

S4M's VPMS PlayoutControl at MDR

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Video Content Management: MDR expands its VPMS campus license

German public station „Mitteldeutscher Rundfunk“ (MDR) expands its VPMS campus license by implementing the module PlayoutControl, devised by Cologne based S4M – Solutions for Media. Serving as a control tool for video servers, it will support MDR's control room staff.

Since the end of 2003, MDR employs S4M's modularly designed Video Production Management System (VPMS) for its playout center in Leipzig. The system takes a crucial role within the content management of the public station. Amongst other things, VPMS controls video capture and manages the complete HiRes storage for high resolution broadcast quality video. VPMS allows to collect metadata and to both view and edit video in lower resolution (MPEG-1) at conventional PC workstations.

VPMS PlayoutControl enables MDR staff to pilot processes in the control room. On the one hand, this implies the playout of reports and program accompanying elements such as trailers. On the other hand, reports can be imported from tape to video server and can conversely be digitized to be archived on video tapes.

PlayoutControl is also used in pre-production („live on tape“).

The module provides high investment security, since it is independent of the manufacturer and can be used on different server systems. In addition, it might be applied without video content management via VPMS.

Cologne based S4M offers PlayoutControl as a license product.

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S4M – Solutions for Media

The Cologne based company S4M – Solutions for Media, a subsidiary of arvato systems and RTL Television, develops and distributes software solutions specialized on the broadcast- and newmedia industry. Today, S4M systems are used in 30 countries around the world. Whether commercial air time sales or video content management; whether program planning, rights licensing, ratings evaluation or production planning: S4M has got the solution. Furthermore, the S4M portfolio includes professional consulting services to pass along combined knowledge of media and IT to customers.

[You can find this press release here](#)