



ELC-MVS01 “Enhanced Live-production Control System”

Multi-format control-room automation software

Enhanced Live-production Control System

The MVS series of multi-format production switchers has gained worldwide acceptance, since its inception in 2001, helping to establish Sony as a leader in the live production market. Sony has continuously evolved the MVS platform with hardware and software that combine high performance and ease of use with the technology's scalable architecture. The latest development in the MVS Series is Sony's ELC-MVS01 newsroom automation software.

The ELC designation stands for "Enhanced Live-production Control System" because it adds efficiency to existing control room workflows while maintaining the creative flexibility that broadcasters require. Specifically designed to meet the demands of multi-format control rooms, the ELC application integrates seamlessly with Sony's new MVS-6000 production switcher, as well as the MVS-8000G series and previous MVS-8000A series (2.5M/E or larger) switchers.



Through an intuitive graphical user interface (GUI) and configurable hardware control panels, the ELC-MVS01 software controls not only the MVS switcher, but also devices such as audio mixers, robotic cameras, servers, and MOS devices. It enhances a control room's efficiency without sacrificing production quality or reliability.



Newsroom Integration

The ELC-MVS01 software uses an ActiveX™ plug-in to integrate with existing newsroom computer systems like Avid iNews® and AP ENPS™. Producers can simply drag pre-defined automation “cues” into their NRCS rundowns to build an ELC play-list. In the control room, the ELC play-list interface follows the vertical layout of a newsroom computer system, and allows status monitoring to check for production disruptions.

As rundown changes occur, a real-time NRCS synchronization updates the ELC play-list so newscasts can be modified on-the-fly and operational errors reduced. This intuitive and efficient design allows producers to keep their existing NRCS workflow of building, modifying, and floating stories, while enhancing their control and creativity of the newscast.



1. Press a button any time to enter Breaking News operation
2. When returning to the Playlist, just "Double Click" on Next Event and press "TAKE"

Manual or Automated Control

The flexibility of the ELC system design also provides full manual control of on-air operations. Operators can leave the ELC play-list at any time for late breaking news, and drive their newscast through dedicated hardware control panels. All that is required to return to automated control is just a double-click on any event in the play-list. This manual control also enhances play-list operation by offering the ability to adjust creative controls on-the-fly such as audio levels and down stream keys.

