

# Inception NEWS

Item	Page	Stop	Segment	Type	Child	Coded	Submitted	Approved	Break	Flashed	Estimated Time	Media Time	Total T
A			TODAY'S INCEPTION NEWS	2SHOT	VD						00:00:21		00:00:21
A01			TOP STORIES	2SHOT	VD						00:00:05	00:00:10	00:00:15
A02			OPEN	400M									
A03			HOT CAR DEATH	1SHOT							00:00:13		00:00:13
A04			SPURIOUSLY PASSENGER SUIT	1SHOT							00:00:02		00:00:02
A05			WASH-E SHIMHOLES	1SHOT							00:00:28	00:01:08	00:01:36
A06			WASH-E SHIMHOLES	Facebook									
A07			WASH-E SHIMHOLES	Twitter							00:00:11	00:00:10	00:00:21
A08			WASH-E SHIMHOLES	VD									
A09			KILLER PYTHON	2SHOT									
A10			HIGH COUNTY STANDOFF	PHG							00:00:30		00:00:30
A11			COMING UP	1VD							00:00:13		00:00:13
A12			SPEAK 1	OTS							00:00:13	00:01:19	00:01:32
B01			WHALEANS DEFENDING	PHG									
B02			PLANE HITS COW	PHG							00:00:13		00:00:13
B03			SPORTS TEASE	PHG							00:00:06		00:00:06
B04			SPEAK 2	OTS							00:01:24		00:01:24
C01			WEATHER	SOT									
C02			SPORTS BUMP	SOT									

NEWSROOM COMPUTER SYSTEM



# Inception. Your Modern Newsroom.

The world has changed. It's faster paced, and we're bombarded with more information than ever before. In order for news organizations to succeed, they must adapt to the quickly evolving world of social media, and find new ways to plan and organize their content.

News productions must also leverage new platforms, no longer is it acceptable to simply broadcast over the air. To reach the broadest audience, you need to produce content for all mediums, including broadcast, the Web, and social media in order to be successful. You need to engage your audience in a way that was never possible until now.

You need a modern newsroom system designed to solve these challenges. Inception is that platform.

Whether you are looking for a first time editorial management system, or you are looking for a modern replacement of an existing system, Inception is designed to make your team more productive, more connected, and reach your entire audience.

