

INSIDE NEWSBOX

YOUR GUIDE TO INTEGRATED NEWS PRODUCTION

ISSUE 1

THE DIGITAL REVOLUTION

SYSTEM SIZE

INCREASE RATINGS

THE RANGE

THE TOOLSET

... AND MORE



A COMPLETE NEWS SYSTEM IN A BOX

IT'S TIME TO THINK INSIDE THE BOX

PLUS: TECHNOLOGY UPDATES AND LATEST NEWS



“low-cost risk-free and it works”

Newsbox – the big integrated news system in a little box
...from just \$199K



Now every broadcaster can match the look and speed of even the largest stations. Newsbox is a complete pre-packaged system. It can be up, running and on air in just a few hours; oh yes, and every Newsbox comes with a 5 year QCare warranty. It's time to think inside the box, Newsbox.

Newsbox is News to Go™





Norman Rouse

“NEWSBOX
ENABLES EVERY
BROADCASTER
TO MATCH THE
LOOK OF EVEN
THE LARGEST
STATIONS”

A REVOLUTION IS HAPPENING IN NEWS – NORMAN ROUSE LOOKS AT THE CHOICES

A COMPLETE NEWS SYSTEM IN A BOX

The benefits of integrated digital news production systems are now widely accepted. When designed and set up right, they get the news to air much faster, looking better and do it all more efficiently. In fact, they're every broadcaster's ticket to building ratings. But because of cost, complexity and the risk associated with customized systems, many broadcasters have yet to make the move to digital.

Products not projects

Now there's a way for broadcasters to make the move to digital a painless, fast and immediately rewarding process. Quantel has poured all its huge experience in digital news systems into the development of Newsbox. The result is a range of “out of the box” systems that are products, not projects.

Returns not risk

Newsbox is a complete, self-contained system that arrives tested and proven – ready to go on air within just a few hours straight out of the box. From ingest and playout automation to journalist and craft editing,

Newsbox offers every facility of the largest customized systems. It's a risk free passport to all the benefits of integrated digital news production.

Workflow not wrangling

With five configurations in the range, there's a Newsbox that will very closely match your station's workflow aspirations. Going digital doesn't mean exactly emulating a tape-based set-up; with Newsbox you can have a smarter, more efficient workflow that enables you to maximize your resources – both human and technical. And all without the worries, delays and risks of customized technology.

So what's the catch?

There isn't one! All you have to do to get on board with Newsbox is just to think about your system design a little differently. You may well be surprised just how this compact system can deliver all the storage, editing and automation that you'll ever need. And with Newsbox, you start reaping all the benefits immediately – instant payback.

HOW BIG A SYSTEM DO YOU NEED?

THE ADVANCED QUANTEL TECHNOLOGY INSIDE NEWSBOX MEANS THE ANSWER'S PROBABLY MUCH SMALLER AND LESS COSTLY – THAN YOU THOUGHT.

Try before you buy

Newsbox is so compact and simple to set up that we can bring a system right to your station and let your journalists and editors try its revolutionary workflow for themselves. You'll be amazed at just how much capability we've squeezed into such a cost-effective package.

Less than you think

Quantel has drawn on direct experience from its many news customers around the world to give you two simple surveys of your operational needs that you can carry out yourself. This way you can be confident that the system you've chosen will cover every situation you might face.

Ready to go

Now you're ready to take advantage of Newsbox's incredible low entry price tag and install sufficient technology to meet your production requirements. It's risk-free and it's working for stations across the globe.

TAKE THE SURVEYS AT
quantel.com/Newsbox

Take the input survey to help you decide how many ingest ports you need at the busiest part of the day – probably not as many as you'd imagined.

And how many edit suites do you really need? Once again, it is probably less than you thought. Take our online editing survey to find the answer.

