



Products & Solutions / Product Index

IconStation™ Advanced Channel Branding System



IconStation™ Master Control Graphics and Channel Presentation

In broadcasting, channel branding and station identity has become increasingly important for stations wishing to differentiate themselves from the competition. IconStation™ simplifies the creation, display and maintenance of a consistent brand, allowing broadcasters to get to air with data driven content, logos, time/temperature display, rolls/crawls, EAS information from within a single system. Templates and content can be created using the IconStation™ system or, alternatively, can be created using the offline content creation software which can be run on an ordinary PC or laptop. Enhanced branding and the display of L-bar effects, template-driven playout, unlimited layering and multi-level animation/still insertion are only part of what IconStation can offer. Available in both SD only or SD/HD switchable platforms, IconStation™ allows you to create and deliver your branding.

FEATURES

- Simultaneous program/preview
- Superior graphics create multiple layers of independent bugs, crawls, animations, clocks and more
- Video bypass inhibits branding on program content by triggering the branding bypass feature
- Data integration for link on-air graphics with databases, data feeds or text files for automatic updates to keep the information current
- Transfer files via Compact Flash, FTP or LogoCreator, directly over the Ethernet connection
- Squeezeback DVE option for squeeze back and restore video to reveal the information displayed (SD only)
- Dual channel input option: single output with dual DVE or A/B mix capability
- Quick editors to modify content with fast and easy updates
- Control choices — GPI, automation, manual
- Audio support for attachment to audio files to any display item, or create an independent audio region for audio “stingers”
- Intuitive interface drag and drop user interface makes it simple to learn and allows users to get to air quickly

Unmatched Graphic Capabilities

IconStation is a revolutionary on-air branding system leveraging the innovative Inscriber platform to deliver spectacular on-air graphics. IconStation™ combines simplified logo insertion with the power of unlimited layering and control of real-time data fed rolls/crawls, squeezeback DVE and much, much more. Overlay static and animated graphics, station IDs, promos, moving backgrounds, EAS and emergency alerts, local news and advertising quickly and easily. Independently control the display of bugs, clocks, crawls, logos, graphics, clips, video and animations creating a clear and distinct on air brand differentiating yourself from the competition.

For All Broadcast Branding Applications

IconStation™ extensive standard features and ease of operation, make it ideally suited to large and small broadcasters seeking a reliable on-air branding solution. Integrate IconStation powerful branding capabilities in: master control environments, satellite uplink locations and mobile broadcast centers.

Easy-To-Use Interface

From within a single 3U system, IconStation™ offers the most sophisticated on-air graphics creation and playout capabilities available to broadcasters today. Combine the small form factor with an intuitive user interface and quick learning curve, and the result is a streamlined workflow allowing a single operator to create, deliver and control all station branding.

Flexible Control Options

IconStation™ flexible and powerful control functions make content insertion seamless while offering limitless combinations of content for compelling on-air branding. Using GPIs, a Drake or Harris automation system, manual controls, or an optional Harris NUCLEUS™ control panel, graphic elements can be independently transitioned to appear or disappear as necessary.

Powerful Macro Scripting

IconStation™ includes simple yet powerful macro scripting for graphically rich branding capabilities. Customized Salvos make it easy to sequence the display of multiple layers of graphics, animations, audio and video using a single trigger source. Salvos are easily set, modified and saved for future use.

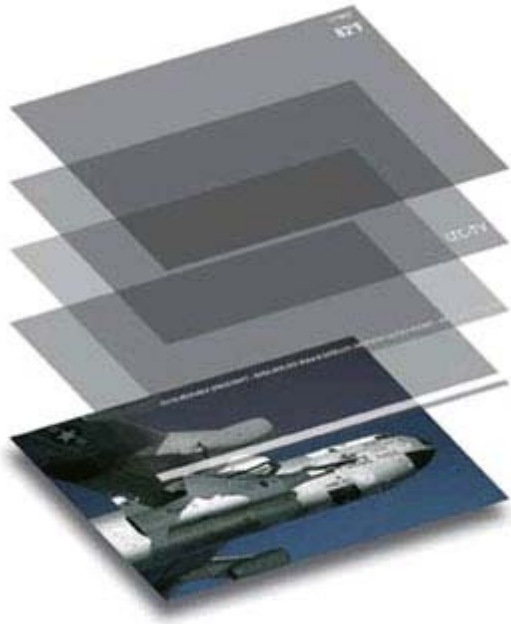
Real-time Data Updates

IconStation offers the unique advantage of real-time data connections for continuous information updates within the base system. Link information that is to be displayed on-screen directly to external data sources such as text files, databases, RSS or ODBC compatible sources. Display multiple crawls with real-time data from sources such as automated news, sports and financial feeds.

