

# Wondering how professional multi-camera Facebook Live streaming is done?

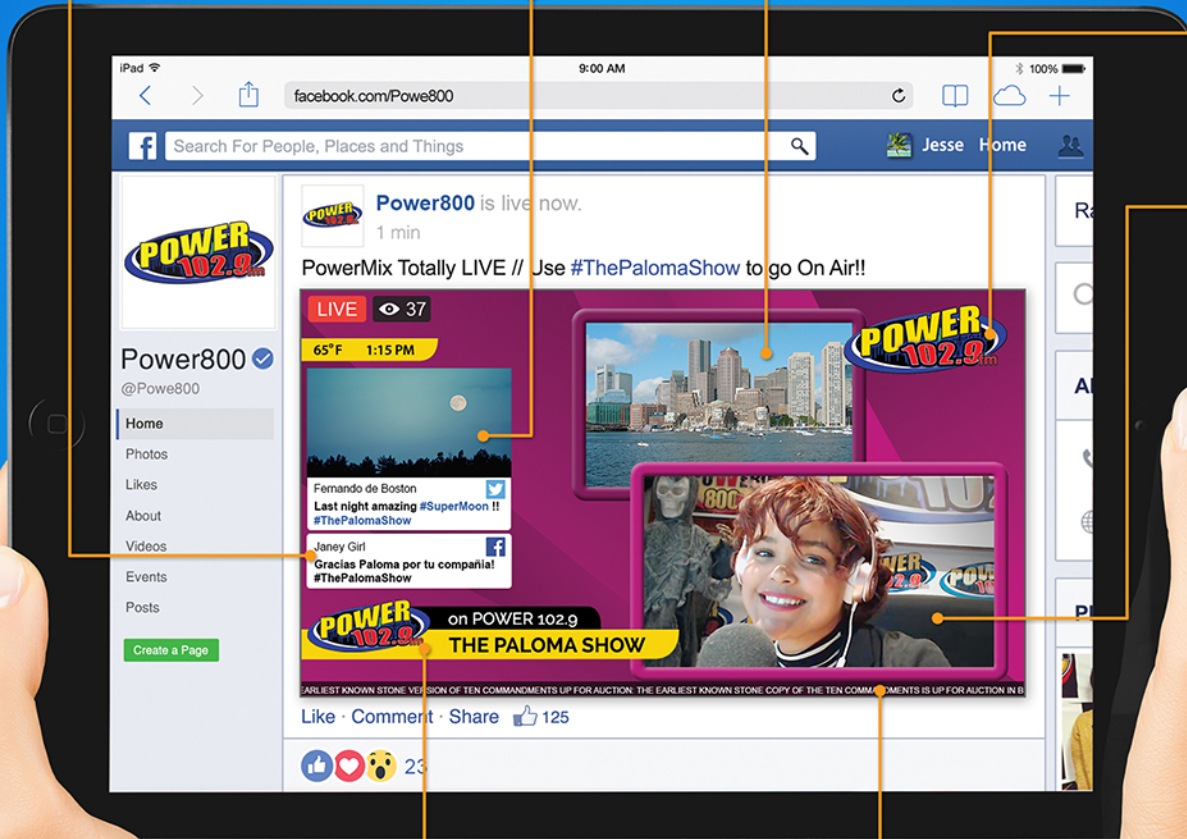
Facebook Live comments feed

Geo-located and hashtag-based tweets feed

IP cams and remote feeds

Animated logo bug

Automated studio camera switching



WNNW Power 102.9 FM, Boston, MA The Paloma Show: Mon - Fri 10 AM to 3 PM

Configurable lower thirds with auto-update

RSS-based news ticker

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 **HDVMixer**  
Visual Radio made simple



# **HDV Mixer**

Visual Radio made simple



## FULLY AUTOMATED ADD-ON VIDEO SERVER

- ✓ Works seamlessly with most radio automation systems in the market.
- ✓ Audiences can now watch their favorite radio shows anywhere, anytime and from all devices.
- ✓ Broadcasters can effortlessly produce appealing professional video content for streaming, VOD and Social Media.

## MIGRATION FROM DIGITAL RADIO TO VISUAL RADIO HAS NEVER BEEN EASIER

The conventional approach (building a TV set inside a radio studio) involves expensive gear, and needs new staff members to operate them.

Visual radio, thought as a TV studio inside a radio station, is cumbersome and barely profitable in most cases.

Our HDVMixer 'one box does it all' visual radio solution is what broadcasters have been dreaming of. Built-in multiviewer, video switcher, character generator, video streaming encoder, video recorder, social media integration, video ads replacement, and more.

No need to increase the station's payroll: based on per show automation rules, video scenes change following any of 20+ parameters (including video camera follows hot mics).

### HOW EASILY DOES HDVMIXER FIT IN THE PICTURE?

HDVMixer is an add-on video server box which runs separately from the station's current radio automation system.

