems supplies Shine Australia with FOR-A vision switcher in record time

FOR-A HVS-350 vision switcher

According to Nick Parker, Technical Manager at Shine Australia, the sales service and support he recently received from Magna Systems and FOR-A was nothing short of a revelation. Parker explained, "We have just finished installing our FOR-A HVS-350 vision switcher and it has a bit of a story behind it. We recently purchased a FOR-A HVS-350HS Vision Switcher from Magna Systems. As usual we had the ship date from them and in this case the vision switcher was set to ship within one week. Then the quake that shook the world hit Japan. Following the devastation that unfolded as a result of the tsunami and nuclear disaster, we started to look at alternative plans for vision switchers locally thinking the worst. Incredibly, four days later our switcher arrived on time from Japan."

Parker and his team were pleased and then amazed with the story that came with the switcher's arrival. He added, "What followed the arrival of the mixer was a message from FOR-A

that made it clear why we decided on FOR-A for our solution.

We later found out that our vision switcher and many of the existing orders with FOR-A were made under candlelight and that the workers were walking many hours to work just to finish pending orders. We have reserved a space on the face of the mixer for a Japanese flag. This unit shouldn't be here yet it is!"

Shine Australia's technical partner and FOR-A supplier in Australia is Magna Systems who Parker maintains were of upmost assistance adding, "Magna Systems helped us throughout the development of the project with all the answers to product questions we had for the FOR-A product range."

When deciding on which switcher would be best for Shine Australia and their busy production schedule Parker said, "We decided on FOR-A as the technology in this switcher easily outclasses the competition in the same price range. With the 1.5 ME, 4 down stream keyers, 2 keyers engines, 4 still stores and more, the



FOR-A HVS-350 vision switcher in situ at Shine Australia

switcher has a lot of functionality that only a 2 ME mixer traditionally can do. Also, the HVS-350HS has 2 built-in multi-viewers with different window configurations which gave us the chance to reduce costs, as traditionally an external multi-viewer would be needed.

There were other cost savings too. The built-in sync generators with either Blackburst or Tri Level sync means additional hardware was reduced keeping the overall footprint smaller. The switcher is also highly configurable and very easy to operate. We are working on a mixed SD and HD show at the moment having the 4 built-in scalers on the first 8 inputs and with our additional input boards, the scaling option makes working in a mixed HD / SD environment a dream! The HVS-350 allows for external AUX

controllers making it very flexible for engineering or additional switching to occur and the HVS-350 even allows for dissolves between the AUX buses. Most days we need to deal with non-timed sources and the FOR-A makes this easy it has frame syncs on every input which brings the system together as a solution."

With the mixer in, working and very much a part of Shine Australia's production department Parker concluded, "When you mention the name FOR-A we know we are in good hands I wouldn't hesitate to recommend FOR-A to anyone. Thank you FOR-A you have exceeded all expectations. I would also like to thank David Clemesha and his team at Magna Systems as they have been very helpful with their knowledge of the product and their support has been top class."

Magna Systems and Engineering signs Signiant

Strategic distributor agreement for Australia, New Zealand, Singapore, Hong Kong, Indonesia and Malaysia

Magna Systems and Engineering has signed an exclusive distributor agreement with Signiant to represent the company's products in Australia, New Zealand, Singapore, Hong Kong, Indonesia and Malaysia.

Magna Systems CEO David Bowers said, "Signiant's pioneering software is more than simple file transport - they automate, accelerate, manage, and securely control the movement of high-value digital content within and between organisations and ecosystems. Signiant solutions streamline content supply chain management operations from production through distribution and upload of digital files – enabling customers to build new business models, reduce costs, and integrate with existing investments. Signiant solutions are a perfect fit for our clients in the Asia Pacific region with their ever-growing demands in file-based delivery environments."

