SONY
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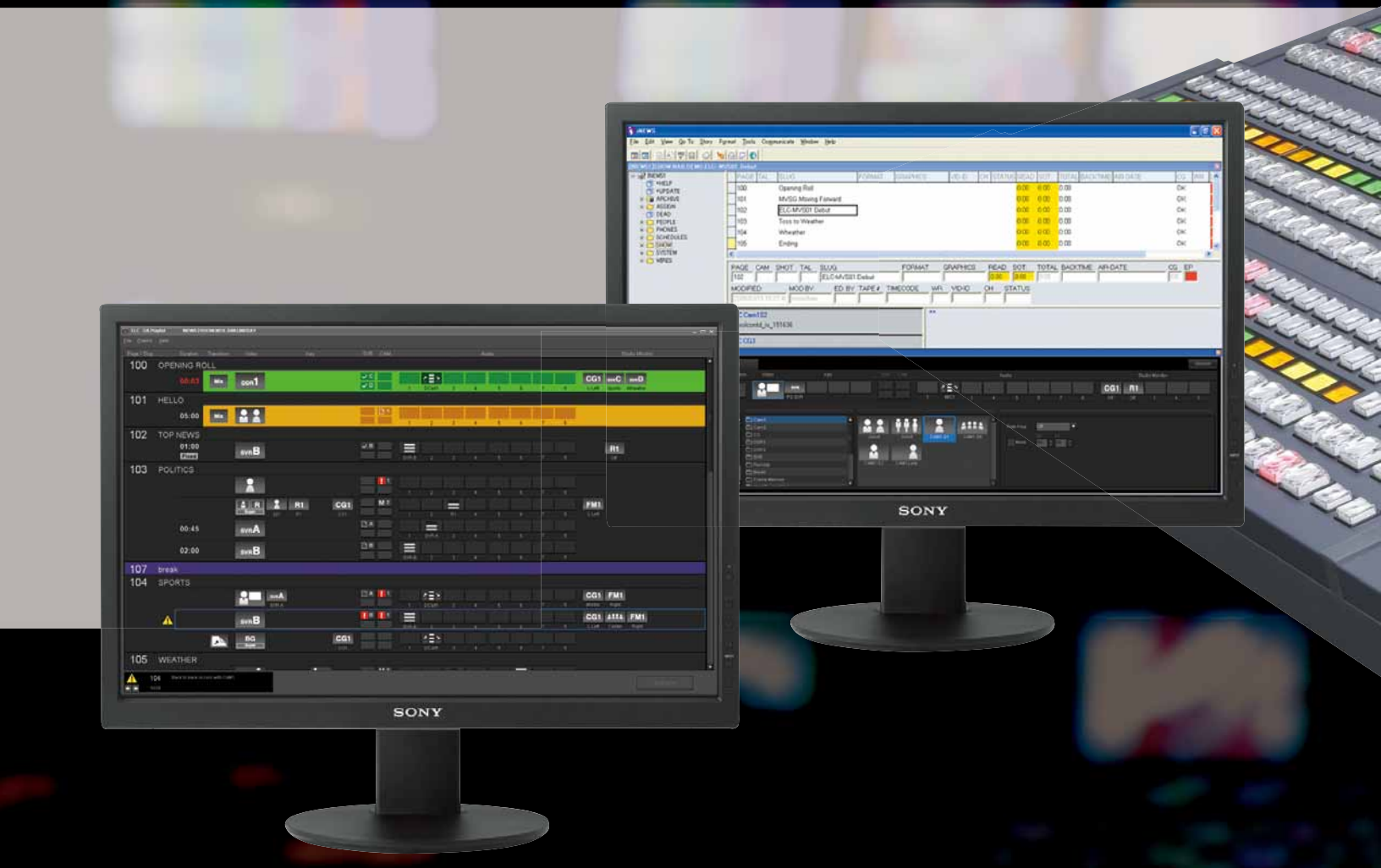
ELC-MVS01

Multi-format Control Room Automation Software

Enhanced Live-production Control System

Over the years, Sony has continuously evolved the MVS platform with hardware and software that combine high performance and ease of use to satisfy the widest range of customer demands. 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 MVS-6000 production switcher, as well as MVS-7000X and MVS-8000X switchers.



