

ENCO Simplifies Custom Audio Library Development for TV Production with Sony Collaboration

ENCO protocol enhances resource sharing between ENCO audio playout and Sony automation systems

Southfield, MI, April 3, 2018 – In collaboration with Sony, ENCO has developed a new control interface between its DADtv live audio playout and Sony ELC automation systems that will simplify the way that TV production and automation operators build custom libraries and manage audio assets.

To be introduced at the 2018 NAB Show, the new interface allows ELC operators to build a library or playlist in DADtv audio players, and subsequently import that content to ELC automation systems. The ELC system displays titles, cuts, numbers and lengths in real-time, and gives operators complete control over the selection, playback, stoppage and advancement of all audio assets. Operator flexibility is further enhanced by enabling clean and immediate transitions between playback elements without requiring any stoppage.

The special interface, based on an ENCO protocol converter that allows commands to communicate with DADtv software, also enables Sony XVS/MVS Series production switchers to recognize the same content and audio events taking place in ELC's automated workflow. The seamless integration across all three systems is a significant advancement from the previous capabilities that users relied on when using Sony and ENCO systems in the same automated television workflow.

"As industry leaders in features and reliability, Sony and ENCO now offer seamless integration to improve the capabilities of any production," said Jason Weintraub, business development and product manager, media solutions and live production systems for Sony Professional Solutions of Americas. "With our collaboration, we can together offer more options to our customers that include resource sharing from ENCO players to maximize efficiency, while providing custom libraries tailored for each production team."

In addition to the automated, real-time delivery of custom libraries and enhanced operator control, ELC operators benefit from continuous updates to ELC time displays. These DADtv-driven, real-time status updates provide accurate feedback to operators around all library management and audio playback events.

ENCO and Sony will demonstrate the integration at their respective 2018 NAB Show booths (N3824 and C11001). The 2018 NAB Show takes place from April 9-12 at the Las Vegas Convention Center.

"The development of this special interface ensures a powerful connection between Sony's popular TV automation system, and our highly efficient, fast, and reliable audio playback solution

for live television,” said David T. Turner, Executive Vice President, ENCO. “The collaborative spirit of this advanced development ensures that our common customers benefit immediately from a more intelligent and efficient workflow, while new customers can quickly get on the air with an enhanced and improved audio production and automation environment thanks to our proven, streamlined integration.”

About ENCO

Founded in 1983, ENCO pioneered the use of computer-based, digital audio and program automation for radio station and TV studios. The company has since evolved its product line to cross all aspects of today's automated broadcast and production workflows, including closed-captioning, visual radio, audio compliance, instant media playout, remote contribution, and cloud-based web streaming. Its two flagship systems, DAD and MOM, bring the industry's best reliability, cost-efficiency and intuitive operation to automated radio and TV operations worldwide. ENCO is headquartered in Southfield, Michigan USA and retains a global distribution network, plus a growing network of partnerships with complementary industry vendors. For more information, please visit: www.enco.com.