The move from tape to file-based workflows is exerting a profound influence on the way companies approach their business. Seismic shifts in the way content is acquired,



Stephen Clemesha and Rohit 'Robbie' Bansal shared, and distributed, are requiring companies of all sizes to place a high priority on global collaboration and partnerships. Signiant's content supply chain management solutions address these concerns by handling all of the complexities of transporting multiple files to multiple destinations.

Signiant senior vice president of global operations Rick Cramer said, "We are delighted to have Magna Systems as a partner across the Asia Pacific region. With over forty years experience in the broadcast industry together with a substantial presence throughout the region they are perfectly placed to deliver the benefits of Signiant products and solutions to a very wide base of customers."

Magna Systems and Engineering signs TVU Networks

Exclusive distributor agreement for Australia, New Zealand and Singapore

Magna Systems and Engineering has signed an exclusive distributor agreement with TVU Networks to represent the company's products in Australia, New Zealand and Singapore.

Magna Systems Product Specialist David Clemesha said, "TVU Networks, is the technology leader in live TV over Internet. The company's products and services allow both broadcasters and viewers to get the full advantage of using the Internet as a broadcast and transmission medium. The company's flagship TVUPack is the perfect tool for un-tethered broadcasting for clients throughout Australia, New Zealand and Singapore."

The TVUPack leads the way in 3G News Gathering backpacks in both SD and HD. Already in use at over 100 broadcast stations around the world, the latest technology developed for the TVUPack TM8000, allows it to accept HD/SDI camera signals, transmit in HD resolution, and output in full HD over wireless mobile and cellphone networks. This means journalists can easily deliver an HD quality signal using a mobile

broadcasting backpack. The TVUPack also features HD output in 720p or 1080i at 25 or 30 frames per second with its SDI interface.

The compact TM8000 is also packed with advanced networking and compression technologies. The high-powered H.264 video encoding engine delivers a vivid HD signal, even with limited bandwidth. TVU's Variable Bit Rate (VBR) technology automatically adjusts the bit-rate according to the total available aggregated bandwidth. TVU's Inverse StatMux technology allows the TVUPack to fully utilise the available bandwidth of multiple 3G/4G data connections. The combination of these technologies ensures that the TVUPack is able to deliver the best and most stable pictures possible.

Paul Shen, TVU Networks CEO, said, "TVU Networks is delighted to have Magna Systems and Engineering representing our products, particularly the TVUPack, across Australia, New Zealand and Singapore. Their expertise, experience and client base in the broadcast industry is second to none and we look forward to a long and fruitful relationship."

Magna Systems and Engineering to work with Switch Media

Innovative end-to-end new media platform provider for the broadcast industry

Switch Media specialises in providing scalable end-to-end new media platforms for the broadcast industry. Their engineers develop integrated media asset management, analytics, content protection, storage and delivery systems that enable the distribution of programming via the internet. A Switch Media platform enables clients to manage and monitor the delivery of their content to PCs, mobiles, iPads, Android devices and connected TVs. Switch Media use a hybrid of cloud-based infrastructure and private tier-one facilities to leverage scale, maximise security and control costs. They also use a redundant topology to ensure continuity of service. Switch Media services can integrate with current broadcast and online media operations or can be provided as standalone solutions. Switch Media is the online technology partner to a variety of broadcast, educational and corporate entities including



Christopher Stenhouse, CEO Switch Media and David Bowers

AUSTAR, the Australian Broadcasting Association (ABC), INSEAD, Disney, Fairfax Media and The Cable and Satellite Broadcasting Association of Asia (CASBAA) and has its hubs in Sydney, Mumbai and Singapore.



Magna Systems at Broadcast Asia, SMPTE and IBC 2011

This year Magna Systems and Engineering will be participating at Broadcast Asia in Singapore (Stand 4L2-01), SMPTE in Sydney (Stand C44) and attending IBC in Amsterdam in September.