## BRING IDEAS TO LIFE

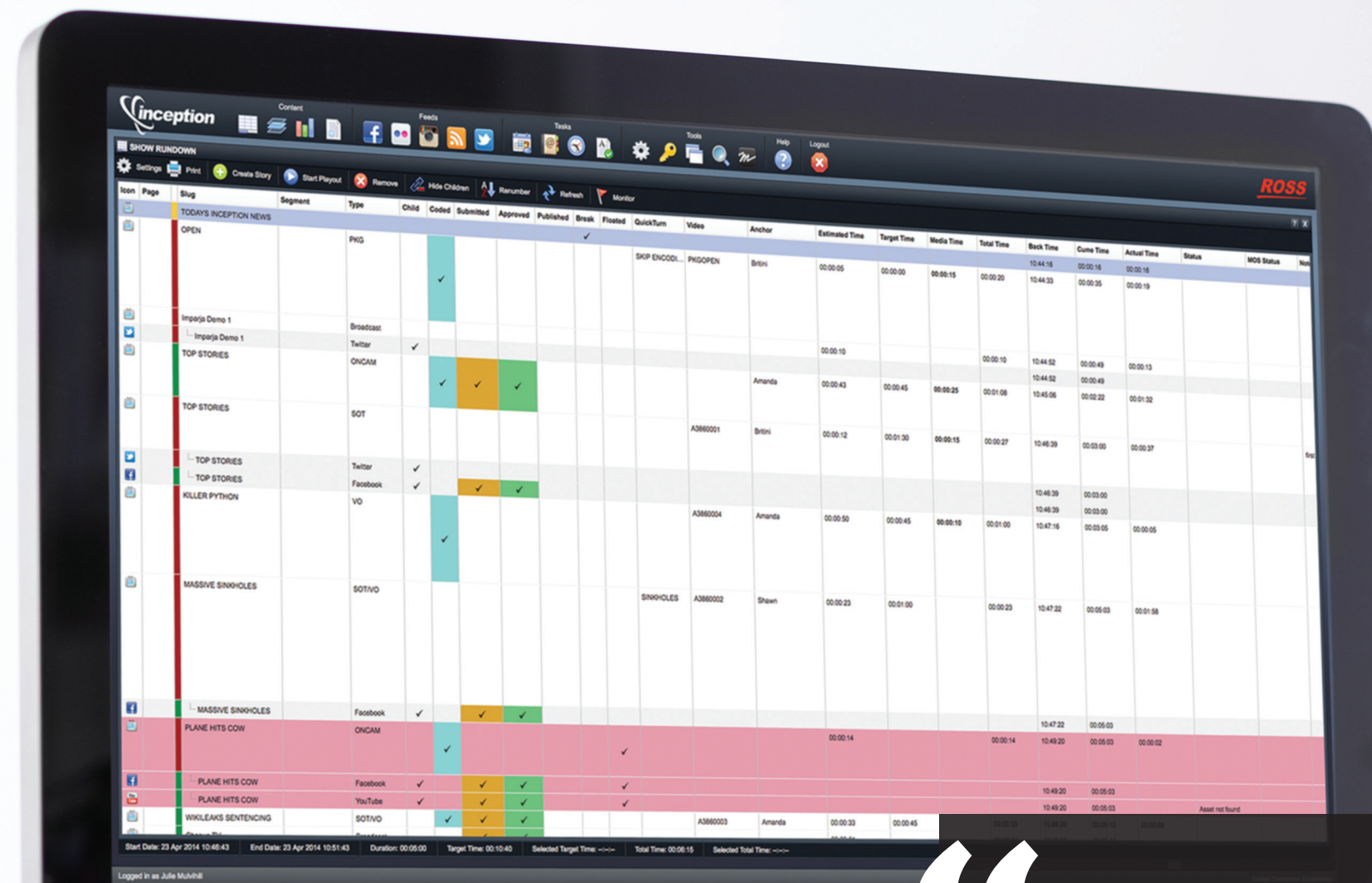
- Craft your stories from an idea to a finished product using an idea-centric workflow that allows your entire team to collaborate on content and snapshot stories as the idea evolves.
- Choose among flexible workflows that best fit your organization, instead of being limited to a single way to work.
- Plan and organize your work with assignments that capture metadata and attach research materials and contacts to become the central hub of your news organization.
- Bring context to your stories with content-based instant messaging.

## HAVE A CONVERSATION

- Go beyond television: create and publish content to your website and social media platforms directly from the news environment.
- Bring social media content into your productions with tickers, crawls, and user generated content as part of the broadcast. Engage your audience with social media polling and real-time results rendered right on-screen.