HIGHER RATINGS - LOWER COST - LESS RISK

BETTER NEWS

“WITH THE QUANTEL NEWS SYSTEM WE’VE BEGUN TO GROW OUR AUDIENCES AGAIN”

Rich Adams
KWTX General Manager

NEWSBOX IS THE KIND OF WIN-WIN BUSINESS PROPOSITION THAT BRINGS A SMILE TO EVERY TV STATION GM. NEWSBOX IS A PRE-PACKAGED, PROVEN SERVER BASED NEWS PRODUCTION SYSTEM THAT DRIVES DOWN COSTS AND RISK WHILE BOOSTING RATINGS, PRODUCTIVITY AND RETURNS.

Better returns

Looking better on air and getting more out of your resources with Newsbox means better returns – and versioning for the web and interactive TV is simplicity itself too.

Better ratings

Newsbox gets news to air faster and more reliably than ever before and keeps it looking fresh for each newscast.

Better resource deployment

Newsbox’s ease of use and streamlined workflow mean better utilized, more efficient and happier staff.

Lower risk

Newsbox is based on proven Quantel technology that is powering the news operations of some of the world’s greatest broadcasters. You get the benefits.

Lower overhead

Newsbox is a complete, self-contained system that eliminates most of the costs associated with the tape-based systems it replaces.

Lower cost

Starting at just \$199K, the pre-packaged Newsbox ensures that server-based production need no longer be regarded as a major systems purchase.

REFRESHING NEWS

News is not only about breaking stories, it’s also vital to keep stories fresh from bulletin to bulletin to your keep viewers interested – or they’ll change channel.

All the tools

Newsbox has the tools, power and speed to enable broadcasters to finesse, update or simply re-tell stories quickly and efficiently, keeping audiences glued and ratings high. It’s not unusual for Quantel users to re-version a typical story 20 times a day.

All the speed

And when really big news stories unfold, that number can rise dramatically. For instance, the UK’s ITN produced 1280 different stories and versions in a day on their Quantel news system during the London bombings on 7/7/2005.



PROVEN WORLDWIDE

THERE ARE THOUSANDS OF JOURNALISTS, PRODUCERS, NEWS DIRECTORS AND CRAFT EDITORS AROUND THE WORLD WHO RELY ON QUANTEL INTEGRATED NEWS PRODUCTION SYSTEMS.

In the USA, customers range from ESPN (HD), Fox Digital and Fox News at a national level to local stations such as KWTX and KBTX in Texas or WFMZ in Pennsylvania.

In the UK, both national and local BBC stations as well as independent news service ITN rely on Quantel for news.

So too do many other stations around the world – from Norway’s NRK and TV2, WDR, PSP and MTV in Germany, Sapporo TV in Japan (HD), CNBC in the UAE to Sky News and the Seven Network in Australia, to name just a few.

That’s why when you buy Newsbox, you can be sure you’re purchasing seriously reliable, capable technology – technology that has proven itself time and again in some of the most pressurized broadcast environments imaginable.





OUT OF THE BOX

WHEN YOU BUY NEWSBOX, YOU'RE GETTING A HIGHLY SOPHISTICATED PACKAGE THAT COMBINES MANY USUALLY SEPARATE CAPABILITIES THAT QUANTEL HAS PRODUCTIZED INTO A SINGLE, COMPLETE PACKAGE.

THE COMPLETE SYSTEM

IN DESIGNING NEWSBOX, QUANTEL HAS SOLVED THE BROADCASTER'S BIGGEST DILEMMA BY PRODUCING THE WORLD'S FIRST SELF-AUTOMATING SYSTEM.

Quantel has been able to do this because the underlying server technology is so smart that most of the complexity external automation systems are usually asked to conquer is handled invisibly entirely within the Newsbox.

It's all in the box
All Newsboxes are complete, fully integrated systems that include ingest controllers, a mix of newsroom and craft editing workstations, and playout and media management. The package also includes all the necessary Quantel and PC hardware, the network switch and even the cables.

Straight out of the box
That's why Newsbox takes only hours to install and commission to get you up and running with all the benefits of integrated news production in the shortest possible time and with the least possible disruption.

Ready to go

Newsbox arrives at your station pre-configured, tested and ready to go within hours of unpacking. Just the normal power, video & network connections and monitoring are all that are required.

