# Pebble Beach Systems + Myers

### Seamless Workflows Between Departments

Myers, a leading developer of broadcast management software, and Pebble Beach Systems, a leader in automation, channel-in-a-box, and integrated channel technology, have partnered to deploy a Broadcast Exchange Format (BXF) integrated solution to their shared customer base. The BXF integration, a SMPTE standard for data exchange in the broadcasting industry, provides mutual Myers and Pebble Beach Systems clients with more seamless and automated workflows between Traffic and Automation.

### Speaking the Same Language

KCET, an independent public television station in Los Angeles, CA, was the first to implement the joint solution in 2012, and has been reaping the benefits ever since. When shopping for a new automation system, KCET, an existing Myers' client, liked the fact that Pebble Beach Systems' Marina System was built on a more modern platform than what was available in the market at that time. They also realized that they would benefit from its robust capabilities and flexibility.

KCET, Myers and Pebble Beach Systems collaborated to develop a BXF integration that would not only satisfy KCET's immediate requirements, but also represent an ongoing partnership to benefit all mutual customers moving forward.

"We implemented BXF with Myers' ProTrack broadcast management system and Pebble Beach Systems' Marina automation system at a time when we were building a new facility and looking to establish an infrastructure that would not only be scalable as we grow, but would also afford us greater efficiencies in our workflow," said Gordon Bell, Senior VP, Engineering, KCET. "The BXF integration between their respective systems achieves that goal."

### Increasing Workflow Efficiency

Utilizing the BXF protocol provides a universal integration environment for ProTrack and Marina to connect, wherein individual integration points are able to drive the progression of workflow between systems. Once established, the web-based integration allows the bidirectional exchange of data, as well as expanding the total volume of metadata that ProTrack and Marina can share and act upon, leading to an immediate optimization in workflow efficiency across departments. Ultimately, the protocol eliminates redundant, time-intensive manual tasks and reduces errors.



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—Gordon Bell
  Senior Vice President, Engineering
  KCET

**ABOUT PEBBLE BEACH SYSTEMS:** Pebble Beach Systems is a world leader in automation, channel-in-a-box and integrated channel technology, with scalable products designed for multichannel transmission, news, sports and interactive television as well as content management, workflow and direct archive control. Installed in more than 60 countries and with proven systems ranging from single up to over 100 channels in operation, Pebble Beach Systems offers open, flexible systems which encompass ingest and workflow automation, and complex file-based workflows. The company trades in the US as Pebble Broadcast Systems. Web: http://www.pebble.tv. Pebble Beach Systems is a Vislink company.

## Integration from ProTrack to Marina | Integration from Marina 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

Additional benefits of the BXF integration are:
- Notifications and feedback between the two systems are automated and data is able to be validated.
- Users have the ability to search messaging between systems, such as Traffic being able to view an Automation event log.
- As-run reporting is made available in real-time.
- Heartbeat messages verify system connectivity.

The interfaces that are delivered to KCET as a result of their BXF integration solution include, Play-List, Live As-Run, Media Update, Record-List, Ingest/Dub Order, Purge-Confirm, and Purge-List. By implementing the Myers' and Pebble Beach Systems' BXF solution, KCET has been able to achieve greater efficiency by eliminating what were siloed operations to save both time and money.

**Providing mutual Myers and Pebble Beach Systems clients with more seamless and automated workflows between Traffic and Automation.**

**MYERS**

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