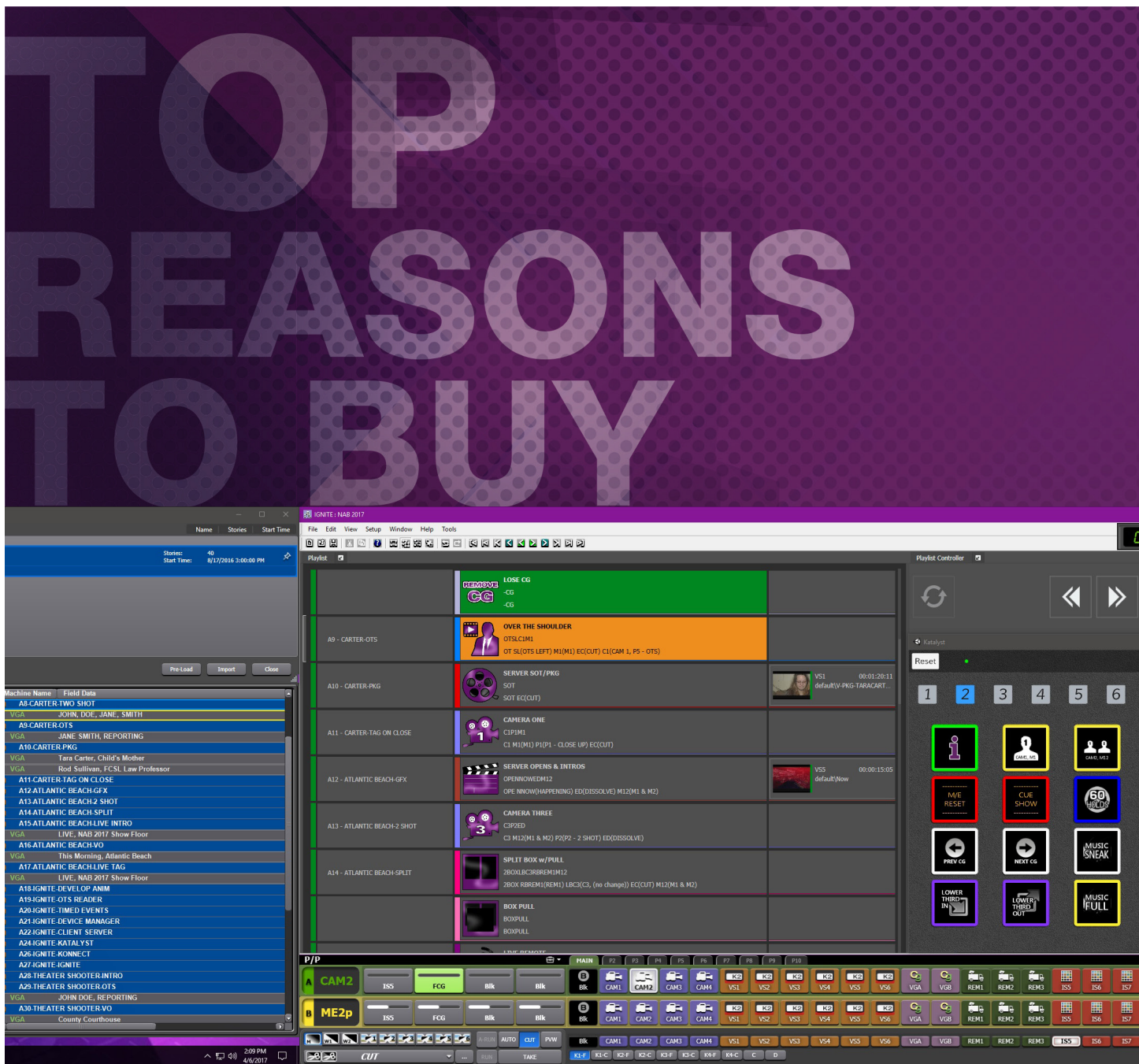


Ignite Konnect



The screenshot displays the Ignite Konnect software interface. At the top, a large graphic reads "TOP REASONS TO BUY". Below this, the software interface is visible, showing a menu bar (File, Edit, View, Setup, Window, Help, Tools) and a main workspace. The workspace is divided into several panels:

- Machine List (Left):** A list of machines and their field data, including "A8-CARTER TWO SHOT", "A9-CARTER-OTS", "A10-CARTER-PKG", "A11-CARTER-TAG ON CLOSE", "A12-ATLANTIC BEACH-GFX", "A13-ATLANTIC BEACH-2 SHOT", "A14-ATLANTIC BEACH-SPLIT", "A15-ATLANTIC BEACH-LIVE INTRO", "A16-ATLANTIC BEACH-VO", "A17-ATLANTIC BEACH-LIVE TAG", "A18-IGNITE-DEVELOP ANIM", "A19-IGNITE-OTS READER", "A20-IGNITE-TIME-D EVENT S", "A21-IGNITE-DEVICE MANAGER", "A22-IGNITE-CLIENT SERVER", "A24-IGNITE KATALYST", "A26-IGNITE KONNECT", "A27-IGNITE-IGNITE", "A28-THEATER SHOOTER-INTRO", "A29-THEATER SHOOTER-OTS", "A30-THEATER SHOOTER-VO".
- Playlist Editor (Center):** A grid of clips with columns for Name, Start Time, and End Time. The clips include:
 - LOSE CG (CG)
 - OVER THE SHOULDER (OTS) (CLIP1, OT SLOTS (LEFT) M1(M1) EC(CUT) CL(GAM 1, PS - OTS))
 - SERVER SOT / PKG (SOT, SOT EC(CUT))
 - CAMERA ONE (CLIP1, CL M1(M1) P1(P1 - CLOSE UP) EC(CUT))
 - SERVER OPENS & INTROS (OPENWEDM12, OPE INNOV(HAPPENING) ED(DISSOLVE) M1(M1 & M2))
 - CAMERA THREE (CLIP2, CL M12(M1 & M2) P2(P2 - 2 SHOT) ED(DISSOLVE))
 - SPLIT BOX w/ PULL (2BOX RBRREM1(REM1) LBC3(C3, (no change)) EC(CUT) M12(M1 & M2))
 - BOX PULL (BOXPULL, BOXPULL)
- Playback Controller (Right):** A control panel with buttons for "Reset", "M/E RESET", "CUE SHOW", "60 FPS", "PREV CG", "NEXT CG", "MUSIC SNEAK", "MUSIC FULL", and "LOWER THIRD IN/OUT".
- Bottom Panel:** A row of buttons for "CAM2", "ME2p", and various input/output controls like "ISS", "FCG", "Blk", "CAM1", "CAM2", "CAM3", "CAM4", "VS1", "VS2", "VS3", "VS4", "VS5", "VS6", "VGA", "VGB", "REM1", "REM2", "REM3", "ISS", "IS6", "IS7".

The Ignite Konnect Live Automated Production Control (APC) system from Grass Valley, a Belden Brand, is a software and hardware platform that enables broadcasters to produce more content for over-the-air linear, web and mobile viewers. Ignite Konnect is an Emmy® Award-winning solution, in use by broadcasters at over 150 facilities since being introduced more than 20 years ago.

1. **Ignite Konnect is the perfect APC solution for broadcasters whose producing environment is rapidly changing or for shows that are lightly scripted or unscripted in nature.**

Examples are sports and news talk shows, live entertainment and interview shows, or markets where breaking news is common and aggressively covered.

2. **Ignite Konnect improves production quality by leveraging software to ensure that production events get recalled, prepped and executed perfectly every time.**

The number one benefit that our users routinely state as the most important benefit of deploying Ignite systems is that shows are tighter and cleaner, with an increase in production quality across all shifts and days.