Proven technology

Although Newsbox is a brand new concept from Quantel, the sQ technology upon which it is built is proven in many high pressure news and sports environments around the world. These range from local TV stations to supra-national broadcasters and everything in-between. It means that choosing Newsbox to transition your station into server based production not only takes the risk out of installing new technology; it also brings you the enormous benefit of the operational experience of thousands of Quantel users around the world - built in.



FRAME MAGIC EXPLAINED

All Quantel server-based systems, including the Newsbox, use Quantel's patented Frame Magic technology to allow you to select only the clips and frames you want and to delete the rest with a simple click – no copying, no wasted time, no wasted storage. If frames are in use from a clip that is deleted, then those frames will remain on the server, guaranteed!

At its simplest level, Frame Magic means that when an edit is made between two clips of video, the edit is held as an instruction to play-out the original frames in a different order. This instruction can be given a clip name; it will then appear in a server library and can be accessed by editing workstations or played out to air.

A	B	C	D	E	F	clip 1
U	V	W	X	Y	Z	clip 2
X	B	Y	C	E	Z	edited clip

Without Frame Magic

To place Frame Magic in context, look at servers which don't operate this system. In this example, we delete clip 1 which has been used in our edit and 'holes' appear – catastrophic in a live broadcast. Some systems protect against accidental deletion but only by keeping all master clips until the edit is deleted or by copying the edit.

A	B	C	D	E	F	clip 1
U	V	W	X	Y	Z	clip 2
X		Y			Z	edited clip

With Frame Magic

Only Quantel servers both protect dependant edited clips and instantly release unused disc space when a master clip is deleted. In this example, deleting clip 1 releases the storage used for frames A,D and F while retaining B,C and E. The edit is safe, and storage is immediately available. Sounds simple, but it's Frame Magic, unique to Quantel.

A	B	C	D	E	F	clip 1
U	V	W	X	Y	Z	clip 2
X	B	Y	C	E	Z	edited clip

INTUITIVE INTERFACE

NEWSBOX HAS A TOTALLY INTUITIVE USER INTERFACE – THE KEY TO UNLOCKING THE FULL POTENTIAL OF SERVER BASED NEWS PRODUCTION.



Easy to use

Newsbox uses the same progressive view/edit/craft software that is found in all Quantel sQ systems. The interface and toolset is widely regarded as the most user-friendly and easily mastered in the industry: a journalist can be confidently cutting stories with just a few days training and practise, while any craft editor who has worked with a non-linear system before will take to it immediately. Even those with only experience of linear editing systems quickly grasp its intuitive way of working.



Cross skilling

Better still, because all versions of the software build progressively on the same fundamental structure, cross skilling becomes a practical proposition. For example, a journalist can progress with ease from sQ Cut on the desktop into the craft edit room using sQ Edit Plus to exploit the greater range of creative tools available. For the same reason, training is also easy.



MEDIA MANAGEMENT MADE EASY

MEDIA MANAGEMENT CAN BE A REAL HEADACHE ON SERVER BASED SYSTEMS – BOTH IN KEEPING TRACK OF COPIES AND IN BEING ABLE TO CONFIDENTLY AND EASILY DELETE UNWANTED MATERIAL WITHOUT DAMAGING WORK IN PROGRESS.

No copies

Once again, Newsbox will put you way ahead of the game; its Frame Magic technology takes the sweat out of media management. Newsbox is a 'no copy' system – everyone works with the same original material, and the system only saves changes – not copies. That means very little media to manage for even the busiest newsroom!

No worries

'No copy' also means that users can simply identify the required sequences from recorded material and then just press the delete button, secure in the knowledge that Newsbox will automatically protect any frame that has been selected by any other user of the system.

Unlike many other systems, there is no need to re-record the selected frames or sequences first. In particular, this makes the management of timed wire service recordings a simple business, while also enabling the Newsbox owner to make maximum use of selected sections in the shortest possible time.

“IT ALL JUST WORKS, YOU ONLY NEED TO YELL IF THE BUILDING'S BURNING!”

Virgil Teter, KWTX, on the station's Quantel system

RISK-FREE NEWS IS HERE



NEWSBOX IS THE KIND OF TECHNOLOGY THAT REALLY APPEALS TO BUSY TV STATION ENGINEERS – PROVEN AND RELIABLE KIT THAT LETS CREATIVE STAFF GET ON WITH THEIR JOBS.