As we all know Magna Systems is an Asia Pacific focussed systems integration company. We have offices in Sydney, Auckland, Singapore, Hong Kong and Indonesia. A large part of our business is in South East Asia and Broadcast Asia is where most of the clients in the region go to see the latest in terms of our technology, products and service offerings. It's a good show as everyone in the region can easily and relatively cost effectively be in one place at the same time. Broadcast Asia has always proven to be a very successful show for Magna Systems and Engineering. From our point of view we can have a big stand at Broadcast Asia where most of our key principals are represented. From our clients' point of view they can travel to and stay in Singapore more cost effectively and conveniently than the USA or The Netherlands. Thus it's

a win-win situation. As we represent over 50 key industry technology companies and have a significant SI business, we have major installations right across the Asia Pacific region in some of the most prestigious broadcasting facilities including ESPN Star Sports, CNBC, Sony Pictures, Turner, Astro, Ascent Media and many more.

You can expect to see representatives and demonstrations from the following key principals on our stand at this year's Broadcast Asia: Anystream/Telestream, Artec, Blueshape, Cambotics, Chyron, Dalet, Front Porch Digital, Interra, iPV, Pebble Beach Systems, Penta, RGB Networks, SeaChange, Signiant, Strategy & Technology, Switch Media and TVU Networks.

At this year's SMPTE show Magna Systems and Engineering will be showcasing a wide range of IP-based systems, workflows and media asset management solutions directly targeted at changing the way broadcasters do business and how they monetise their assets.

As usual we will have the entire Magna Systems and Engineering team in from Sydney alongside representatives from our Auckland and Singapore offices conducting demos on our stands. We will also have representatives from some of our key principals giving demos, these include: Anystream/Telestream, Artec, Blueshape, BridgeTech, BTS, Cambotics, Chyron, Dalet, Enensys, eventIS, FOR-A, Front Porch Digital, Harmonic, Hitachi, Inlet, Interra, iPV, Isilon, Miranda, Pebble Beach Systems, Penta, RGB Networks, SeaChange, Signiant, Strategy & Technology, Switch Media, SysMedia, RTS Telex, Triveni and TVU Networks.

Once SMPTE has come and gone a full compliment of Magna Systems and Engineering staff will again be attending IBC in Amsterdam.

Without question the move into IP-based systems, workflows and asset management forms a bigger and bigger part of the projects we get involved with and thus the kinds of solutions we have to offer our clients. It's been talked about for a few years and I can tell you we are now officially right in the thick of it. IP or cloud-based offerings are very much changing the way broadcasters do business and you can see the latest in these types of offerings on our stands at Broadcast Asia and SMPTE 2011.

Magna Systems and Engineering presents first ever Dalet MAM showcase in Australia

Recently Magna Systems and Engineering presented the first ever Dalet MAM showcase event in Australia in our purpose built training room at their Chatswood head office.

Magna Systems Technical Sales Engineer Dave Alderton explained, "This was a first for the Australian

market. During the three day-long event we had two sessions per day where we demonstrated the full capabilities of Dalet's Enterprise Edition MAM system and Brio Server System. We simulated a typical broadcast chain from ingest through to transmission and demonstrated how the Dalet MAM system integrates and adds value throughout the chain."



The first ever Dalet MAM showcase event in Australia at Magna Systems' purpose built training room in Sydney



Dalet MAM showcase

As part of the event Magna Systems' training room was transformed with demonstrations relevant to today's broadcast environment including integration between the Dalet MAM and Brio server systems and Interra Baton QC, Front Porch Digital DIVArchive, Pebble Beach Neptune multi-channel automation and Chyron channel branding.

Alderton continued, "This was no ordinary demo. We simulated real life broadcast situations, for example, content was ingested, QC'd via Baton and archived. Then the Pebble Beach Neptune automation populated a playlist, searched and retrieved the content in the DIVArchive and sent it to SeaChange servers for playout. All of which had the Dalet Enterprise Edition integrated as the overarching media asset management system. Our aim was for customers to see the value Dalet brings to real life, tangible broadcast situations they can resonate with, rather than purely conceptual ones."

