



# MOM

## Television Automation

MOM (Media Operations Manager) is a complete automated playout system that brings automatic ingest, media asset management, graphics, and playout automation together into one platform. MOM allows a single operator to ingest, schedule, edit and playout media from the same system.



### Configurable Interface

Manage playout, scheduling and live sources from a single, configurable interface, or keep playout and scheduling in separated workflows.



### Multi-channel I/O

Record or playout on multiple channels at the same time, baseband SDI or NDI IP.



### Transcode on the Fly

MOM is format and resolution agnostic: play a variety of mixed file formats and resolutions with transitions.



### Intuitive scheduling

Create and edit playlists with drag and drop ease, or interface to your favorite traffic system.

## Simple

MOM features ENCO's Presenter interface to make television automation simple and intuitive.

## Flexible

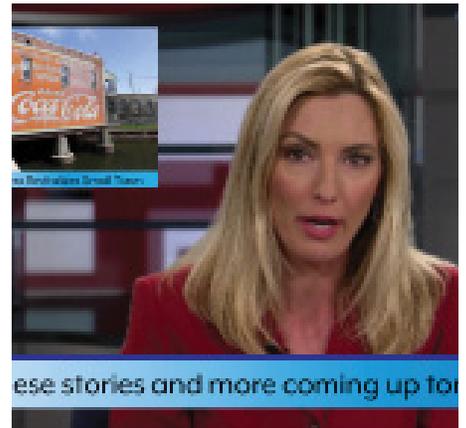
MOM supports the ingest and playout of a variety of industry-standard file formats, resolutions, and frame rates transcoding them on the fly to the desired output format. Furthermore, MOM supports a range of live inputs from SD/HD/3G-SDI, USB cameras, or over the network using the NDI® protocol.

## Reliable

With over 25 years of experience in broadcast automation, ENCO's automation engine is trusted by some of the biggest names in the industry.

## Live Inputs and GFX

MOM isn't just for playing out recorded video clips: it can manage live video inputs from cameras, routers, or a production switcher and seamlessly switch between the inputs and recorded content. Create switcher commands and add them to your playlist to completely automate your production. With MOM's internal graphics capabilities, it is easy to overlay graphics in just a few clicks, and to display multiple graphics at one time or control individually as secondary events.



## Additional Features

- Assign and automate multiple secondary events per scheduled event.
- Automatically ingest files from your advertising, promo and syndicated program supplier.
- Configurable with multiple inputs and outputs, RAID storage, GPI I/O, Traffic Interface, EAS, Routing Switcher Control, and many other 3rd party products.

NDI® is a trademark of NewTek, Inc.



## Case Study: **Island Luck**

We purchased ENCO MOM as a turnkey system. An ENCO representative came to our facility and performed the installation and on-site training. Migrating our existing content assets into the MOM library was remarkably straightforward – existing files were graphically dragged and dropped into the library from our centralized storage, and MOM was instantly able to play them to air. We were quickly impressed by its graphical interface, simplicity of operation, and rich feature set. It's now fast and easy for us to create a schedule, get it on air, and just as important, it's easy for us to graphically rearrange the schedule, adding or deleting entries on the fly. We fully transitioned after running MOM in parallel with our old system for just one day.

**“Remarkably Straightforward.”**

-Karlyle Harris, ILTV