

## Antena 3 Creates Dynamic News and Program Workflow With Dalet

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Dalet Digital Media Systems announced at the IBC 2009 Exhibition the deployment of Dalet Enterprise Edition at the Antena 3 Television main operation in Madrid and two regional locations on the Islas Canarias; Las Palmas and Tenerife. Antena 3 uses the new Dalet system to create and air all news programs, as well as sporting event highlights and top-rated magazine programs. The workflow leverages the full production and playout capabilities of Dalet enterprise media asset management technology.

Amsterdam, The Netherlands - Dalet Digital Media Systems announced at the IBC 2009 Exhibition (stand 8.B77) the deployment of Dalet Enterprise Edition at the Antena 3 Television main operation in Madrid and two regional locations on the Islas Canarias (Canary Islands); Las Palmas and Tenerife. Antena 3 uses the new Dalet system to create and air all news programs, as well as sporting event highlights and top-rated magazine p leverages the full production and playout capabilities of Dalet enterprise media asset management technology.

Ingest, newsroom computer systems, desktop editing, scheduling and playout tools are fully integrated within the Dalet highly interoperable media asset management framework. User workspaces are constructed in Dalet according to job assignment enabling users to log in and have access to production tools specific to their job. The entire workflow and infrastructure is monitored by Dalet Dashboard, which continually analyzes and reports system performance allowing Antena 3 to optimize resources and triage potential problems.

"We went through a very in-depth evaluation process and Dalet proved in every category to be the best in price - performance - return on investment," commented Raul Lorenzo, Project Manager at Antena 3. "Dalet's capacity in software development and its commitment for this project, combined with a software platform that fully leveraged the benefits of emerging technology, made Dalet the ideal candidate for making our vision a reality."

Antena 3 integrated their corporate archives system, developed by system integrator I3, using the Dalet Web Service API. This key integration connected workflows for both program and advertising across the production chain, automating repetitive tasks and media operations.

"This installation accomplishes three critical goals for Antena 3. One, the Dalet API provides a continuity framework for true interoperability between disparate workflows such as the corporate archives system. Two, the Dalet media asset management technology enables Antena 3 to rationalize their newsroom and program operations by fully engaging remote locations that are typically isolated. And three, Antena 3 has implemented a very forward-thinking design, one which will enable them to easily add new media channels and new streams of revenue as their programming expands technically and geographically," said Julien Decaix, Managing Director, Dalet Spain and Latin America.

The Antena 3 installation is an end-to-end news and entertainment production workflow managed entirely by the DaletPlus workflow engine and the underlying enterprise media asset management platform. The main location in Madrid houses over 250 Dalet production seats with 20 Dalet satellite ingest stations managing a mix between XDCam and P2, and 6 Dalet playout studios. The regional locations are equipped with 25 seats each including 6 Dalet ingest stations and 2 Dalet playout studios. Journalists create stories using the fully equipped and integrated Dalet NRCS, while program production benefits from Dalet's fast desktop editing tools, which are also fully integrated with a variety of postproduction systems.

Dalet's open architecture promotes interoperability for postproduction systems. Apple Final Cut Pro workstations are connected to Dalet via the Dalet Xtend module. Avid editing systems and Avid Unity exchange MFX content through the Dalet NetXchange, while Quantel eQ editing systems are integrated to Dalet through Flip Factory.

Dalet WebSpace provides field journalists with remote access to their production tools as well as content for all three locations via an Internet connection. Video server technology is provided by Omneon and controlled from the Dalet OnAir playout module. The NetApp and Hitachi storage is integrated with Dalet, while Chryon CG technology exchanges data seamlessly to ensure frame accurate playout.

#### About Dalet Solutions

With over 15,000 workstations in use today, all Dalet solutions run on the purpose-built Dalet media asset management platform, DaletPlus. Integrated ingest, production, play-out and archive capabilities combined with the DaletPlus best of breed technologies to automate file migration and conversion; and a unique enterprise editorial workflow engine that enables broadcasters and content producers to optimize media sharing and to streamline their production workflows.

Dalet Digital Media Systems:  
<http://www.dalet.com>

Dalet is a worldwide leader in software that empowers broadcasters and content professionals to produce and manage audio and video content in a digital, multi-platform world. Dalet media asset management (MAM) solutions streamline production costs and increase revenue opportunities by simplifying the distribution of rich-media assets across both interactive and traditional platforms. Dalet tools are used around the world by thousands of content producers including major television and radio public broadcasters (BBC, CBC, DR, NPR, RFI, Russia Today, RTM, VOA, WDR), commercial networks (ART, eTV, Grupo Prisa, Prime Television, The Press Association, Warner Bros., XM Satellite) and government organizations (Queensland JAG, Canadian House of Commons, The European Commission). Dalet is traded on the NYSE-EURONEXT stock exchange (Eurolist C): ISIN: FR0000076176, Bloomberg DLT:FP, Reuters: DALE.PA. Dalet is a registered trademark of Dalet Digital Media Systems. All other trademarks and products mentioned herein belong to their respective owners.

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