Newsbox is built with Quantel technology that's already being used in many broadcast stations around the world. But being a risk-free choice for engineers doesn't mean that Newsbox is outdated technology. Far from it – the Newsbox workflow is the most advanced available, anywhere at any price.

Risk-free

Newsbox is proven technology that works right out of the box. A Newsbox system can be up and running within hours, and the easy to learn interface and controls make training a breeze.

Future proof

Newsbox can grow to accommodate HD whenever your station's ready for it; the technology is already proven in HD production.

Worry-free

Every Newsbox system comes with five years of Quantel's QCare support, so total peace of mind is included with every Newsbox system.

Connective

Newsbox has all the hooks a modern system needs, combining 'no wait' broadcast interfaces with full IT connectivity in a creative partnership that delivers the best of both worlds.



WEB AND PDA VERSIONING

Quantel has solved the problem of multi-purposing content so that broadcasters can service more than just their broadcast news programs with Newsbox.

Every broadcaster has a news website that their viewers run on their desktops when at work etc. It's a vital part of the station's image – and outreach/service to its local community. Newsbox has the perfect toolset for quickly reverisioning material and stories into a suitable format for the web – another powerful reason for choosing Newsbox.



TOTAL SUPPORT

WHERE AND WHEN YOU NEED IT

We're determined that your transition to server-based news production with Newsbox will be absolutely worry-free. That's why every Newsbox system comes with five years of Quantel's QCare support as part of the package. So in the unlikely event of a problem, we're on hand 24/7 with remote diagnostics, telephone support, parts from local stores and on-site support if we can't fix it remotely.

MAKING NEWS

“QUANTEL UNDERSTANDS NEWS.
WE LIKED THAT.
THEY MAKE THINGS WORK.”

NOW YOU CAN MAKE THE NEWS – FASTER – BETTER – SMARTER – EASIER!

Newsbox is the tool News Directors everywhere have been waiting for. The system that will transition your station painlessly into the full benefits of server-based news production.

Newsbox will help you get your stories to air faster, looking the way you'd like them to look, all created with the world's simplest to use yet most powerful creative interface.

Newsbox is the very best of server based production technology packaged up into a single, all capable system. It's everything you want to make the news – and nothing you don't.

Be faster

Newsbox has the shortest flight time from ingest through editing to air of any system in the world.

Look better

Newsbox carries the Quantel name for quality and creative tools so that you know you've got the best there is.

Work smarter

With Newsbox nothing's committed so you can re-package stories almost instantaneously to give every bulletin a fresh look.

Breathe easier

Newsbox is about story telling, not video editing. The toolset is easily mastered by journalists with no prior video knowledge.

Spend less

Incredibly, Newsbox is priced within the reach of every TV station, no matter what its market size.



“ESPN'S WORKFLOW HAS BEEN TRANSFORMED
BY sQ SERVER TECHNOLOGY.”

QUALITY ON SCREEN

ALTHOUGH SHOT SELECTION AND EDITING WITH NEWSBOX IS REMARKABLY EASY TO LEARN AND USE, THE TOOLS GO WAY BEYOND THE CAPABILITIES OF CONVENTIONAL TWO MACHINE EDIT SUITES.

Better stories

Not only will craft editors quickly use Newsbox's tracking, color correction, effects and compositing tools, but also journalists will rapidly gain the confidence to exploit the full capabilities of the system, producing more creatively packaged, better told stories that help to build and maintain audiences.

Winning audiences

Behind all the technology and workflow genius, winning audiences is what Newsbox is all about. Newsbox helps you get stories to air faster and looking better – gaining audience share for your station while maximising your use of valuable resources.

MAKE IT EASY

WORKFLOW – MAKE IT EASY ON YOURSELF

Thanks to its unique Frame Magic technology, Newsbox offers the shortest flight time from ingest through editing to air of any server-based production system on the market. Journalists and editors can start working with material the moment ingest begins – they do not have to wait for the complete piece to be recorded into the system.