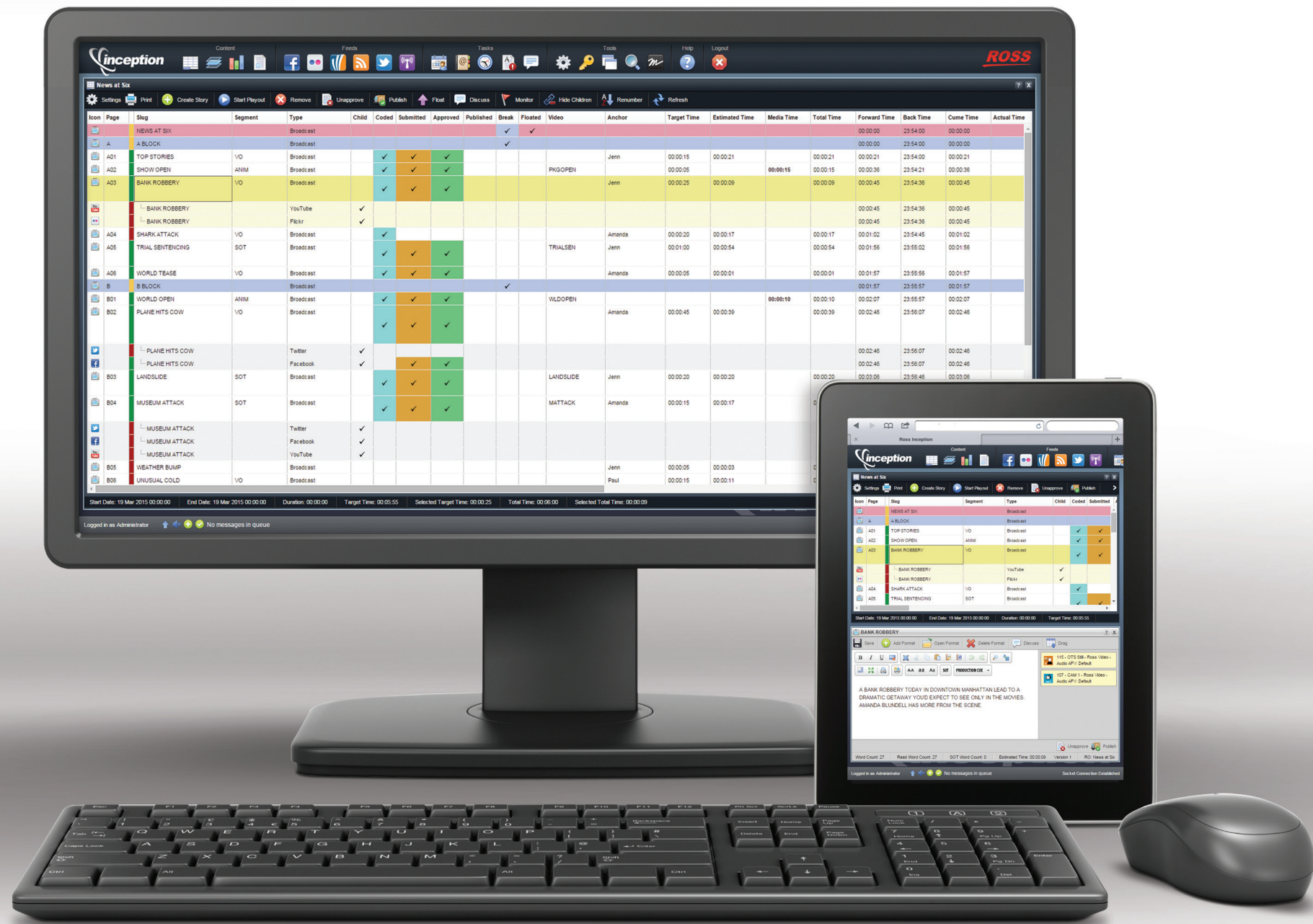
## CONNECT EVERYTHING TOGETHER

- Get your job done in the field using modern browser-based technology that is easy for reporters to access from anywhere in the world on their PC's, Macs and iPads.
- Automate news playout and make your production more consistent with a powerful integration to the Ross OverDrive automated production control system. Record, encode, and automatically deliver content for social media and the Web directly from the broadcast with OverDrive QuickTurn.
- React more quickly to breaking news. Build graphics on the fly, and allow your reporters to tell the entire story. Populate graphics templates and link video and image content directly in the news environment with a tight integration to Ross Video's XPression graphics engine. Drive social media playlists and on-air polling with data sourced from the Inception platform.



*Not only has Inception helped us better manage story creation, assignment workflow, studio productions and social media content, but the Ross Inception team went out of their way to partner with other organizations to facilitate an entire on-campus weekend professional development and mentoring session for Pepperdine students. The team at Ross fully supports multimedia production education and multi-media production educators."*

Bill Dawson, Chief Engineer - Pepperdine University



# Newsroom. Meet the 21st Century.

## Idea-Centric News Production

Every story starts with an idea. As an idea evolves over time, so must the story. With an idea-centric workflow, traditional stories are grouped into assignments, showing both an evolution of the story, but also a central place to store contacts, documents, and research materials for later reference. With Inception you can capture the evolution of an idea to a story, and keep stories on the same topic together and linked during the production process all the way to archive.