Channel Nine invests in major RTS Telex talkback upgrades with Magna Systems and Engineering

For GTV-9 Melbourne relocation and National
 Playout Centre build in Sydney

The Nine Network recently made two significant RTS Telex purchases and installations from Magna Systems and Engineering for its GTV-9 Melbourne studio relocation and Sydney-based National Playout Centre build.

Magna Systems Product Specialist Lucas Bohm said, "Channel Nine had two major projects that required extensive talkback capabilities. The first was for their relocation of GTV-9 in Melbourne. We had a comprehensive set of discussions with Jason Pendleton, Engineering Manager of GTV-9, as to which RTS Telex talkback products would best suit the broadcaster's requirements in their new building after which Jason presented us with a full system design and we sent information on the latest Telex products and their functionality."

For the GTV-9 relocation the system was based around some of RTS Telex's latest products including

a 132x132 ADAM matrix, KP32 panels, TIF 2000A Telephone Hybrid interfaces, 16-channel VOIP card kits, PAP32 panels and LCP 102 Level Control Panels.

Bohm added, "We have a long and well established relationship with the Nine Network so this deal, like many others, was very straightforward. Despite its considerable size, the system design and delivery requirements were all met without issue. This included having to provide kit and cabling that would work over two levels connected by cutting through high ceilings. The system was designed to be very flexible removing the need for specific cards to perform most job functions."

The second major Nine Network installation was the new build of their Sydney-based flagship National Playout Centre. Again based around a Telex 132x132 ADAM matrix the National Playout Centre system



Jason Pendleton, Engineering Manager of GTV-9, with the RTS Telex system supplied by Magna Systems at GTV-9 Melbourne

also includes KP12 panels, KP32 panels, PAP32 panels, RVON-16 16 channel VOIP card kits and TIF 2000A Telephone Hybrid interfaces.

Lucas Bohm explained, "This system was very similar in size, design and functionality requirement to the GTV-9 relocation with one major difference. The National Playout Centre is now the major playout hub for the Nine Network and thus the RVON (Request to Send Voice Over Network) connectivity over IP was critical in its role within the overall design. Nine have now implemented RVON nationally via IP so all their facilities can communicate easily and directly.

The National Playout Centre receives information and communications from all the Nine broadcast locations across the country and distributes it accordingly. It's a very clever and efficient system."

Jason Pendleton said, "As Engineering Manager of GTV-9 in Melbourne I had the pleasure of working with Lucas Bohm at Magna Systems to design and purchase communications systems for both Nine Network's Melbourne relocation and Network Playout Centre projects. Nine have a long history with RTS Telex dating back to early Nine outside broadcast trucks where we



RTS Telex system supplied by Magna Systems at GTV-9 Melbourne

started off using the CS9500 frames and KP95 key panels which in those days was considered cutting edge, fitting into a 50-port matrix. With the ADAM frame purchased for Melbourne I find us populating 160 ports and 128 at the Playout Centre and still looking to take advantage of the RTS high density ADAM frames that allow up to 272 ports in a single system. In my opinion RTS Telex continue to be the leader in large format communications matrices and will serve the Nine Network well into the future under the support of the team at Magna Systems. Now that all of our sites are RTS Telex we can look to centralising from our Network Playout Centre in Sydney and taking advantage of the intelligent trunking systems using VOIP connectivity. Our outside broadcast partner Global TV also offer us an RTS Telex solution and via RVON systems over Telstra's BDSL Network, connect Nine Sports and Entertainment's contribution to the Playout Centre."

Magna sees the charge for Blueshape batteries in Australia and New Zealand

Major orders placed by Channel 9, TVNZ and the Australian Department of Parliamentary Services

Magna Systems and Engineering has seen that Blueshape professional Li-Ion and Li-Polymer batteries, chargers and mounting accessories are being increasingly used by broadcasting organisations throughout Australia and New Zealand.

