



Cobalt Digital Inc.

2506 Galen Srive
Champaign, IL 61821
217.344.1243
www.cobaltdigital.com

Cobalt SCTE 104 Insertion and Processing Options

Cobalt Digital offers two new SCTE 104 digital program insertion and processing options for Cobalt openGear® cards and BBG-1000 Series stand-alone processors.

First is **+SCTE104-FAST** (frame-accurate SCTE trigger), providing functionality available only from Cobalt and unique in openGear. This software option arose from the need to frame-accurately mark the start and stop points of content. Cobalt engineers worked closely with key customers to develop +SCTE104-FAST, giving them the unique ability to tie timestamped information from automation systems to the timecode information contained in the baseband SDI. +SCTE104-FAST provides frame-accurate insertion for deterministic results when the program signal is used in sophisticated downstream video-on-demand (VOD) and commercial insertion systems. This precise insertion of pertinent data greatly enhances the performance and accuracy of VOD and server-based commercial-replacement systems. Customers can use +SCTE104-FAST to fully author custom messages sending them to the Cobalt processor via easy-to-read XML-formatted files. The Cobalt processor uses the timestamp data from those files to compare against incoming ANC timecode or UTC time derived from an NTP reference.

+SCTE104-FAST is useful in multiple applications, but one of the primary uses is to provide frame-accurate program and commercial segments for immediate use in VOD systems. Before +SCTE104-FAST, customers had to record the desired content with extra frames at the beginning and end to ensure they captured all of the content. Then an editor had to cut out the extra head and tail content. This need for human editing caused delays in getting programming into the VOD chain for viewing - and if VOD content isn't being watched, then Nielsen™ ratings data can't be accrued. Now customers can use the +SCTE104-FAST system to automatically mark the beginning and end of the content in real time, and downstream systems can extract the perfectly marked segments for dissemination to CDN and VOD systems. Getting perfectly trimmed files to VOD suppliers sooner means more ratings data is gathered and monetized quicker.

The second SCTE 104 software option is **+SCTE104** which goes hand-in-hand with +SCTE104-FAST. +SCTE104 lets customers generate and insert five of the most widely used SCTE 104 messages into baseband SDI as triggered by automation via GPI, SNMP, or JSON using Cobalt's popular Reflex protocol. The option can also execute auto-response actions based on SCTE 104 messages received, sending newly generated SCTE 104 packets to other downstream systems as well.

+SCTE104 is available for a range of Cobalt's products working in conjunction with a long list of other innovative options increasing functionality and density of Cobalt systems. When paired with the +LOGO logo-insertion option, +SCTE104 provides automated station ID by keying in and fading out a logo, directed periodically by a SCTE 104 splice start coming from an upstream system. Flexible and easy-to-use event-action controls can execute any number of direct or indirect actions (such as GPO activations) based on incoming SCTE 104 messaging.

Customers can order the +SCTE104 or +SCTE104-FAST options when they buy a new card, or they can activate the options later – without removing or replacing the card – via the openGear DashBoard™ control and monitoring application using a downloadable key.

+SCTE104 and **+SCTE104-FAST** are available for the following cards and associated stand-alone units:

- 9902-UDX, 9903-UDX, 9922-FS, 9922-2FS, 9932-EMDE, 9950-EMDE-ANC cards for openGear®
- BBG-1000 Series standalone models - BBG-1002-UDX, BBG-1003-UDX-ADDA, BBG-1022-FS, BBG-1022-2FS, BBG-1032-EMDE, BBG-1050-EMDE-ANC