

# TVTechnology

IMAGINE COMMUNICATIONS

## Versio

Integrated playout for on-premise, hybrid, or cloud deployments

Versio is the industry-proven product from Imagine Communications that combines video server, branding, master control and automation functionality into a fully integrated playout solution. In September 2015, the company introduced a groundbreaking new release of Versio—delivering an all-new foundation for how broadcast programming can be made, moved and monetized. The latest version of Versio (3.0) is 100-percent software-based and malleable to any operational model or architecture. Its unique flexibility enables the industry's widest range of operating options—from traditional, integrated playout appliance to premises-based COTS hardware or board and bundle to a fully virtualized or cloud-enabled model.

Versio is the first integrated playout solution able to transport high-bit rate signals over IP networks and support compressed and uncompressed video over IP signals (SMPTE 2022-6) entirely in software—reducing latency and improving quality.

With one code base and one user interface—regardless of input and output or network type—Versio delivers unprecedented investment protection in a solution that thrives in any operational environment:

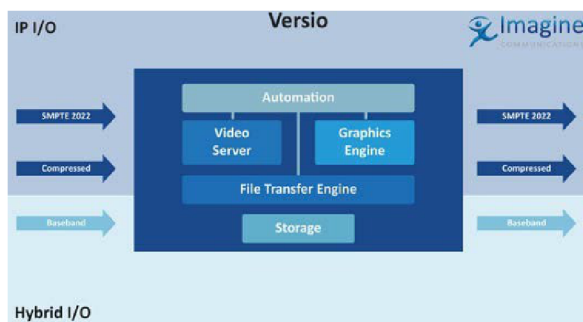
- **Premises-based model**—supports traditional channel-in-a-box deployments with baseband connectivity
  - **Hybrid IP model**—supports a hybrid IP/SDI deployment with both IP and baseband connectivity
  - **Virtualized or Cloud model**—supports virtualized and/or cloud-deployments with SMPTE 2022 or compressed input/output
- Deployable in private data centers or public cloud environments,

Versio can be used to accelerate the launch of new services, ensure business continuity, reduce infrastructure costs and virtualize master control. Media companies can leverage the software-only architecture to cost-effectively launch specialty or “pop-up” channels to enhance coverage of special events, such as the Olympics or World Cup matches, or to tap into new geographies or special interest groups.

The latest version of Versio is powered by the Zenium workflow management platform. An agile software engine for designing, deploying and managing extensible software-defined workflows, Zenium enables Versio to quickly address complex infrastructure challenges—overcoming workflow issues in a matter of weeks rather than years.

Because Versio has automation as its foundation, it can interact with a vast array of sales, traffic and billing systems. It also offers connectivity with Imagine Communications' Magellan SDN Orchestrator control system, ensuring hybrid IP/baseband solutions can be transparently integrated. Control of asset workflows across broadcast facilities or cloud infrastructure is enabled via integration with Imagine Communications' sophisticated MAM tools, allowing broadcasters to trigger complex workflow tasks, manage content approval, view and prepare content quickly and easily.

By enabling a hybridized playout environment that uses the same software for premises or cloud-based implementations, Imagine Communications has made it possible for media companies to maximize existing investments while making a gradual, disruption-free transition to the future of channel launch.



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