Magna Systems Product Specialist David Clemesha explained, "Since their introduction to the region three years ago Blueshape's batteries and chargers have gone from strength to strength, quickly becoming our best selling ranges."



Blueshape CVTR1M charger

Recently Magna Systems has seen orders for Blueshape's batteries and chargers increase significantly.

Clemesha added, "We have had some big repeat orders and many organisations are also buying the latest Blueshape products. Channel Nine's Canberra Bureau recently purchased Blueshape's innovative CVTR2 two-way chargers that have a 13.8V/110W output through a 4pin XLR for in-house charging, a CVTR1M travel charger and additional BV100HD batteries. TVNZ recently bought more Blueshape BV140 batteries to power their on-camera microwave transmitters and additional, airline cabin baggage-approved, BV100 batteries that are used by their ENG crews around NZ. The Australian Department of Parliamentary Services also purchased BV210 battery packs, CVTR1M and CVTR2 fast charger packs that are capable of charging at 4 Amps in constant current mode.

This makes these chargers some of the quickest in the world. In addition, these Blueshape chargers are equipped with an intelligent pre-charge system, capable of initially generating a tiny charge current if the battery on charge happens to have a very low terminal voltage."



Blueshape CVTR2 charger

The Blueshape V-lock battery range is designed, planned and manufactured in Europe employing high standards of technology and safety. The batteries offer high performance in terms of duration in use, with the batteries having the highest energy density in terms of Wh per unit weight or volume. The Blueshape chargers are known for their speed of charging and the fact that they have been designed to reduce battery stress and prolong battery cell lifetime.

David Clemesha concluded, "With more orders being placed we expect sales of Blueshape batteries and chargers to continue their growth in Australia and New Zealand throughout 2011. Blueshape batteries are particularly well suited to this region as they are a premium, high quality product at a very competitive price."

New Telex Products

ADAM-M Matrix Intercom



Reengineered with the latest design and technology, the ADAM-M Matrix Intercom bridges legacy with innovation.

The sleek re-design provides 128+ ports in an extremely compact 3RU (rack unit) package, with full redundancy on the master controllers and power supplies. The Matrix frame supports all current ADAM cards, including AIO-16, RVON-16, MADI-16 Plus, DBX, TriBus and MCII-e controllers. It also supports existing ADAM wiring schemes and options.

Built for the entire world and the REAL world, the chassis plugs and plays anywhere, running on 90-264VAC at 50/60Hz.

The chassis is built with improved low noise cooling, hot-swappable components (including cooling modules), and improved status reporting.

DKP 16 CLD Color Display Desktop Keypanel



The DKP 16 CLD is the desktop member of the CLD color keypanel family from RTS®. Like its rackmounted counterpart, the DKP 16 CLD is controlled using a groundbreaking full-color graphic interface. The desktop keypanel also sports innovative conveniences which are the new standard among the RTS® CLD keypanel family. A USB port, two user-programmable buttons, one-touch listen volume adjustment, and a backlit keypad are just some of the common features which set this keypanel family apart. The DKP 16 CLD is designed with a curvaceous housing and compact footprint that sits attractively in desktop configurations.

BTR-80N Narrow Band 2-Channel UHF Synthesized Wireless Intercom System

The Telex® BTR-80N Narrow Band 2-Channel UHF Synthesized Wireless Intercom System is a revolutionary product offering in today's ever-changing and shrinking RF environment. Providing an unprecedented 25 KHz of modulated band width, the BTR-80N narrow band system will allow more users per channel in the cramped UHF spectrum.



KP 12 CLD Color Display Keypanel

The 1RU KP 12 CLD keypanel includes several cutting-edge features designed to enhance capability and ease of use. The instinctive graphic interface is housed inside two full-color 4.2" LCD displays. The front panel also features conveniences such as a user-programmable button, one-touch listen volume adjustment on each of the 14 new multifunction keys, and a backlit keypad.