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

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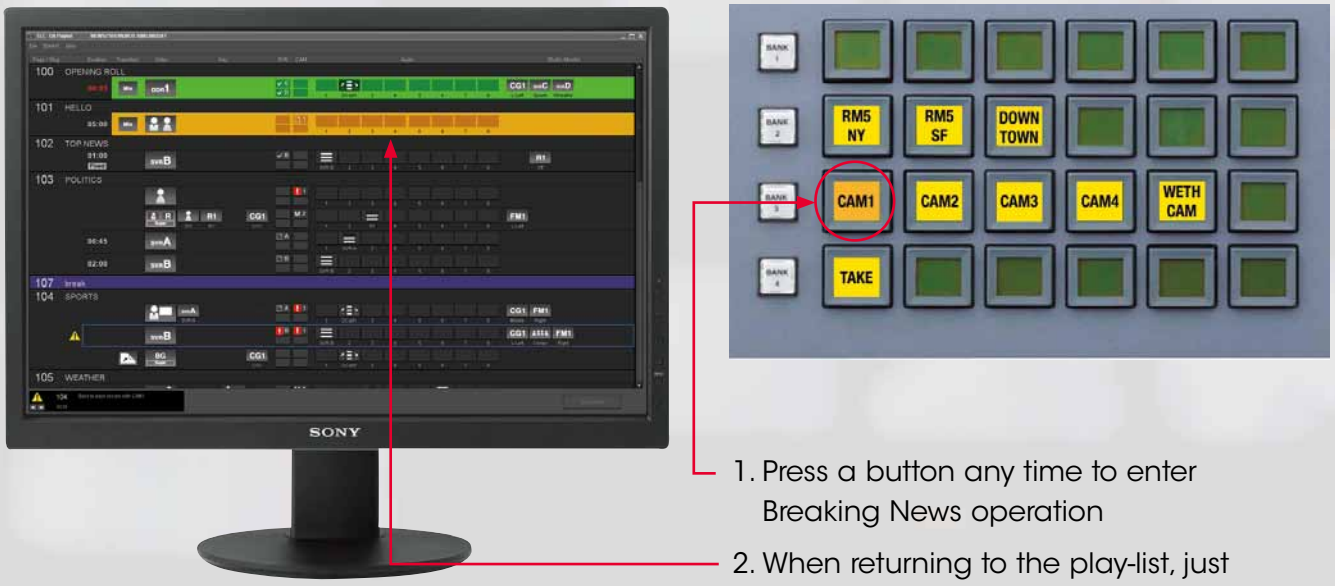
Newsroom Integration

ELC-MVS01 software uses an ActiveX™ plug-in to integrate with existing newsroom computer systems (NRCS) 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, the ELC play-list is updated by real-time NRCS synchronization, 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 additionally enhancing their control and the creativity of their newscasts.



1. Press a button any time to enter Breaking News operation
2. When returning to the play-list, 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. Users 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 allowing instant adjustment of creative controls such as audio levels and downstream keys.

Intuitive Workflow

The ELC system features a simple operational style that is designed to meet the fast-paced environment of today's control room. After one-time initial setup in which devices are registered, and automation cues and icons are generated, minimal training is required for simple daily operation such as building and playing an on-air play-list. 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.

Play-list Creation without NRCS

The new ELC play-list creation function allows users to create an ELC play-list without a newsroom computer system. This means that in live-production facilities where no NRCS is installed, users can also enjoy the benefits of automated operation for more efficient and creative production. This feature brings ELC solution not only to local broadcasters, but also to productions for houses of worship, stadiums and arenas, and events.

Return on Investment

As broadcasters and cable television stations continue to invest in digital broadcasting and HD production, new operational models are being established to justify this expenditure and realize return on investment. Practices that are being adopted include reducing operational costs, adopting lower-cost HD equipment, and raising advertising revenue by increasing the frequency of local programming. ELC-MVS01 automation helps to achieve all of these goals by increasing the efficiency of the control room, allowing stations to increase the number of daily news productions while allocating staff more efficiently.

In addition, the ELC system integrates into most existing MVS switchers, and reduces the cost/configuration of a new MVS purchase. To minimize any transitional downtime, Sony also offers computer-based ELC training which quickly and effectively prepares staff to make optimum use of the new system.