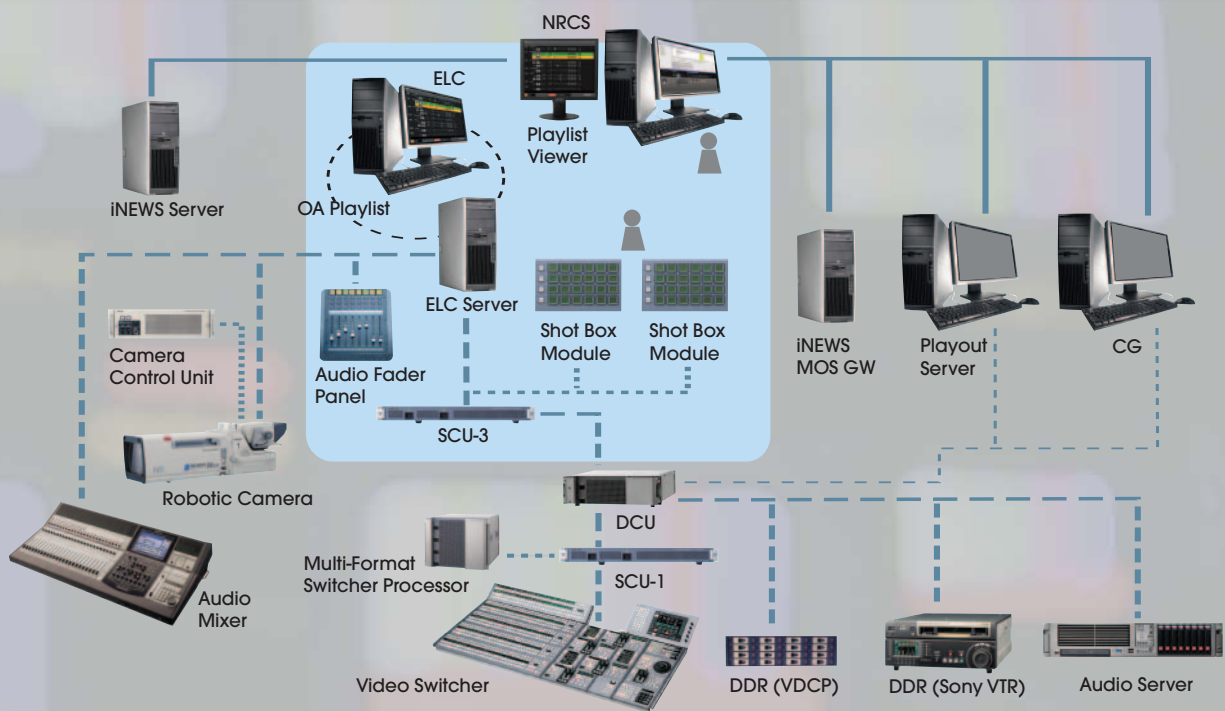
Intuitive Workflow

The ELC system features a simple operational style that is designed to meet the fast paced environment of today's control-rooms. After a one-time initial setup in which devices are registered, and automation cues and icons are generated, a simple daily operation of building and playing an on-air play-list can be done with minimal training. A software based training application allows users to learn and practice ELC operation in an off-line environment, greatly reducing the learning curve and accelerating the transition to an automated control-room.

Return on Investment

With the continued investments in digital broadcasting and HD production by broadcast and cable television stations, new operational models are being established to help justify the expenditure and realize the return on investment. Practices such as reducing operational costs, adopting the lower-cost HD equipment, and adding advertising revenue by increasing the frequency of local programming are all being adopted.

The ELC-MVS01 automation helps to achieve all of these goals by increasing the efficiency of the control room. Allowing stations to increase number of daily news productions while allocating staff more efficiently. In addition, ELC will integrate into most existing MVS switchers, or can reduce the cost/configuration of a new MVS purchase. To reduce the transitional downtime, Sony has also developed a computer-based ELC training that allows staff to be trained quickly and effectively.



System Configuration Example

Typical system devices under ELC-MVS01 production automation control:

- MVS Production Switcher
- Audio Mixer Console
- Studio Camera Robotics
- Video/Audio Device Control
VTR RS422, VDCP
- Traditional MOS Devices
Graphics
Servers

System Components

ELC Software Components

ELC-MVS01 Live Production Control Software Package

- **ELC Plug-in (5 floating user licenses)**
NRCS client plug-in for assigning cues to a rundown (Quick Cue) and modifying existing cues (Cue Edit)
- **ELC Play-list Viewer (5 floating user licenses)**
Independent application for viewing play-lists
- **Icon Manager**
Associate frequently used device settings as cue icons
- **ELC OA**
On-air play-list control and management
- **Initial Setup**
First-time installation and system configuration
- **System Setup**
Set-up controls for system integration

ELC Required Hardware Components (not included)

- MKS-8010B System control unit
- HK-PSU02 Power supply unit
- MKS-8033A Shotbox/Utility module
- MKS-8075A Extension adaptor
- SWC-5002 2M Panel cable
- SWC-5005 5M Panel cable
- SWC-5010 10M Panel cable

Required 3rd Party Components (not included)

- Workstation/Keyboard/Mouse/Display
- JLC MCS-3000XL Audio Auto Fader
- Primary & Redundant Servers

Additional Optional ELC Components

BZEL-MVS11 Redundant Control Software

- Control software for configuring redundant servers as main and backup with failover

BZEL-MVS21 Additional floating plug-in licenses

- NRCS Plug-in Software (5 floating user licenses)
- Play-list Viewer Software (5 floating user licenses)

BZEL-MVS41 Audio Mixer I/F Software

- Controls audio mixer from the ELC-MVS01

BZEL-MVS51 Camera Robotics I/F Software

- Controls robotic cameras from the ELC-MVS01

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