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NAB Booth # N6415

Myers to Show Latest Innovations to its Broadcast Management Solution at NAB 2013

Northampton, MA (February 15, 2012) – Exhibiting at NAB for the seventh consecutive year, Myers – a leading developer of broadcast traffic, business, and content management software – will demonstrate the newest features and versions of its flagship ProTrack broadcast management suite in Booth #: N6415 in the LVCC's North Hall. ProTrack, available in radio and television-specific editions, scalably streamlines operations for individual and multi-channel facilities to get the workflow rolling!

ProTrack TV

ProTrack TV is a comprehensive, expandable and affordable broadcast management solution that interconnects Traffic, Scheduling, Sales, Engineering and IT departments. It serves as the centralized unifying element within the broadcast operation and integrates seamlessly with existing infrastructure to optimize workflow while preserving existing investments. Whether a single channel or multi-channel broadcaster, distributing in a linear and/or non-linear format, ProTrack TV helps close-the-loop so that work flows smoothly.

MAM

ProTrack TV's Media Asset Management Module (MAM) provides a highly effective and affordable solution for managing media assets. Using defined business rules, the popular ProTrack TV broadcast management solution provides confirmation to traffic/scheduling personal whether a media asset is available and if so, moves it to where it's required in advance of when it's needed. A highly intuitive solution, ProTrack MAM automatically triggers the movement of media assets to/from playback and archive, based on data from ProTrack TV's schedule environment.

Automation Integration

Incorporating Automation Integration into the widely used ProTrack TV broadcast management establishes a direct link between traffic and third party play-to-air automation solutions. It offers streamlined workflow and eliminates redundancy across departments. As a pioneer in delivering the most extensive range of bi-directional BXF integration to automation, Myers defines the lines of responsibility and helps to eliminate labor-intensive tasks to keep traffic and master control in-sync.

ProTrack On-Demand

The On-Demand Module for ProTrack TV's broadcast management solution enables media facilities to build, schedule, track and publish program and sales packages. It also provides transcode requests for

station-defined distribution platforms and needs, such as Mobile, Internet, Cable, DVD and more. Whether a single or multi-channel broadcaster, distributing in a linear and/or non-linear format, ProTrack TV helps close-the-loop between systems and departments so workflow can really roll!

ProTrack Radio
ProTrack Radio is a comprehensive, scalable, and affordable broadcast management solution that interconnects Traffic, Scheduling, Sales, Engineering and IT departments. Operating as a central unifying element within the broadcast facility, ProTrack Radio integrates seamlessly with existing infrastructure to optimize workflow and preserve existing investments. Whether a single or multi-channel broadcaster, ProTrack Radio helps bring systems and departments together to ensure a streamlined workflow!

ABOUT MYERS

Until recently known as Myers Information Systems, the company has been developing broadcast management software since 1989. Myers provides technology and services for television, radio and other digital media providers designed to improve every aspect of their operations, from contracting to invoicing, media management to scheduling, and from trafficking to reconciliation. For more information, please visit: www.myersinfosys.com

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