Powerful Creation Tools

IconStation includes the Inscriber award-winning character generator for superior title and graphic creation. Produce stunning graphics using Inscriber's familiar interface currently used daily by graphics professionals worldwide. For simplified use, and getting to air in no time at all, quick editors are included for fast and simple text and layout creation. All IconStation content has the ability to be updated with new information during playback to meet the demands of time critical local news updates.





SPECIFICATIONS Specifications and designs are subject to change without notice

Video Inputs

Number of Inputs	3 — program/frame grab input, key input, reference input
Formats	
SDTV	270 Mb/s 525/625 per SMPTE 259M-C
HDTV	1.485 Gb/s serial per SMPTE 292M 1080i/720p 59.94 Hz/50Hz
Genlock	NTSC/PAL, color black, or 525/625 comp sync or tri-level per SMPTE 240M 29.97/30/25 on BNC
Input Levels	SDI — 800 mV pk-pk
Analog Reference	1 V pk-pk blackburst
Input Impedance	75 ohms

Video Outputs

One Serial Digital Program/Fill Output	SMPTE 259M, 8/10 bit SDI (270 Mb/s @ 525/625)
One Serial Digital Key output	SMPTE 259M, 8/10-bit SDI (270 Mb/s @ 525/625)
Output Levels	SDI: 800 mV pk-pk
Output Impedance	75 ohms

Audio Specifications

- 2 input/output AES/EBU audio channels through the unbalanced/BNC connectors on the separate PC I/O plate
- On-board audio mixer
- 3.5 mm stereo jack on faceplate for analog audio monitoring

Additional Features

Time Code	SMPTE time code — LTC receiver
GPIO	22-Port GPIO

Technical Specifications

Chassis	3U rack-mount, rack rails included Height: 5.25 in. (13.35 cm) Width: 19 in. (48.26 cm) Depth: 25.5 in. (59.69 cm) Weight: 45 lbs (20.41 kg)
---------	--

Network Port	Two Gigabit Ethernet ports via RJ-45
Serial Ports	Two RS-232 serial port via DB-9 connector
USB	Four USB 2.0 ports
Fire Wire	One IEEE 1394a port
Power Supply	2+1 redundant hot swappable power supply (3 x 380 W)
Cooling	High CFM cooling for 24/7 operation
Optical	DriveRecordable CD/DVD-RW drive for backup or system restore
CPU	ICON-STA: Dual AMD Opteron™ CPU ICON-STN: AMD Opteron™ CPU
RAM	ICON-STA: 4 GB, DDR400 RAM ICON-STN: 1 GB, DDR400 RAM
Disk Sub System	1 x 73 GB U320 SCSI system drive 2 x 160 GB SATA II Drives in Hardware RAID 0 media drive
A/V Output Board	
ICON-STN systems	Inca XD-200, single slot, 3/4 length PCI 2.2 compliant card, DMA I/O card
ICON-STA systems	Harris Altitude Express, full length, single slot PCIe 1.1 x4 compliant card, DMA I/O card
System Restore	Bootable restore DVD-s to return system to factory configuration

IconStation ICON-STA Specification

The standard HD IconStation system includes:

- 3RU rack-mount system
- Dual AMD Opteron™ CPU
- 4 GB RAM
- Two 160 GB HDD drives
- Dual Ethernet
- Redundant hot-swappable power supplies
- Breakout box with fail-safe video bypass relay
- 14 GPI and 10 GPO
- HD-SDI or SD-SDI video in and out
- Mounts in 30-inch deep equipment rack, includes rack rails, keyboard and mouse
- SD systems: component SDI input and output as per SMPTE-259M
- AES audio inputs and outputs, supports baseband AES audio via AES unbalanced audio I/O or via embedded audio
- A/V Output Board: Harris Altitude Express, full length, single slot PCIe 1.1 x4 compliant card, DMA I/O card
- Optional hardware, 2D and 3D DVE

