



CAPELLA



IBC2018 News

Capella Shows Cambria FTC 4.1 and Cambria Live 4.2 Beta at IBC 2018

San Jose, CA (Sept. 4, 2018) – Capella Systems comes to Amsterdam Sept. 14-18 to showcase the latest version of Cambria FTC 4.1 and a beta of Cambria Live 4.2 at IBC 2018. Visit booth 3.A46 in Hall 3 at the RAI Convention Center to experience a hands-on demonstration of new features and enhancements.

Cambria FTC 4.1, a scalable transcoding solution, includes enhanced integration with the advanced HDR capabilities of Dolby Vision. FTC 4.1 supports conversions between HLG and PQ, two common HDR formats, and also between HLG and BT.709.

“Production professionals have widely adopted Dolby Vision,” says Ikuyo Yamada, CEO of Capella Systems, “and our powerful transcoding solution will help them create Dolby Vision files more cost effectively.”

Capella has optimized Amazon S3 support in FTC 4.1 to deliver significantly faster read times from S3 cloud storage, resulting in less local processing time. FTC V4.1 also delivers encoded files directly to your S3 region.

The 4.2 beta of the Cambria Live streaming broadcast suite for production, encoding and distribution includes a powerful new tool — Cambria Live Ad Break Control. This tool allows an operator to dynamically insert ad breaks into a broadcast stream while they monitor multiple live streams. Cambria Live Ad Break Control routes ad insertion cues to the Cambria Broadcast Manager, which oversees your entire production workflow, and it in turn routes those cues to the appropriate Cambria Live workstation on your network. The Cambria Live suite encodes to both MPEG-DASH and HLS SCTE-35 for server-side ad insertion (SSAI).

“Delivering one-to-one, addressable advertising into streaming video via SSAI is a massive monetization opportunity for media companies because viewers receive a consistent, broadcast-quality viewing experience across a wide range of devices,” adds Yamada. “Our powerful new tool is easy to use, and it will allow you to maximize your revenue potential from live streaming.”

Cambria Live 4.2 is fully integrated with popular SSAI supplier, Yospace. Cambria Live Ad Break Control provides real-time viewership numbers on feeds to help you place ad breaks on your most popular channels. Furthermore, it also supports Yospace prefetch so you can prepare breaks ahead of time — a must-have for ad sourcing using programmatic networks.

"With online audiences growing fast and a new generation of internet-first viewers coming through, there is a huge monetization opportunity for broadcasters through programmatic ad placement. However, marrying the revenue potential of programmatic with scale to realize this potential is no easy task," says Yospace CTO David Springall.

"The seamless integration between Cambria Live Series 4.2 and Yospace's SSAI platform, yospaceCDS, means that content owners have an out-of-the-box monetization solution that is designed to meet these challenges."

For more information on Capella Systems, please visit

www.capellasystems.net

Distributor in EMEA

x-dream-distribution GmbH

x-dream-distribution GmbH is an international operating company selling software products to the broadcast industry. We work closely with trusted vendor partners from all over the world and Europe-based channel partners. The mission of x-dream-distribution is to bring interesting, innovative and well-developed products to the market and built up strong sales channels for those vendors. We also offer the best solution for our customer's needs. Our vision is to cover all relevant building blocks of the broadcast industry's end-to-end file and stream-based workflows.

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