MADI-16 Plus Card

Multichannel Audio Digital Interface Card

The MADI-16 Plus card expands the ADAM system configuration capabilities by utilizing MADI (Multichannel Audio Digital Interface) technology to connect any AES-10 compliant devices over coaxial or fiber connections at sampling rates of 44.1kHz and 48kHz. Unlike the RVON devices, the MADI-16 Plus has a point-to-point configuration which provides for little or no delay in the transmission of audio across lines. components (including cooling modules), and improved status reporting.

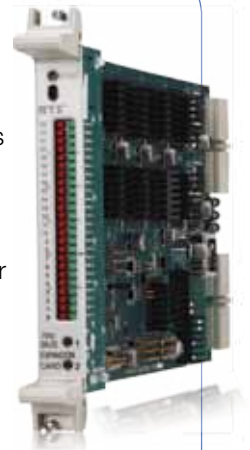
The MADI-16 Plus is fully scalable allowing 16 to 64 channels of audio IN and audio OUT. And, it supports all standard, hot-swappable and configurable features through RTS' AZedit configuration software.



TBX-Tribus

Triple-Bus Expander Card Kit for ADAM

A single TBX-Tribus fiber card can link up to four ADAM frames together and allow them to appear as one matrix system. This makes it possible to increase the number of available users on a system by transparently integrating additional frames. The ADAM frame must be equipped with a MCII-e master controller card, allowing the TBX-Tribus to link together multiple frames, allowing users to quickly connect multiple ADAM intercom systems. This functionality can be very useful in mobile production scenarios to tie systems together via fiber using the digital audio of the TBX-Tribus. In this scenario, the MCII-e master controllers are tied together via Ethernet connections. In a failure of the fiber or Ethernet link of one frame, the affected ADAM is automatically isolated as a fully functional 'Island' frame, and the remaining frame(s) function as a normal interconnected system.



Zeus III

Digital Intercom Matrix

Zeus III is the next generation of condensed intercom system units, giving compact systems more options for their intercom configurations. It has 32 channels IN/OUT and two (2) configurable party-line interface channels. Its compact size is perfect for environments with limited space. With the addition of Ethernet, the Zeus III can be configured from virtually anywhere on the network using AZedit Intercom software. Alternatively, the Zeus III can be directly connected to AZedit through the use of the USB connector on the front panel. The system has 32 standard RJ45 connectors making it easier to connect your intercom system with audio lines and keypanels by keeping the RTS wiring scheme.



Zeus III LE/LE+

Digital Intercom Matrix

Introducing the Zeus III LE and LE+, the lighter versions of the Zeus III Digital Intercom Matrix, sporting 16 channels of audio IN/OUT. The Zeus III LE is a single power supply unit, while the Zeus III LE+ contains two (2) power supplies to give the added protection of power supply failover. The Zeus III LE/ LE+ still has two (2) configurable party line interface channels. Its physical size is perfect for those environments where space is a concern. The Zeus III LE/LE+ can be configured from virtually anywhere in the network using Ethernet and the AZedit intercom software. Alternatively, the Zeus III LE/LE+ can be directly connected to AZedit through the use of the USB connector on the front panel.



Finance News Network and StarComm switch to FOR-A HVS300 vision mixer from Magna Systems and Engineering

Powerful, compact, broadcast level switcher

Recently the Finance News Network, Australia's leading provider of online business and financial video news and OB specialist StarComm purchased the innovative FOR-A HVS-300HS portable video switcher from Magna Systems and Engineering.

Finance News Network's MD Simon Van Es explained his organisation's purchasing decision. He said, "We had been looking for a system that could take some of our older 720x576 content and upscale it to HD but also take new HD sources and mix them all together. Ultimately our goal was to move to a full HD workflow but in the process we still wanted to use some of our older equipment. We looked at a heap of options and the one that stood out head and shoulders above the rest in terms of functionality and value for money was the FOR-A HVS 300."