ICON-STN-Based IconStation Specification

The standard SD IconStation system includes:

- 3RU rack-mount system
- AMD Opteron™ CPU
- 1 GB RAM
- Two 160 GB HDD drives
- Dual Ethernet
- Redundant hot-swappable power supplies
- Fail-safe video bypass relay
- 14 GPI and 10 GPO
- SDI video in and out
- Mounts in 30 in. deep equipment rack, includes rack rails, keyboard and mouse
- SD systems: component SDI input and output as per SMPTE-259M
- AES audio inputs and outputs, supports baseband AES audio via AES unbalanced audio I/O or via embedded audio
- A/V Output Board: Inca XD-200, single slot, 3/4 length PCI 2.2 compliant card, DMA I/O card

ORDERING INFORMATION

All IconStation systems provide master control channel branding using logos, animations and crawls displaying news, stock information, weather forecasts and breaking news. Create, manage and display an unlimited number of items while maintaining a unique and consistent look for broadcasts. Potential display items include logos, static and animated text information, still images, 2D and 3D animations, video clips (option), clocks and timers, temperature displays and multiple data-fed crawls displaying real-time information.

IconStation ICON-STA Systems

ICON-STA 1 HD/SD channel IconStation

ICON-STA-2IP 2-input IconStation

IconStation ICON-STA Options

ICON-STA-CL Codec support for the playback of clips within IconStation HD. Examples of types of codecs supported include (but are not limited to) Windows® Media 9, QuickTime®, MPEG-2, DivX®, etc; for reference, codecs supported by Windows® Media Player are supported within IconStation

ICON-STA-DVE IconStation option for full 2D and 3D DVE control — includes 2-channel 2D and one-channel 3D DVE capability; requires the second input option to use 2 video inputs

ICON-STA-DVE-2D IconStation option for 2D DVE control, including 2-channel 2D DVE — must have the second input option to use 2 video inputs

ICON-STA-DVE-3D IconStation option for single-channel 3D DVE control

IconStation ICON-STN Systems

ICON-STN-S-3100 1 SD channel IconStation

ICON-STN-2S-PVW 2 SD channel, 1 PVW channel, IconStation

ICON-STN-2S 2 SD channel

IconStation ICON-STN Options

ICON-STN-S-CL Codec support for the playback of clips within IconStation SD; examples of types of codecs supported include (but are not limited to) Windows® Media 9, QuickTime®, MPEG-2, DivX®, etc; for reference, codecs supported by Windows® Media Player are supported within IconStation

ICON-STN-S-DVE Installed option allows IconStation unit to perform a squeezeback DVE effect of incoming live video or internally played out clips

IconStation Options (ICON-STA and ICON-STN)

ICON-STN-EAS EAS option to connect serial output of TFT or Sage EAS decoder to an IconStation unit for automatic keying of EAS crawl messages into the video; if EAS audio is supplied to the unbalanced analog stereo Line In jack, EAS audio may be inserted into the audio path based on a GPI (external impedance/level interface to PC Line In may be necessary); this option applies for both

ICON-STN-NM Network Manager option allows for delivery of branding content to remote IconStation units over a broadband Internet or Intranet connection; all branding content (clips, stills, animations, etc.) can be published to up to 15 remote systems from a single Network Manager location; distribution of content can be to individual systems or can be delivered to groups of systems as defined by the Network Manager administrator

ICON-STN-OL IconStation off-line authoring package — allows a graphics/promotions department to author IconStation page layouts and salvos without tying-up the IconStation unit; layouts can then be transferred via a

network connection or CD to the IconStation unit for use on air; this package runs on a customer-provided Windows® XP Professional-based PC; this software will create both HD and SD page layouts

- ICON-STN-RCP 12-button operator control panel — buttons have LCD-type keycaps; both the functions and the legends of the buttons are programmable

- ICON-STN-RTXP Allows IconStation to display third-party Inscriber RTX applications as an item within IconStation; RTX applications are created externally using Inscriber RTX Developer Studio; the purchase of Inscriber RTX Developer Studio is not required in order to enable this option; however, it is required in order to create content for the RTX Port; RTX is not a control protocol for IconStation

- ICON-STN-UPG-SH Hardware upgrade of an SD IconStation system to an HD/SD IconStation system, factory upgrade, allows an SD-only IconStation system to be upgraded to an SD/HD IconStation system