



[Omneon Spectrum media server to support CNBC Pakistan's new 24-hour business news channel](#)

Omneon Video Networks has announced that CNBC Pakistan has selected the Omneon Spectrum media server system to support cost-effective transmission of the channel's 24-hour mix of local and international business news programming broadcast in both Urdu and English.

The Omneon server, integrated with Pebble Beach Neptune automation, will enable real-time ingest and direct transmission in a highly reliable configuration that ensures continuous playout.

"The Omneon server system provides CNBC Pakistan with an exceptionally cost-effective workflow, high stability, easy integration and implementation, and room for future growth," said Aaron Shaw, CNBC Pakistan's technical consultant. "I've been very impressed with what I've seen of the Omneon Spectrum server. It simply does what it's supposed to do with a minimum of fuss."

Integrated by London-based systems integrator TSL (Television Systems Ltd), the eight-channel Omneon server system provides up to 60 hours of playout at 25 Mbit/s and is coupled with Apple's Final Cut Pro to provide a streamlined editing workflow. Programme material is ingested directly into the server and into Final Cut Pro for editing, after which files are moved via FTP back to the server system for direct transmission. The playout system, constructed at TSL's shop, went live at CNBC Pakistan's Karachi facility in November 2005.

The Omneon Spectrum media server maximises the use of IT-based hardware and software systems and is built on an open architecture that enables support of third-party applications such as Neptune and Final Cut Pro for automated ingest and playout, media management, and archiving. The scalable, distributed architecture of the modular Omneon Spectrum server system also offers maximum flexibility in scaling system components and capacity in small or large increments as desired, which will enable CNBC Pakistan to expand the system selectively, deliberately, and affordably as the facility's future needs dictate.

(GB)