The HVS-300HS is part of FOR-A's popular Hanabi series and represents one of the most powerful, compact, broadcast level switchers on the market. Although small, the 1RU HVS-300HS (there is also a 2RU HVS-300RPS) is packed with features including frame synchronising and re-sizing engine on every channel which allows any standard definition equipment to be used in full HD mode.

Van Es continued, "The HVS-300 had a long list of excellent functions. We were particularly impressed with the fact that the HVS-300 also has keyer with chroma key, DSK, dual picture-in-picture, 16-channel multi-viewer, still stores and much more. To be honest we could have purchased it online but we decided to go with Magna Systems because of their excellent local sales and support and I'm happy to say we are delighted



Simon Van Es at the Finance News Network

with the HVS-300 and Magna's service."

Another recent purchaser of the HVS-300 is sporting OB specialist StarComm. Well known for their work helping to provide the broadcasts and graphics for the Association of Surfing Professionals (ASP) tour, StarComm owner Joel Medeiros said, "We purchased the FOR-A HVS-300 because it is perfectly suited for a wide-range of productions that we are actively involved in, particularly

live events and sports where we use our small portable Flypack. We have a great relationship with Magna Systems and spent a good deal of time discussing which switcher would be best for us with the team there. When we'd considered all the options the FOR-A HVS-300 was clearly the best choice as it incorporates up to 12 inputs and 8 outputs, DSK, dual picture-in-picture, 16-channel multi-viewer and a wide array of other functions in a compact 1RU size. It's

also straightforward to use and easy to configure.”

StarComm have recently returned from ASP events in South Africa and Tahiti where they used the HVS-300. Medeiros added, “The HVS-300 is an excellent piece of kit that worked brilliantly in both countries. It’s very reliable and really punches well above its weight in terms of functionality. We are very happy with the HVS-300 and the advice and service that Magna Systems always back up their sales with.”



Billabong World Pro Juniors, North Narrabeen, Sydney

Magna Systems supplies Department of Education, Premier Media Group and Hillsong Church with online mobile streaming

According to Magna Systems Technical Sales Engineer Dave Alderton the market for online streaming solutions is growing fast. Alderton explained, “Recently we supplied the Department of Education (DoE), Premier Media Group (PMG) and the Hillsong Church with efficient systems based around the Inlet Spinnaker SD / 5000 multi-format encoder that provides full support of adaptive streaming and Video On Demand (VOD).”

Spinnaker™ uses a state-of-the-art encoding engine and an advanced toolset to deliver high bandwidth performance and a unique feature set on the web.

Alderton continued, “The DoE required a solution which would allow them to stream to the web in order to provide remote students with effective distance learning. Inlet’s Spinnaker SD

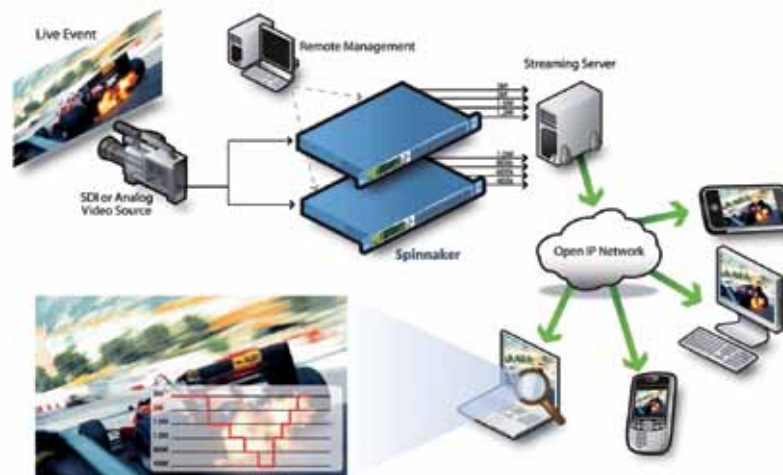
/ 5000 multi-format encoder was the ideal solution as it allows the DoE to deliver content online with an effective user interface to its audience. We gave the DoE a Spinnaker SD / 5000

to test and it worked perfectly giving them smooth streaming to the web, iPhones, iPads and iPods with no buffering and no lag. As a result they purchased the unit and we expect more orders in the near future.”

