

DAD

DAD is a complete audio playout automation and control system for radio and television. DAD's rich feature set enables television and radio broadcasters to ensure reliable, accurate delivery of all audio content on time, every time. When quality audio delivery counts and your reputation and revenues depend on it, ENCO is your ideal broadcast playout and automation partner.



DAD Benefits

- Handles audio delivery from full automation to totally live on-air operation
- Includes our 4th Generation Live Assist Interface
- Ensure accurate playout of commercial spots
- Rapidly perform simple edits to fit time constraints
- Utilizes the latest standard hardware components for total flexibility
- Create "live sounding" automated formats quickly and easily
- Integrate news, traffic, weather and other sources into a single activation screen
- Remote operations quickly produce the right content, at the right place at the right time
- Scalable to meet your needs now, and the flexibility to address future requirements as needed

DAD Summary

DAD is a complete playout solution scalable from the largest multinational television or radio broadcast application to small closed circuit systems found in professional sports venues. DAD is a third generation software system built upon ENCO's proven and widely accepted family of products in use at thousands of facilities worldwide. Running on standard off-the-shelf PC hardware, DAD's complete toolkit allows broadcasters to implement an audio delivery and automation system that precisely meets their needs. Combining rich functionality 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 including news, traffic, weather, scheduling as well as reconciliation to billing and corporate information systems.

DAD is available as software only, or as a turnkey system delivered with ENCO's tested and proven hardware configurations.

RAJAH MEDIA NETWORK SPORTING NEWS RADIO ATLANTIDA
 RADIO BOHEMIA QUINA INTERNATIONAL RADIO EUROPA RADIO GLOBE
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 RADIO BOHEMIA QUINA INTERNATIONAL RADIO EUROPA RADIO GLOBE
 WEATHER CHANNEL ENTRAVISION LINCOLN FINANCIAL GROUP KABC
 MTV NPR PARAMOUNT SALEM WESTWOOD ONE
 ABC CBS CNN CNBC ESPN FOX NEWS NBC WGN WJR WOR



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DAD Modules

All of the below 'virtual machines' are included with each DAD license.

- **LIBRARY** DAD Library access and playlist modification tool. Includes database maintenance functions, command cut editor, DCL support, priority play buttons.
- **AIRPLAY** Our 4th Generation live assist machine features integrated mini-array as well as full automation controls and live assist features.
- **ARRAY** Includes full screen and two half screen of array or "Cart Wall" panels with 960 buttons per user.
- **PLAY** Single playlist-based player, capable of live assist or fully automated operation. Includes 4 per workstation.
- **MASTERLOG** Full screen master log player typically preferred for fast paced live assist formats.
- **QUADPLAY** Machine designed for freeform live assist or external control by video switchers or automation controllers. 16 independent players.
- **4PLAY** Essentially a quadplay machine with added functionality for playlist scheduling.
- **TRACKER** Voice over recorder and editor. Used for "live sounding" automated programming.
- **RECORD** Single recorder supporting AutoRecord. Includes 4 per workstation.
- **EDIT** Simple, fast stereo audio waveform "cut and paste" assembly editor.
- **SCRIPT** Script display machine with embedded audio support. Supports simple text, SML and HTML display.

DAD Options Purchased Separately

- **DAD/SQL** Option to run DAD on standard SQL database.
- **SCHEDULING WIZARD** Operates as complete scheduling system or as an interface to popular third party music and traffic scheduling systems.
- **ENCORE** Enables broadcasters to quickly develop webcasting formats to supplement streaming audio to the worldwide web.
- **COOLDAD** CoolDAD integrates Adobe Audition® (CoolEdit) with DAD for fast access to powerful multitrack editing tools.
- **NEWS ROOM SYSTEMS** Interface to NEWSBOSS® and ENPS® Newsroom systems.
- **DROPBOX/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.
- **IMPORT/EXPORT/MERGE** Integrate single or multiple third party scheduling systems with the DAD environment.
- **WEBLIB** Enables a broad range of internet or intranet applications to access DAD library audio and cut information.
- **GATEWAY/DIST** Automatic back-up, data redundancy and parallel data availability for all DAD files.
- **MULTIPLE LIBRARIES** Provides multiple library functionality addressable from individual workstations and playlists.

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.