MIDDLEMAN
Digital Media Workflow Automation

AdIT integrates with your playout automation system in real time, applying user-defined rules to generate any SCTE 104/35 messages needed for your linear video streams.
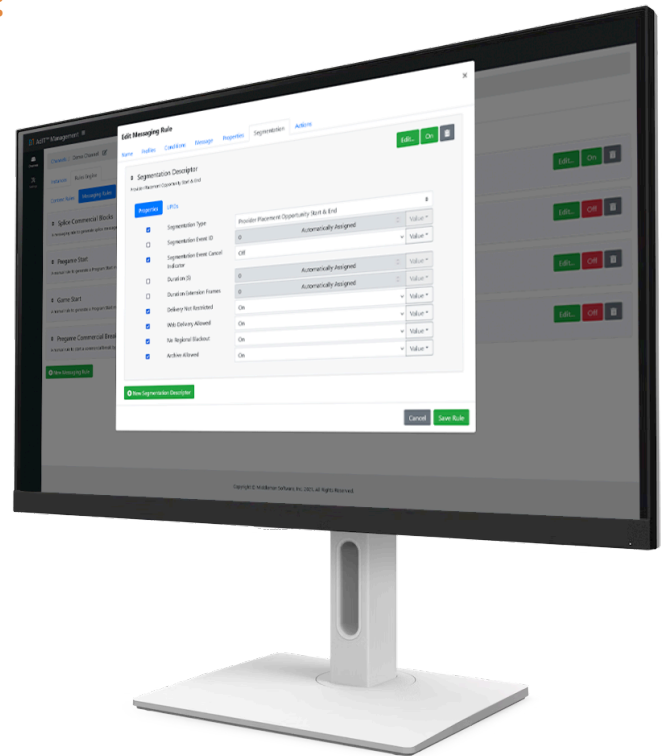
SCTE 104/35 Messaging Made Simple

> Supported Playout Automation Systems:

Imagine Communications ADC v11, v12
Sony/Crispin System2000
DBi MediaFire
Imagine Communications D-Series
Grass Valley iTX
Grass Valley Morpheus
NVerzion
ToolsOnAir just:play

> Supported Messaging Outputs:

AWS Elemental Live
AWS Elemental Conductor
Ateme TITAN Live
Cobalt Digital 9922-FS, 9992-ENC
Ai-Media Alta
Harmonic Electra X, X2S,
Harmonic XOS
Harmonic Spectrum X
Videon EdgeCaster

***any device supporting the SCTE 104 over TCP or ESAM i03 standards*

Learn More at middleman.tv ▶

Drop-in Solution
AdIT automatically generates all SCTE 104/35 messages including customer-provided metadata without requiring traffic & scheduling teams to modify playlists or create secondary events.

Frame-Accurate
AdIT always stays in sync with your playlist, providing precise timing information for both prerecorded and live events.

Schedule-Independent
AdIT communicates with your playout automation system in real time, following along with day-of-air changes and last-minute adjustments, and does not rely on potentially outdated schedule data.

Integration Options
AdIT offers many integration options including JLCooper GPIO support, a Bitfocus Companion module to easily create physical control interfaces, and SNMP monitoring.

System Requirements: Windows Server 2016+ | 4 processing cores | 2 GB available memory
For ordering information contact: sales@middleman.tv

AdIT