

STRYME

Within the IBC 2014 STRYME launches its latest GENESIX generation V5.

The new GENESIX Add-ons are inspired by our long lasting customers and fit the needs of the broadcasting industry to 100%. As the GENESIX VideoServer itself, the new add-ons are broadly compatible and grant a smooth broadcasting business.

GENESIX NewsEdit is the right choice when uptime is critical. A studio play out designed to fit the spe-

cific needs of a fast and permanently changing newsroom environment. NewsEdit reasons with a user-friendly interface that is reduced to the essentials, easy handling via DRAG and DROP and minimizes time to air, due to its on "on the fly rendering" function.

GENESIX ABRoll combines and connects all individual playlist to one. With the ABRoll tool, channels and their single playlist are integrated, which simplifies the daily handling and ensures an efficient use of

the multichannel playout solution GENESIX. Furthermore ABRoll permits existing playlists to be stored while easily preserving the structure of clips when they are swapped.

GENESIX SAW is an automation module, that is built to combine primary and secondary events safely. SAW is constructed modularly and enables you to handle all your playout components via one automation tool. It is handled easily via DRAG and DROP on a reduced and user-friendly interface.

TC ELECTRONIC

aNorm - Adaptive Loudness Normalization Technology

'aNorm' is a new and highly innovative approach to loudness adjustment that learns the incoming program on the fly and adapts seamlessly to hit user-defined Targets for Program Loudness and Loudness Range (LRA). It delivers uncompromised audio that has not been dynamically processed unless requested. In most cases, setting the Targets is all that aNorm needs to achieve a great-sounding result that stays within the boundaries of international broadcast standards and legislation. In other words, it has never been easier to integrate setup and use intelligent loudness processing that doesn't destroy delicate balances set in production. TC Electronic also debuts a brand new Loudness Processing Meter as part of aNorm: The Butterfly Meter™. This interface displays content pre and post loudness normalization using a graph that instantly provides an overview of how and why incoming audio is adjusted. Both the Program Loudness and Loudness Range parameters are reflected visually – not just as numeric values. The sheer look of the meter is just as astonishing as it is intuitive and

informative. The goal for any audio-conscious broadcaster is to loudness-normalize programs before transmission. Pre-normalization of all content, however, may not be achievable from the first day of a station's transition to loudness normalization. aNorm therefore allows the user to indicate whether or not a program has already been normalized. aNorm represents a revolution in streaming processing that keeps dynamic changes at a minimum by normalizing intelligently first. Only if normalization by itself is not enough to hit the Targets for Program Loudness and Loudness Range, aNorm applies dynamic loudness processing. Without proper attention to normalization, the spirit and the revolutionary improvements from EBU R128, TR-B32, ATSC A/85 etc. cannot be expected to reliably make it through to the listener leading to the risk of extensive transmission or consumer processing is simply too big. This is exactly what aNorm seeks to prevent, providing a way for broadcasters to ensure their audio is preserved as pure as humanly possible – from the earliest production stage to the speakers of the viewers and listeners.

The new aNorm algorithm and



loudness processing meter – the Butterfly Meter – are part of the new LoudnessWizard II license for TC Electronic's DB6 Broadcast Audio Processor. DB6 comes with the original LoudnessWizard that covers loudness correction, upconversion from stereo to 5.1, downconversion from 5.1 to stereo and lip sync delay. The new, optional LoudnessWizard II license applies the adaptive aNorm algorithm to handle loudness correction and processing metering, while still offering state-of-the-art up/down-conversion and lip sync delay.