Simultaneous users

And for a big story, that could be several journalists and editors simultaneously working with the same single piece of material while it is being ingested; no problem for Newsbox.

On air fast

For stories that require more sophisticated editing treatment, the moment the journalist has finished the preliminary cut, the craft editor can pick the job up for finessing. Thanks to Frame Magic, the finished result is then immediately ready for playout to air – no copying, no shunting between servers with Newsbox!

TV7 CHOOSES NEWSBOX

THE BRAND NEW SOFIA, BULGARIA BROADCASTER TV7 HAS INSTALLED A QUANTEL NEWSBOX FOUR AS A KEY COMPONENT OF ITS BROADCASTING OPERATION.

First choice

TV7 Managing Director, Rumen Artarski, said, “Our aim is to be Sofia’s first choice for keeping up to date with what’s going on both locally and internationally, and news and current affairs will obviously play a vital role in this. The Newsbox is perfect for our needs.

Ready to go

“When you’re building a new operation from scratch, you don’t need engineering nightmares,” continues Artarski. “The Newsbox is a complete system yet it comes ready built and tested so it’s ready to go as soon as we are. It’s also brilliantly easy to learn and use, yet very powerful in what it can do. And because it’s ‘off the shelf’, the price is within our small station range but still has all the facilities we will need in the future to meet our much larger ambitions.”

All the news

TV7 began broadcasting in September 2005. The Newsbox is used for the breakfast show, creating and updating regular news bulletins throughout the day, the main 7pm news, a 9pm magazine programme and – at weekends – for sports programming as well. “We are certainly making the most of our Newsbox!” concludes Artarski.

“NEWSBOX IS BRILLIANTLY EASY TO LEARN AND USE”

Rumen Artarski, TV7. Managing Director

NO MORE COPYING, COPYING, COPYING

WHEN A BIG STORY COMES IN YOU’RE GOING TO WANT TO THROW MORE RESOURCES AT IT. IN TAPE-BASED SYSTEMS, THE FIRST THING YOU HAVE TO DO IS MAKE COPIES.

Same old story

In many other server systems the story’s the same – the system is just not agile enough to cope without copying. Anyone who’s used a conventional IT network even for sharing just documents with a few kilobytes of data knows the frustration of the ‘locked for editing’ message because another user is already accessing the document.

In the news environment, with Gigabytes not kilobytes of data, it means not only unacceptable delays, but also a data management nightmare in keeping track of it all.

Multiple access

But thanks to Newsbox’s Frame Magic technology, no matter how many journalists, producers and editors want to work with the material, you won’t need to make copies. And you’ll never hear ‘who’s got the tape?’ again!

Straight to air

And what’s more, the second new edits are ready, they can go straight out to air – because unlike many other systems, Newsbox is powerful enough to incorporate editing and playout capability within the same server. This means that Newsbox gives you a shorter time to air and greatly simplified media management – all at a much lower cost than other systems.



“WITH QUANTEL WE CAN HAVE A HOME RUN REPLAY ON AIR BEFORE THE BATTER HAS REACHED SECOND BASE”



THE NEWSBOX RANGE – SOMETHING FOR EVERYONE

THE RIGHT FIT

Newsbox One

Fast turnaround treatment of breaking stories

A very compact, very powerful, production system. It's ideal for use in a studio environment for highlight production and packaging. The type of organisation who would use Newsbox One would be affiliate stations to larger neighbourhood stations, who want to have a risk free production centre, which retains the ability to be expanded as business grows. Newsbox One – a great way to experience the power of Quantel news production.

Newsbox Two

A full news production system

Designed to support the full production workflow this model can produce edited stories, news packages and show openers for a complete news programme. Newsbox Two offers more collaborative working, by having more editing seats connected. Several different projects can be processed simultaneously, and you still keep the ability to expand the system as and when desired.

Newsbox Three

For massive amounts of news production

A very powerful model for high volume news production, either supporting several daily shows or creating content for rolling news. Newsbox Three has the capability to run a complete self contained news channel for example. It can handle any news editing load – from headlines, self produced stories, packages, special programmes, investigative reports, sports reports and as many bumpers, openers and trails as the show can handle.