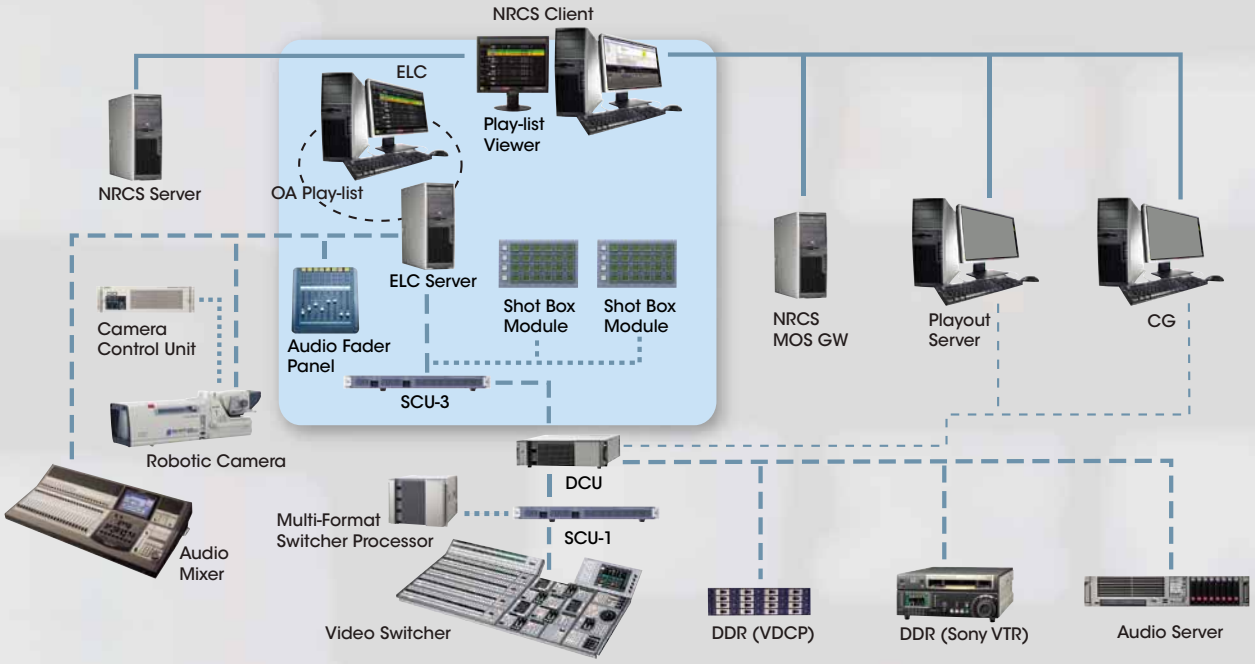
System Configuration Example

Typical system devices under ELC-MVS01 production automation control:

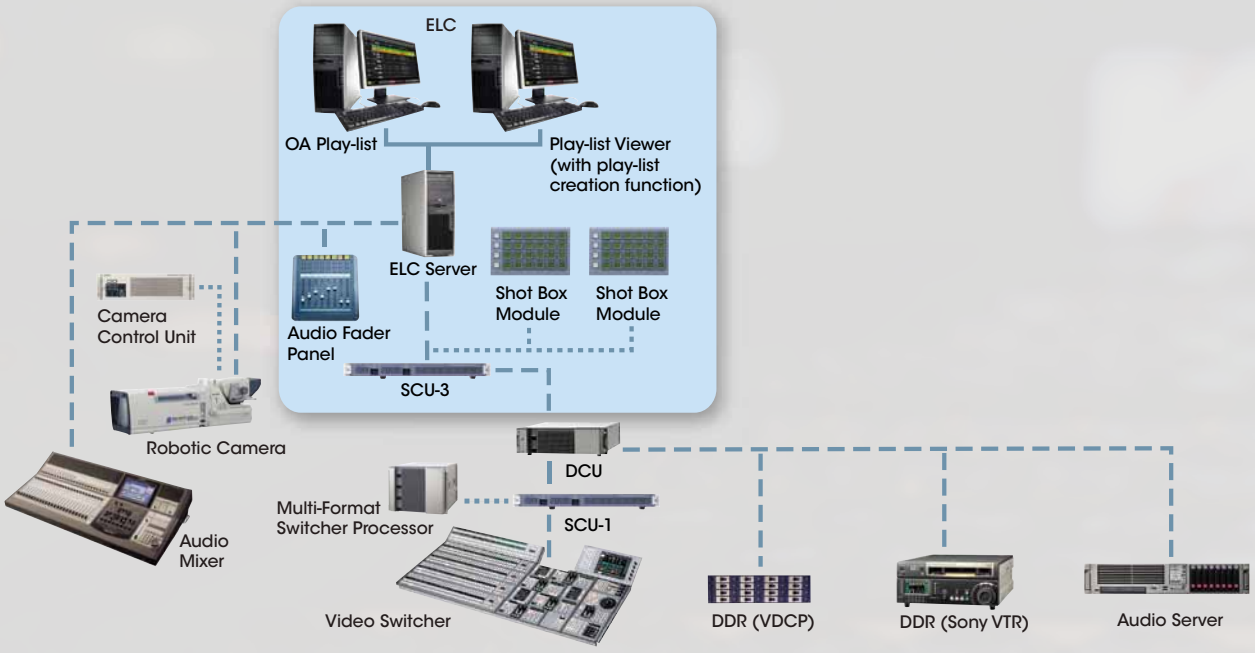
- MVS Production Switcher
- Audio Mixer Console
- Studio Camera Robotics
- Video/Audio Device Control
  VTR RS422, VDCP
- Traditional MOS Devices
  Graphics, Servers

* Additional production devices, such as a lighting controller, can also be controlled via a newly developed eGPI Ethernet protocol.

System Configuration with NRCS



System Configuration without NRCS



System 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 and creating play-lists
- Icon Manager
  Associates frequently used device settings as cue icons
- ELC OA Play-list
  On-air play-list control and management
- Initial Setup
  First-time installation and system configuration
- System Setup
  Set-up controls for system integration

Required Hardware Components (not included)

- MKS-8010A 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 Third-party Components (not included)

- Workstation/Keyboard/Mouse/Display
- JLC MCS-3000XL Audio Auto Fader
- Primary & redundant servers

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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