Situational awareness and video automation are accomplished via HDVMixer's SmartCAM interface box:

- 8x audio console mic fader status inputs (GPI)
- 6x microphone (post preamp) audio level meters
- 3rd party radio automation software metadata input

HDVMixer is compatible with most radio automation solutions in the market.



# HDVMixer at a glance



## Flexible Video Input

3 through 9 video sources (multiple formats).



## Built-in Video Encoder

Streams directly to your favorite CDN.



## Multi-CDN Capable

Streams to multiple CDNs simultaneously.



## Embedded Video Transcoder

Simultaneous 720p, 480p, 320p streaming.



## HDMI Video Program Output

Feeds cable TV, DTV networks, studio TVs.



## Video Call Integration

Captures call video (Skype, Google Hangouts, etc).



## Video on Demand

Video recorder for VOD upload to Youtube/Web.



## Social Media Integration

Twitter feeds & Instagram overlays.



## On Screen News Crawl

Updated automatically via RSS feed.



## RTMP Video Feed

External RTMP streams can be used as video sources.



## PTZ Camera Automation

PTZ presets trigger recorded movement sequences.



## Remote PC Desktop Grabber

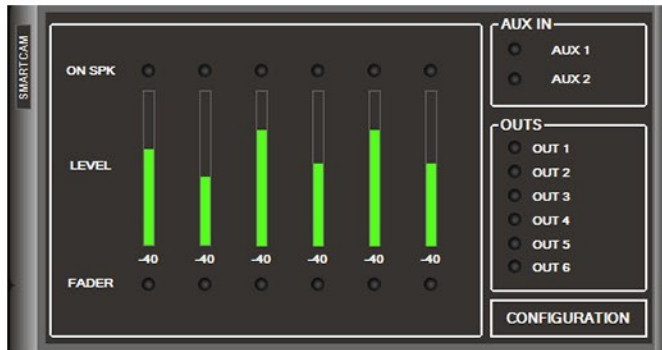
Grab any PC screen in real-time via WiFi.

## HDVMIXER AUTOVJ - AUTOMATION FEATURES



Each show can hold up to 32 different automation scripts that will be triggered when specific conditions are met; making it easy to switch video cameras/feeds based on audio console's mic fader GPOs, radio automation metadata, or mic audio levels.

## HDVMixer SMARTCAM – MIC AUDIO LEVEL FEATURES



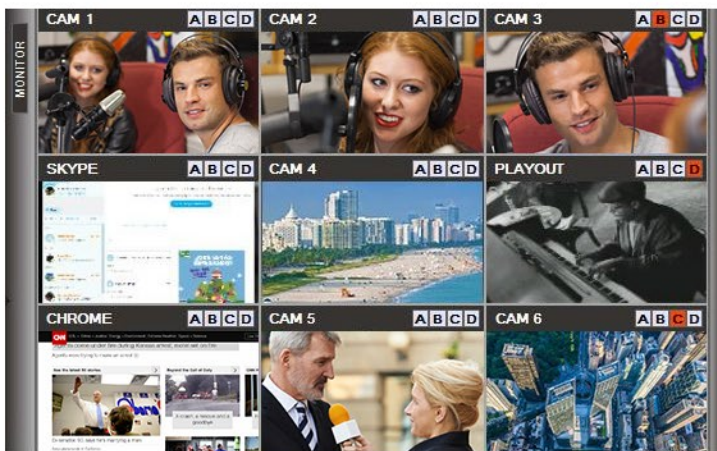
Studio camera switching can be done either based on mic faders GPO, or by individual microphone audio level triggers. Most frequently both conditions are used in conjunction (condition mic on-air and speaking).

## HDVMixer TITLES – CHARACTER GENERATOR WITH AUTO-UPDATE

- ✓ Current track's title, performer and other metadata can be displayed as an overlay.
- ✓ Headline news, temperature, and social media feeds are updated automatically every 60 seconds.
- ✓ Up to 35 layers of text/images can be active at any given time.



## HDVMixer MONITOR – VIDEO SOURCE MULTIVIEWER



HDVMixer supports up to 9 video inputs. Sources can be: RTMP streams, auxiliary video deck playout, camera sources, remote desktop grabber, Skype feed, etc.

## HDVMIXER STUDIO CAMERA OPTIONS

- ✓ Several camera types available: USB, HDMI, HD-SDI.
- ✓ Built-in PTZ camera controller with preset based sequence recoding. PTZ presets can either be triggered manually using a USB control pad, or automatically using AutoVJ automation rules.
- ✓ Using a SmartCAM interface and PTZ cameras, it's easy to make studio cameras slowly zoom in on the person at the hot mic.
- ✓ Dual sequence automation: when one camera goes on-air, all the others can be forced to a full zoom-out preset. This makes efficient use of the PTZ camera resource, as all inactive cameras are ready to go on-air and start zooming in on anyone in the studio.