Premier Media Group (PMG) is home to some of Australia’s favourite subscription television channels, and also runs Australia’s number one general sport website. PMG owns and operates nine TV channels which are provided to subscription TV providers FOXTEL, Austar and Optus, as well as providing content to mobile phones and other online partners.

The Hillsong Church mission is outworked through four major

Spinnaker™ - Adaptive Streaming



Spinnaker SD / 5000 multi-format encoder Smooth Streaming Diagram

campuses in Australia (Hills, City, South West and Brisbane), a city-wide network of connect groups, contributing ministries and extension services.

Alderton said, “PMG are an innovative media company who were looking for an online solution so they could stream content to the Fox Sports website and onto iPhones, iPods and iPads. It was important to PMG that their viewers were able to sit in front of their laptops or handheld devices and watch sport without annoying interruptions of service or buffering. Hillsong recorded several large church events and then streamed them via their website.”

The Spinnaker SD / 5000 can simultaneously stream in multiple formats including 3GP, H.264, Flash, Silver Light, VBR and CBR within the same system all from one compact box.

Alderton concluded, “After testing and demos both PMG and Hillsong purchased multiple Spinnaker SD / 5000 boxes. There was a tight turnaround to get the Fox Sports website launched but we managed to deliver all four units on time. PMG is another great example of a broadcaster who, with the capability of online streaming, is now able to extend and push their content to viewers in an efficient and convenient way. This is very much the future of content consumption.”

Magna Moments...



Magna Systems dinner at NAB 2011



Magna Systems dinner at NAB 2011



NAB 2011



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Audio News

Exciting new additions to our product range

The Inter-M V2-Series Professional Amplifier is compact, light weight and extremely reliable, this new range of SMP (switch mode) professional amplifiers from Inter-M will supersede the very popular L Series which have over the past few years earned a reputation for performance and reliability.

Improved performance, specification and design makes this new range of SMP amplifiers another milestone in amplifier design for Inter-M.

PAM 480 Amplifier

The Inter-M PAM Series continues to make inroads into the

installation area; in particular the PAM 480 amplifier. This was the obvious choice when it came to selecting a reliable sound distribution system throughout the Bunning Stores nationally.

Beautifully engineered, with loads of great features the PAM480 delivers 480 watt RMS of clean reliable sound.

PAM-MPM4CD/USB/DRP Player, Tuner

A new addition to the PAM Series modules is the PAM-MPM4. This new module from Inter-M incorporates CD, USB, and FM TUNER all in one compact, easy to install unit.



DAS 15-inch Road 15A

Das Reveals New Road Monitors

DAS Audio recently released its new Road series of stage monitors, including the 12-inch Road 12A and the 15-inch Road 15A two-way powered enclosures.

These two monitors replace the manufacturer's SM and SML series boxes, in this new design the connectors are underneath the cabinets front section, thereby protecting them from breakage or accidental disconnection. Both enclosures incorporate Class D power amplification delivering 550watts into the low frequencies and 220watts for highs, plus a switch mode power supply.

Also on board is a FIR filter loaded DSP intended to ensure constant phase response. Two EQ presets are available-Monitor and Main, adjusting the frequencies response for use on a pole mounts as a multipurpose box. Another key feature is the DAS M-75N neodymium compression driver, designed to deliver high SPL and low distortion. The driver is attached to a new 40-degree by 60-degree horn.



Inter-M V2-Series Professional Amplifier