Harris to Supply Integrated Broadcast Workflow Solution for India’s New Regional TV News Channel

Joint Solution Offers Secure, Cost-Effective Storage Archival for Digital Media Assets

New Delhi, India 29 January, 2013 — Harris Broadcast today announced that GSTV has selected its interoperable, end-to-end broadcast workflow solution to enable the playout of India’s new Gujarati-language news channel.

Gujarat Samachar, the largest-read Gujarati daily newspaper, recently entered the regional-language news business by launching GSTV. The channel was created to build a stronger connection with the regional audience and will initially focus on news, with entertainment programming to follow.

The news production and playout facility will incorporate a range of Harris integrated broadcast products, including the scalable ADC™ automated content management and distribution system. The ADC system will manage content control from the media ingest point through delivery.

The media ingest and playout operation includes Harris® NEXIO AMP® servers and the latest NEXIO Farad™ online storage system, specifically designed for news broadcast and production facilities. The system will provide GSTV real-time access to content and integrate with the facility’s newsroom system. This allows journalists to quickly create and edit content while providing the highest level of digital asset protection.

"The modularity and flexibility of the Harris integrated broadcast solution will allow us to deliver programs to air quickly and effectively," said Shreyans Shah, chairman, Gujarat Samachar group. "We have worked with Harris for a number of years, so they understand our business model and we trust their technology. They also have excellent local service and support, which provides easy access to engineers and fast service response times — a key requirement for us."

The popular Harris workflow also supports the Final Cut Pro® editing system used for television news. GSTV operators will access material on the NEXIO Farad storage system allowing them immediate access to content in a shared and collaborative working environment.

"Real workflow advantages and cost-efficiencies are important to the success of new broadcasters such as GSTV," said Said Bacho, vice president sales and service, Middle East and South Asia for Harris Broadcast. "The ability to help customers work with better speed and efficiency while offering accessible local service and support helps broadcasters like GSTV evolve quickly. Regionally, we find this to be especially true in India, one of the world's fastest growing economies."

About Harris Broadcast

Harris Broadcast Communications offers products, systems and services that provide interoperable workflow solutions for broadcast, cable, satellite and out-of-home networks. The Harris ONE™ solution brings together highly integrated and cost-effective products that enable advanced media workflows for emerging content delivery business models. Additional information about Harris Broadcast Communications is available at www.broadcast.harris.com.