## LIVE REMOTES, NOW WITH AUDIO & VIDEO

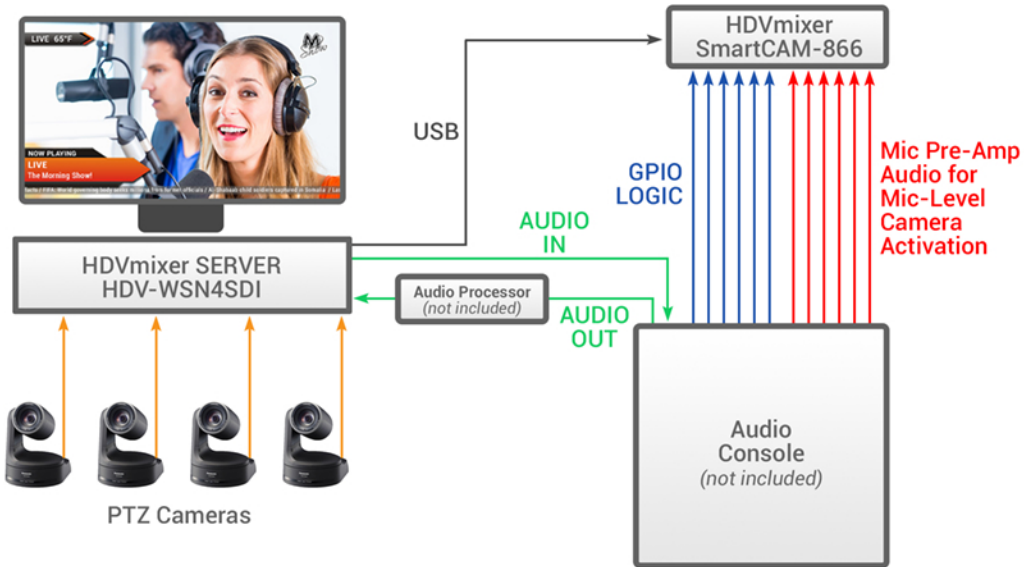


- ✓ Low cost RTMP encoders can be used to send audio and video back to the studio. Any RTMP stream can be used as a video feed.
- ✓ Supports smartphone H.264 feeds using HDVMixer's built-in RTMP server (requires fixed IP at the station).
- ✓ Airlink remote desktop grabber displays images/live video/browser from any PCs in the studio connected through Wi-Fi/wired.
- ✓ Skype video call support.
- ✓ Professional remote Live Video Over IP gear also supported: Live-U and COMREX Liveshot.



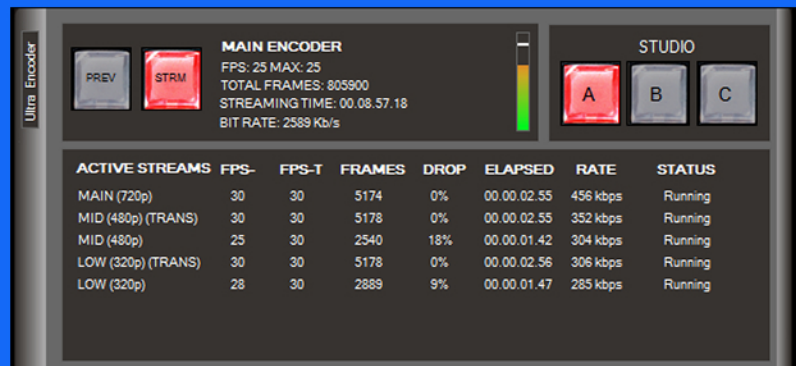
## HDVMixer TYPICAL INSTALLATION

HDVMixer uses nondisruptive and hardware-agnostic technology. It seamlessly integrates to the station's operational practices and equipment.



## HDVMixer ULTRA ENCODER – VIDEO ENCODER/TRANSCODER

- ✓ H.264 video and AAC audio encoder.
- ✓ Video transcoder with user configurable resolutions and bitrates (e.g. simultaneous 720p, 480p and 320p).
- ✓ Streams to multiple CDNs simultaneously.
- ✓ Simultaneous streaming/transcoding and recording capabilities (highest resolution used for recording).



## WHY HDVMIXER?

HDVMixer is an award winning software, simple to use, adapts to every environment and there is no need to change the current station's workflow. It is the perfect solution to enter a new field like Visual Radio, it has been tested in hundreds of stations through the world and comes with a year worth of updates and 24/7 local support (optional).

HDVMixer is the recipient of one of the industry's most prestigious technology honors, NewBay Media's Best of Show Award, presented at the 2016 NAB Show in Las Vegas by Radio World.

## ABOUT INSOFT

INSOFT, LLC is a US company specialized in Visual Radio solutions with headquarters in North Miami, Florida.

Our team has more than 20 years of experience in the field and hundreds of successful HDVMixer installations. Since 2013, we have been helping broadcasters from all over the world to benefit from visual radio; allowing them to increase their market share, while making extra revenue from visual advertising, VOD contents, and social media monetization.

Our mission is to provide broadcasters with the tools and expertise to produce appealing video content without increasing operational costs or workflow complexity.

## CONTACT US



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