Newsbox Four

Adds NEW Paintbox for additional graphics power

Don't forget the power of close-to-air graphics, if you were going to equip a TV facility from scratch Newsbox Four is for you. The integrated Paintbox allows designers instant access to material for graphics and a completely shared workflow for editing graphic intensive packages. If you are thinking about longer form programming, with punchy graphics sequences – Newsbox Four is for you.

Newsbox Five

With the NEW Picturebox sQ graphics layout

It's the "King of the Hill" in the Newsbox range. It gives you dedicated production and the additional audience attraction value of a complete Picturebox sQ for graphics layout. Newsbox Five is a production power house enabling a shared workflow for high value graphic & news content. Sports or prime time news shows will find Newsbox Five is a self contained production centre, turning out high production value and high volume programming.



	NEWSBOX CAPACITY	INPUTS/OUTPUTS	KEY PRODUCTS
One	sQ 30hrs sQ Edit 2 hrs for local ingest	QRecord QPlay	2x sQ View/sQ Cut 1x sQ Edit
Two	sQ 60hrs sQ Edit 2 hrs each for local ingest	QRecord QPlay	4x sQ View/sQ Cut 2x sQ Edit
Three	sQ 110hrs sQ Edit 2hrs each for local ingest sQ Edit Plus 2hrs compressed 2hrs uncompressed	QRecord QPlay	4x sQ View/sQ Cut 4x sQ Edit 1x sQ Edit Plus
Four	sQ 110hrs sQ Edit 2hrs each for local ingest sQ Edit Plus 2hrs compressed 2hrs uncompressed Paintbox 2hrs uncompressed	QRecord QPlay	6x sQ View/sQ Cut 4x sQ Edit 1x sQ Edit Plus 1x Paintbox
Five	sQ 110hrs Picturebox sQ 10hrs 10,000+ stills sQ Edit 2hrs each for local ingest sQ Edit Plus 2hrs compressed 2hrs uncompressed Paintbox 2hrs uncompressed	QRecord QPlay	6x sQ View/sQ Cut 4x sQ Edit 1x sQ Edit Plus 1x Paintbox 1x Picturebox sQ

THE RIGHT TOOLS FOR THE JOB

ALL sQ TOOLSETS ARE DESIGNED TO WORK AS PART OF A TOTAL PRODUCTION SYSTEM, IN CONJUNCTION WITH THE COMPLEMENTARY PRODUCTS TO AN sQ SERVER UNIT.

sQ View

Software application for journalists/producers to review, select shots, annotate clips and approve final edits. sQ View is the “window into the world of sQ”. In news, sQ View is ideal for looking at feeds, selecting shots for headlines, or to give final approval before stories are transmitted.

sQ Cut

Software application for cuts only, very fast turnaround editing. Great audio abilities too, including voice over recording. Equally suited to craft editors, working on complex packaged stories, as well as to journalists, producers etc.

sQ Edit

Software application for general news editing with toolset optimized for news editing. Cost-effective edit workstation, with optimized features to solve day-to-day editing issues.

sQ Edit Plus

Complete editing workstation for more complex effects edits. sQ Edit Plus is designed to offer the broadcaster every effect and feature required for sophisticated packaging of promos, specials, documentaries and other complex edits.

Paintbox

Graphics are key in differentiating your station from your competitors; the legendary Paintbox gives you a massive advantage. Everything you need for stunning graphics close-to-air – winning you market share, ratings and revenues.



sQ View



sQ Cut



sQ Edit



sQ Edit Plus



Paintbox

“NEWSBOX FIVE – THE KING OF THE HILL IN THE NEWSBOX RANGE”

Quantel reserves the right to alter specifications without notice.

Quantel, Newsbox, Paintbox, iQ, eQ, sQ, sQ View, sQ Cut, sQ Edit, sQ Edit Plus, QEffects, QColor, Picturebox sQ, QCare, Resolution Co-existence, Resolution Transparent, Frame Magic, Integrated Server Architecture, ISA are trademarks of Quantel Limited. All other trademarks acknowledged.