Crispin Corporation + Myers

Seamless Integration between Traffic and Automation.

Better Workflows, Less Work

Myers, a leading developer of broadcast management software, and Crispin Corporation, a pioneer in broadcast automation, have partnered since 2001 to ensure their mutual customers have a robust and seamless integration point between traffic and automation. Utilizing the latest industry standards, their solution facilitates the bi-directional exchange of metadata across business and technical systems. This approach eliminates redundant and time-intensive manual tasks, resulting in a more efficient, accurate, and consistent workflow.

According to Jon Edmonds, Director of Engineering, Oregon Public Broadcasting, the ProTrack/Crispin solution has been critical in creating cross-departmental efficiencies that ensure quality of service to viewers across the state.

"Providing statewide coverage for our three independent channels, we were in critical need of a solution that could communicate easily and efficiently," said Edmonds. "The ability for Myers' ProTrack and Crispin's Master Control Automation System to fully integrate, has created cost-savings and a reduction in workflow redundancies. The reliability and relationship between these two companies has created a synergy between our own traffic and master control."
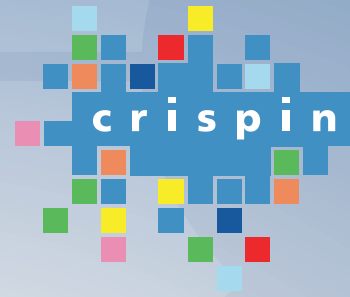
Speaking the Same Language

One of the major strengths of the Myers/Crispin solution is rooted in the fact that the two companies were among the first in the industry to partner and bring the advantages of the Broadcast Exchange Format (BXF) – a SMPTE standard for data exchange in the broadcast industry – to their customers. Through BXF, Myers and Crispin essentially "speak the same language." By doing so, it increases the amount of metadata the two systems can share and act upon. In addition, it supports dynamic messaging which streamlines communications between systems resulting in near real-time status updates and confirmations.

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   Director of Engineering
   Oregon Public Broadcasting

ABOUT CRISPIN: Founded in 1997, Crispin solved a problem the industry was facing by offering simple systems and inexpensive software for video servers. With a wide range of customizable products and systems, including: broadcast automation, asset management, archive, newsroom management products, and hub and spoke operations, Crispin continues to offer ease of use systems and outstanding customer service. Crispin prides itself on staying ahead of the game developmentally and customizing to meet the needs of each customer. Crispin's ongoing goal is creativity and outside-the-box thinking but also staying true to its personal relationship with its customers, employees, and family connection. By staying a small company Crispin is able to stay true to the values of integrity and customer service as they continue to provide and develop systems and software to meet the ever changing marketplace. For more information, please visit: www.crispincorp.com.

Integration from ProTrack to Crispin | Integration from Crispin to ProTrack

Record & Dub/Ingest Orders
Pre-registers metadata to automation

➡️ ⬅️

Media Updates
Provides traffic frame accurate media timings

Pull Lists
Advanced program schedule items for pull to playout

➡️

Play Lists
Detailed schedule lists for playout

➡️ ⬅️

As Run
Live feedback of playout events

Purge List
Provides a user selected list of assets for final purge

➡️ ⬅️

Purge Confirmation
Confirms media deletion, with the results of end-dating media in traffic

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As workflows within multimedia facilities continue to evolve, the need for flexibility within software solutions are imperative. One of the advantages of the BXF format is that it has the ability to expedite last minute changes coming down from the Traffic Department, freeing up the Master Control. Traditional changes are very much the norm, but allowing for near real-time changes to be automatically implemented without operator intervention can make a big difference in how many facilities structure their work flow.

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ABOUT MYERS: Founded in 1982, Myers has been a pioneer in developing broadcast management software for the rapidly evolving media landscape. Myers' extensive domain knowledge and systems integration expertise has served as an integral part in the development of a suite of software products and services that drive distribution workflows across multiple departments and systems. Media facilities large and small utilize and benefit from our unique, scalable broadcast management solution, helping them improve operational efficiency and profitability. For more information, please visit: www.myersinfosys.com.

MYERS
Intelligent Broadcast Workflow

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