

## DAD Package



## ContentDepot®

### DAD Basic Automation System

DAD basic automation for ContentDepot provides all required functions defined by Public Radio Satellite Services (PRSS®) for utilizing their new, next generation program distribution technology, ContentDepot. DAD's rich feature set enable public radio broadcasters to ensure reliable, accurate airing of all PRSS distributed program content on time, every time.

#### DAD Basic Automation Benefits

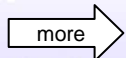
- Automate audio delivery from control room to on-air assist.
- Ensure effective use and reporting of underwriting, promo and station ID segments.
- Utilize the latest standard hardware components for total flexibility.
- Create "live sounding" automated formats quickly and easily.
- Enable use of programs in live, live assist or automated fashion on station defined schedule.
- Remote operations quickly produce the right content, at the right place at the right time.

#### DAD Basic ContentDepot Automation Summary

DAD is a complete automation solution scalable from the largest multi-station application to the smallest individual station needs. DAD is a third generation modular software system built upon ENCO's proven and widely accepted DAD family of products in use at thousands of facilities worldwide. DAD's Basic Automation System subset was defined to meet specifications set by PRSS for use with ContentDepot, their next generation program distribution system. ENCO has packaged all hardware and software components required to operate with ContentDepot. These packaged systems are being provided to PRSS subscribers that do not currently have compliant systems installed. ENCO delivered systems will meet all ContentDepot requirements for automatic program download, schedule importation, program playlist creation or modification, and file editing and reporting. DAD Basic Automation is easily expandable to all of DAD's robust feature set, allowing broadcasters to implement an audio delivery and playout system that precisely meets their needs. Combining extended functionality options of multiple reproducers or "players" and recorders, flexible array panels and user defined hot keys, DAD enables broadcasters to optimize performance for their specific requirements. It provides a platform for integrating the many sources of content flowing into today's modern broadcast environment such as news, traffic, weather, scheduling systems and reconciliation to organization information systems.

DAD Basic Automation is delivered as a packaged hardware/software system. DAD options are available modularly as software only, or as a turnkey system delivered with ENCO's tested and proven hardware configurations.

DISCOVERY NETWORK IRAQ MEDIA NETWORK SPORTING NEWS RADIO ATLANTIDA  
 RADIO BOHEMIA CHINA INTERNATIONAL RADIO EUROPA RADIO GLOBO  
 RADIO REPUBLIC INDONESIA MAINICHI BROADCASTING SYSTEM CREATIVE AUDIO PRODUCTION  
 ENTRAVISION FOX NEWS JEFFERSON PILOT KABC MTV PARAMOUNT SALEM  
 SKY BROADCASTING SUSQUEHANNA MEDIA CO WESTWOOD ONE  
 WGN WJR WOR CBS CNN CNBC ESPN



# DAD Basic Automation (cont'd)

## DAD Modules

Highlighted modules included in Basic Automation System. (Options may be purchased separately)

- **EZ-LIB DAD** Library access and playlist modification module. Includes database maintenance functions, command cut editor, DCL support, priority play buttons.
- **EZ-PLAY DAD** virtual player module. Single player capable of live assist or fully automated operation. Expandable to 4 per workstation.
- **EZ-EDIT DAD** simple edit module. Audio waveform “cut” and “paste” assembly editor.
- **ContentDepot Monitor DAD** Dropbox option tailored for use with ContentDepot. Provides automatic file transfer and conversion for airing.

### Why buy from ENCO?

ENCO delivers world class audio delivery and automation tools to the most demanding television and radio broadcasters on six continents. Our solutions range from large multinational television live broadcast applications to the needs of the small market unattended radio station. We bring our customers flexible solutions that work the way they do while delivering exceptional value, performance and reliability.

### ENCO Service and Support

ENCO's full line of support options ranging from implementation guidance and training, to 24/7 telephone support will protect and increase the return from your automation investment. Our engineers understand your business challenges and are ready to help you achieve your goals. ENCO software products are regularly updated with powerful new features and capabilities to bring ever increasing value to your operation.

### Application Options

- **EZ-4PLAY DAD** 4Play module. Quadplay machine with added functionality for playlist scheduling.
- **EZ-TRKR DAD** Tracker 2000 module for voice over recorder and editor. Used for “live sounding” automated programming
- **EZ-REC DAD** recording machine module. Single recorder supporting AutoRecord. Includes up to 4 per workstation.
- **EZ-SCRIPT DAD** module for script display. Script display machine with embedded audio support
- **EZ-ARRAY DAD** array panel module. Includes full screen and two half screen of array or “Cart Wall panels.
- **EZ-MLOG DAD** master log virtual player module. Full screen master log player typically preferred for fast paced live assist formats.
- **EZ-QPLAY DAD** QuadPlay machine preferred for free form live assist or external control by video switchers or automation controllers.
- **AIRPLAY DAD**'s Airplay Live Assist creates an on-air user interface that eases and speeds control of all audio elements during live broadcasts.
- **CONVERT DAD** Convert allows quick, effortless conversion of a variety of audio file formats, enabling users to readily incorporate audio cuts from almost any source directly into DAD's library.
- **ENCORE DAD** ENCORE includes all the XML tools, playback state DAD Command Language (DCL), templates and documentation to quickly get DAD stored information to the WEB.
- **COOLDAD DAD**'s CoolDAD option integrates the popular Adobe Audition® (formerly CoolEdit/CoolEdit-PRO) multitrack audio waveform editor with DAD.
- **NEWSBOSS** NewsBoss can be included with DAD providing a powerful, easy to use radio newsroom system.
- **WEBLIB** WEBLIB consists of server and client software plus configuration and setup services to allow user definable access to DAD audio and associated data via standard web browser tools available with most computers.

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