

Bitcentral's Precis Solution Streamlines HD Operations and Re-Purposing at WRAL-5

WRAL-TV 5 in Raleigh, NC, has always been a pioneering innovator. When WRAL recognized its need for a comprehensive yet flexible way of producing, managing and distributing news, its primary decision was to purchase and install Bitcentral's Precis HD news production system.

WRAL knew it needed a solution that would:

- Improve its newsroom workflow from acquisition to air as well as enhance the workflow of its existing 24 hour news
- Help it air over 760 hours of high quality, 1080i HD news annually
- Streamline the re-purposing of its video content for TV, the web and mobile devices

Precis filled the bill and WRAL became the first commercial station in the United States to establish a fully file-based High Definition (HD) newsroom.

Precis is a fully integrated, end-to-end, play-to-air digital news management solution capable of ingesting multiple SD analog or SDI sources, such as microwave feeds, alongside multiple HD sources, into the station's digital workflow. Precis also enables journalists to gather, edit, and file stories remotely via a laptop and a wireless Internet connection.

Precis allows WRAL to ingest several simultaneous streams of HD content at 100 Mbps. These ingest streams are edited in their native format, then converted and saved on content servers as 1080 60i Long GOP MPEG-2's - so the original artifact-free 1280 x 1080 60i resolution is retained, but is now in a digital format that's significantly easier to edit, archive, air and distribute to multiple platforms.

The Precis file-based workflow dramatically simplifies WRAL's ability to cross-purpose and digitally distribute its news, in HD and SD, for a local 24-hour news channel, a 24-hour weather channel, and a sister station. Precis also provides WRAL with the ability to re-purpose digital content for mobile devices and for WRAL's website, which now provides over 30 million page views and over 500,000 on-demand video clips a month.

For more information on WRAL's workflow, contact Chief Engineer Pete Sockett at (919) 821-8555.



18872 Bardeen Ave.

Irvine, CA 92612

t: 800.214.2828

f: 949.253.9004

w: bitcentral.com

For an onsite or online demonstration of Bitcentral's truly revolutionary digital broadcast solutions, call **800.214.2828** or visit bitcentral.com today.