



SAMVAD LIVE PRO

Benefits:-

- ✓ Networked solution
- ✓ Complete 24 X 7 support
- ✓ Economical
- ✓ Customizable
- ✓ Integrated with Teleprompter
- ✓ Hierarchical workflow
- ✓ Complete News Life cycle mapping
- ✓ Easy implementation and maintenance
- ✓ Inter-channel resource sharing
- ✓ Easily extendable to multi-camera system
- ✓ Integrated Web publishing module
- ✓ Channel wide common Data Pool

Bringing harmony to news production process by managing workflow, building accountability and simplifying coordination

Samvad Live Pro is an end-to-end solution, developed especially for the needs of regional news channels, which need an in-expensive yet comprehensive product.

Samvad Live Pro freely maps the life cycle of news from start, when it is collected in its crude form, to the point where it is refined and ready for airing. Now it even covers the publishing of the news on channel's website.

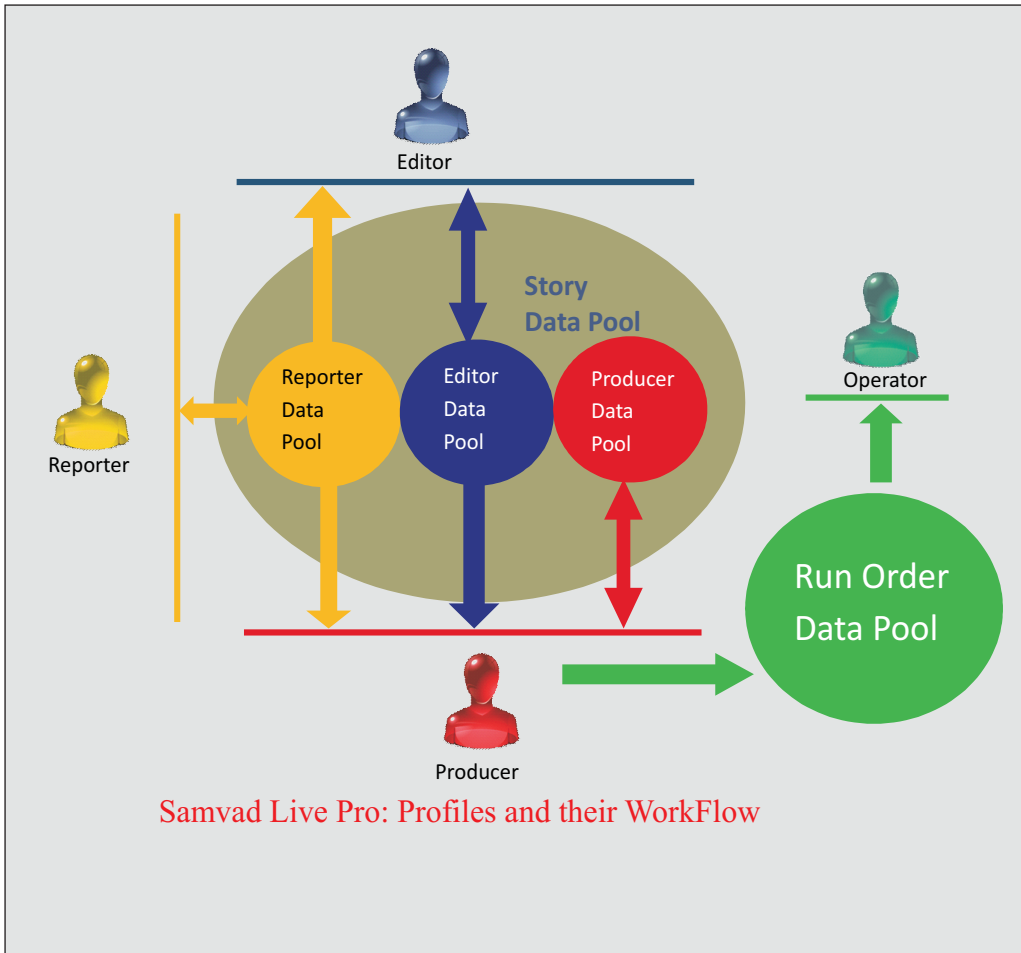
Samvad Live Pro has all the features such as, breaking news, multilingual support, type n prompt etc. It also provides a small preview for the operator of the teleprompter screen.

To understand the working of Samvad Live Pro a little better, we have to take a look at the way it works:

Samvad Live Pro divides the entire workflow into four profiles:

- Reporter
- Editor
- Producer
- Operator

Reporter is the originator of news. He is the one who enters the news into the system. At this level the news is in its crudest form. As soon as a reporter enters a news/story into the system, it becomes available to all the users on the system. If reporter does not want the news to be available to everyone in its present form, he/she can personalize the story. A personalized story is not visible to anyone except its creator.



From reporter the news/story flows to the editor who refines it. Once a story has been edited by the editor, a reporter cannot change it. A editor can use a reporter's story or he/she can write a new story.

Producer is responsible for final editing and run down management. He adds the stories entered into the system by editors and reporters to run orders. He/She can edit already existing stories or he/she can write news stories. Once producer uses a story, it becomes un-editable by editors and reporters. Hierarchy is strictly upward in this sense.

Operator is responsible for prompting the run downs created by producer. He has the power to implement last minute changes such as breaking news, reposition story within run order etc, but he/she cannot alter the content of the run order in any other significant way.

Working together is fun, when information flows simply

In this manner, Live Pro outlines a clear work flow, with defined boundaries for each role. The system is rigid enough to allow for accountability in group terms, but provides complete freedom at single user level.

With changing times, web presence has become indispensable for all, especially more for news channel. Keeping this in mind, the latest addition to Samvad Live Pro is web publishing. Live Pro can now be configured to integrate with any existing website design and allow for single click web publishing. The only requirement in this regard is the availability of internet connection. All existing websites can be configured for content updation under different profile. This eliminates the need for costly CMS and separate trained man power for website maintenance and updation. Normal users such as producer/ reporters can now upload content to website with a single click.

Coming SOON

- Complete MOS compliance
- Inclusion of audio/video assets in stories
- Back-up and restore capability
- Search ability

Already Running:

- Sadhna News: Jharkhand, Chattisgarh and Uttarakhand
- Total TV

System Requirement:

Operating System: Windows XP or higher
Database: Ms SQL or MySQL