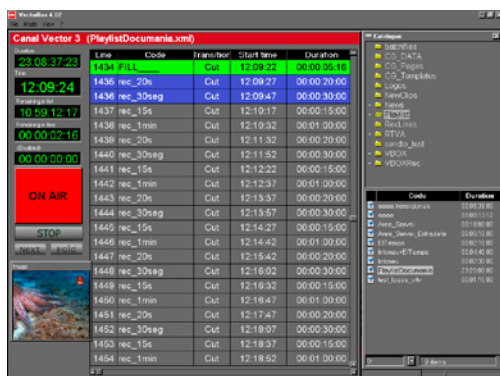


Interactive & Jukebox TV Playout

# VECTORBOX Tatamia

- Complete interactive TV solution
- SMS chat & voting, MMS & e-mail
- Automatic graphics & titling
- Automation & video server



VECTORBOX playout interface



Graphic output

**VECTORBOX Tatamia** is a fully integrated, playout system for interactive TV applications, including SMS, TV-chat and Music Jukebox channels, and is designed to earn maximum revenue by combining real-time audience interactivity via SMS premium messaging with 24/7 video playout and fully automatic graphics overlay including titling, tickers and FLASH animations.

VECTORBOX Tatamia is delivered as an end-to end solution with built-in video server, automation and graphics, which we interface directly to your telecom gateway for the fastest possible time to air. An advanced feature set includes jukebox clip selection and polls, SMS chat filtering with moderating control tools, simulated messages and traffic statistics. The VECTORBOX built-in playout automation allows you to incorporate live feeds, as well as content from VTR and satellite, with easy to create graphics for an individual on-air look and dynamic channel branding. Ingest of new clips is fully automatic and can be from VTR or any other SDI source, or directly from DVD.

## OTHER VECTORBOX PRODUCTS

### VECTORBOX

MCR playout automation with built in video server and graphics

### V-BOX News

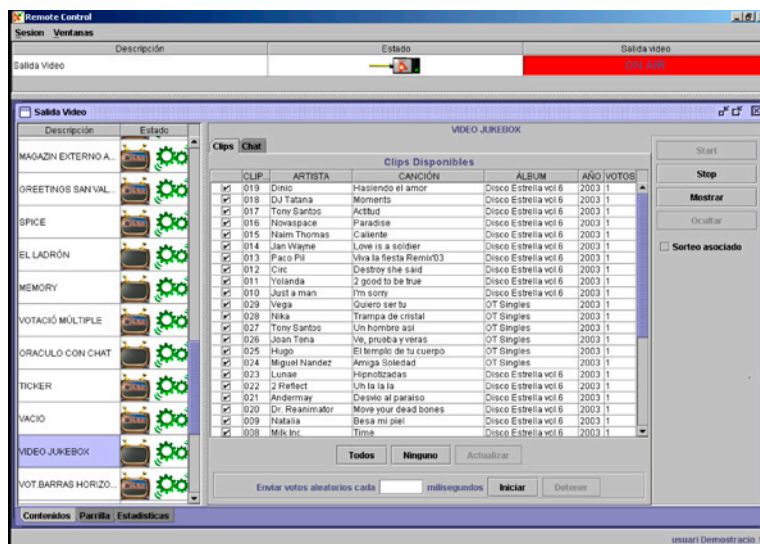
News, studio and production playout

### V-BOX Traffix

Media asset management

## VECTORBOX Tatamia Features

- Combine premium SMS, MMS or e-mail for real-time chat, voting and quiz
- Dynamic 32-bit graphic branding, including FLASH animations, logos, titling, tickers and scrolls, over content from any source
- XML and RSS file support for importing ticker text, metadata and playlists
- **NEW!** Multi compression format support: IMX30/50, DV25/50, MPEG2 I-frame and IBP mixed in the same playlist
- **NEW!** Multi-file format support includes Quicktime from Final Cut Pro, MXF, raw DV and AVI from Avid, Sony and many other manufacturers
- Automated media transfer and purge with direct playout from central storage for improved media sharing and faster media to air
- Automatic batch file ingest from DVD and SDI sources, including TDIR
- Real-time management of SMS traffic statistics



VECTORBOX Tatamia Control Panel

## SYSTEM SPECIFICATIONS

**Video I/Os** 1 SDI input and 2 outputs

**Audio I/Os** 8 embedded or 2 pairs AES/EBU with support for DOLBY E

**IPTV Os** 1 WM9/QuickTime file stream or file series

**Compression Support** DV25/50, MPEG2 I-frame & IBP, IMX30/50

**File Format Support** Quicktime from Final Cut Pro, MXF, raw DV and AVI from Avid, Sony and others

**Storage Capacity** 0.5-2TB RAID 5, upgradeable