3. **Ignite controls audio better than any other APC solution, most of which require an audio operator.**

This audio advantage is fundamental to the Ignite architecture. We have honed and perfected our workflow so that Ignite audio control mimics the way in which an actual audio operator would control an audio board. Last minute adjustments can be made directly in the Ignite UI and Ignite operators don't have to go to the NRCS to make audio adjustments. The Ignite installed base exceeds 150 sites. Every site, across all shows and shifts, utilizes Ignite audio control, without the need for an audio operator.

4. **Ignite, via the DMP option, is the only APC solution that has a complete solution to help enable broadcasters to quickly publish their content to web and mobile platforms.**

The major benefits of Ignite combined with DMP are:

- Live streaming story embargo for rights management of syndicated content
- Live streaming that supports unique streams to regions, syndicated sites, specific platforms or to individuals
- Auto Story Segmentation that enables the entire story — Intro, Package, Live Shot and on Camera Tag to be automatically published during a live production to web and mobile
- Pre-Production story publication without the need for Ignite

5. **Ignite doesn't limit or reduce the power of your switcher the way that some APC solutions do.**

Ignite Konnect enables operators to drive the production switcher the way a traditional technical director would do prior to automation. One important differentiator is our superior switcher control architecture. How? As with traditional live broadcasts, Ignite automation can cascade a production across multiple M/Es, driving primary and auxiliary outputs to destinations across your studio and facility. It is this superior architecture that allows Ignite Konnect to utilize all of your production switcher's resources — not simply flip-flopping between two M/E banks on program like some competitors' systems.

6. **Ignite is scalable in size and functionality, supporting from 1 M/E to 5 M/Es production switchers.**

Users can opt to automate to whatever level they chose. Ignite supports both hybrid automation where a CG or audio operator position might be desired as well as complete automation where a single operator drives the entire production. The choice is yours. The power and flexibility of Ignite is what makes the APC solution so successful.

7. **Ignite, when tied with the Grass Valley K-Frame production switcher, supports a unique philosophy — any switcher panel can be used with any Grass Valley switcher frame.**

Purchase the frame you want with the I/Os you need and then chose any sized panel or no panel at all via our KSP touchscreen control application. This feature also means that you can build out your effects on any size Grass Valley switcher and you can be assured that it will work properly on any of our switchers, small, medium or large. This is the Grass Valley advantage.

8. Ignite is the only APC solution that has a completely scalable and purpose-built automation panel, Katalyst.

The Katalyst automation panel enables operators to produce content with the push of a button, with access to hours of content at their fingertips. No NRCS coding is required. This unique panel allows audio to be adjusted, camera or live shots can be recalled...you name it. The Katalyst becomes the tool that enables you to execute whatever events are needed, completely separate from the NRCS.

9. Ignite IQ was the first event templating option for APC, which allows dynamic event creation at rundown import time from a small subset of easily manageable event templates.

The benefits of Ignite IQ are smaller event libraries, under 100, and the ability to quickly and easily modify a single template, which in turn replicates across hundreds of potential event possibilities.

10. Ignite MOS Object Portal, or MOP Gateway, is the most sophisticated NRCS gateway every created.

Most APC solutions give operators a very limited view of the change that takes place during a live production. They all require you to automatically accept all changes from the NRCS. This requirement reduces the amount of control that a director has over their show.

In a traditional environment, the director was in control of what happened next, regardless of what was reflected in the NRCS. Why give this up? You don't have to if Ignite is your APC solution.

The MOP Gateway has an active window inside the Ignite UI that is providing constant real-time updates from the NRCS. Directors have the ability to see precisely what has changed, in which story, and if there are errors that could cause a catastrophe on air, such as missing clips. When the Ignite operator accepts the change, it is immediately reflected in the rundown with no delays. What you see is what you get, which is not true of many competitors' systems that struggle to accurately reflect last-minute changes from the NRCS.