MONARCH®

Brodcaast™ QPlus™

Imagine. Produce. Deliver

Squeeze Advertisement

Full color animated logo

- Android Phones
- Windows Phones
- Symbian Phones
- Bada Phones

Come to our Place to explore the world of Mobiles

Shreeji Electronics
Borival West

Android Phones

Explore Now

CABLE TV

Clock
Ticker / Crawl Line
Lower Third Graphics
Show / Program ID
Day / Date
Logo / Bug
Live Video / Background Images

News at 06.30pm

Breaking News

Mumbai film fest: 2 awards for Miss Lovely

12 SEPT 2012
06.30pm Thu

News at 06.30pm
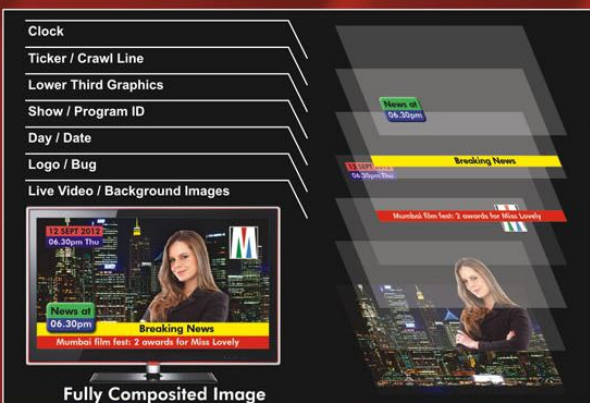
Breaking News
Mumbai film fest: 2 awards for Miss Lovely

Fully Composited Image

Monarch® Brodcaast™ QPlus™ is a robust single channel content playout and On-Air graphics design system.

The solution enables the Channel Operator to schedule ads, movies and programs many days in advance, thus reducing the stress of manually programming the channel. Monarch® Brodcaast™ QPlus™ supports ingesting of one Live video input. The operator can simultaneously record the video for future use. The solution allows the user to insert squeeze ads in custom shape(L, J and U shape) by manipulating the Live video source. The operator can now produce Live programs like News, Talks Shows or Events and generate additional ad revenues.

Monarch® Brodcaast™ QPlus™ is capable of inserting multi-layered graphics to the programming, the operator can insert up to 4 full colour animated logos, add two lines of scroll, generate clock display, overlay stills, add titles and much more and thus deliver professional look to the channel.

With flexibility of delivering various functions like scheduling ingesting, Live production, inserting ads and inserting graphics through a single system, the operator can now easily operate his own channel.

Highlights :

- Real time automatic and manual scheduling of live input and media files

- Built-in Live video input in Analog and HDMI (digital) format

- No black frames between playback of media files and Live inputs

- Simple editing of video files in various formats (Clip trimming, Mark in & Mark out)

- Customizable squeeze ads – L shape, J shape, U shape or any custom shape

- Creating a schedule many days ahead

Connection Diagram

Input Source

Camera Feed EXT. Feed VTR Feed

(Composite or S-Video or Component or HDMI)

Video IN **Audio IN** Unbalanced RCA

Monarch® Brodcaast™ QPlus™ Machine

(Composite or S-Video or Component or HDMI)

Video OUT **Audio OUT** Unbalanced RCA

MPEG Encoder

Key Features :

- **Ingest**
  Ingest feature to capture live video input. Records the video on the hard disk for playback in the schedule. Supports recording in MP4 format using h.264 compression.

- **Live video or video clips as input source**
  Supports live video in analog and HDMI format. The solution also supports media file input as background source. Smooth switching between live video and video clip without any black frame or jerk.

- **Squeeze Ads**
  Creates Squeeze Ads by processing Live video inputs as a graphic layer. Scales down Live video to any custom shape (L, J & U shape) to insert ads through squeeze. Provides the flexibility to control the display time of the Ad.

Other Features :

- Built-in Scheduler for video clips and live video input
- Media Explorer/Library
- Two lines of simultaneous text crawl
- Manual Audio Gain Control
- Full-Color animated lower third graphics for Ads
- 4 Full-color Animated station logo with transparency
- Auto and Manual Media Segmentation
- Coming up/now showing slug
- ODBC and RSS feed support
- Industry standard video file format supported
- Cut, copy, paste & insert media in schedule window

Make a Mark with

MONARCH®
Serving since 1984

Monarch Innovative Technologies Pvt. Ltd., Monarch House, Royal Palms, Aarey Colony, Goregaon (E), Mumbai - 400065. INDIA. Ph: (022) 6146 4500, 2879 4545 Fax: (022) 2879 4554
E-mail: sales@monarchinnovative.com Website: www.monarchinnovative.com

www.monarchinnovative.com www.facebook.com/MITPL @Monarch_India