With news budgets squeezed tighter than ever before, media organizations are doing more with less. Inception was designed from the ground up to improve workflows with both assignment and story-centric models, in addition to the traditional rundown model. The ability to choose a workflow that is best for you, or adapt from an existing rundown-centric workflow makes your operation more flexible and efficient.

## Unified Hub for Broadcast, Web & Social

Inception was built from day one with multi-platform content in mind, and its highly modular design integrates social media and Web interaction right into the core.

With Inception, you are able to leverage social media more efficiently than ever before. Interact with your online community and publish text, image, and video content to social media to build audience engagement. Through the powerful discovery and curation tools, discover news content from social media, and utilize this content directly into your broadcasts via a simple drag and drop interface.

Anyone unfamiliar with the newsroom space will be able to quickly learn to navigate through the user-friendly, colorful, and ergonomic interface. With a story-centric workflow, start with a piece of content created for any platform and easily reformat and publish the content across other channels. Publish content immediately, schedule it to be delivered at a specific time, or link pieces of content to publish simultaneously via playout triggers.

Inception provides tools such as social media filters and interactive polls that directly drive content to your on-air graphics and offer unique ways to engage with your viewers.

## Plug in to the World

Inception is built with the latest software technologies offering an entirely browser-based user interface that you can access anywhere. Your crews will have the same user experience in the newsroom and out in the field. This provides the flexibility and consistency that allows them to get the job done.

As a media organization you cannot effectively operate as an island, and neither should your newsroom system. To enable streamlined production workflows for many environments, Inception provides extensive integration with plug-ins for graphics, video servers, media asset management, teleprompters, and automated production control systems from Ross Video and many third parties. Inception also interfaces seamlessly with common networking, e-mail, and IT infrastructures.

# Key Benefits

## Browser-Based



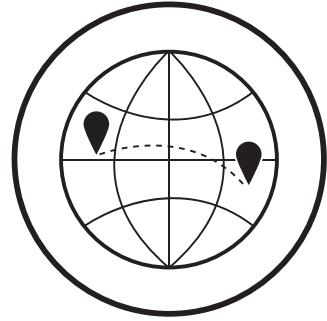
Inception uses an entirely browser-based user interface. With a rich and fluid user experience, any of your staff can simply open up a Web browser on their Windows PC, Mac, or iPad and start using Inception. It installs in your facility or data center, and is completely managed by your team.

## Easy to Use



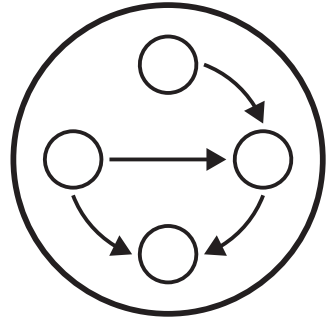
The modern browser based user interface puts all of the key features right at your fingertips. Inception's user experience is designed to make both senior newsroom users and beginners alike feel right at home. Icon-based navigation, customizable views, and a rich set of keyboard shortcuts are also supported to take advantage of the talents of your power users.

## Accessible Anywhere



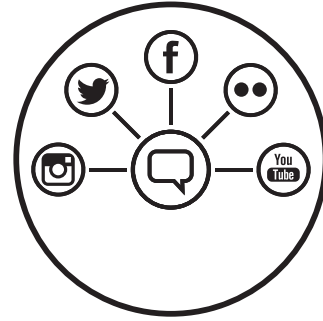
Being a web-based system, Inception has huge advantages for remote reporters and correspondents. Remote users can simply login to the Inception system via a VPN link back to home base anytime they are in the field. This goes beyond just creating stories, remote users can do anything that local users are capable of, including working on running orders, assignments, or adding production elements.

## Flexible Workflows



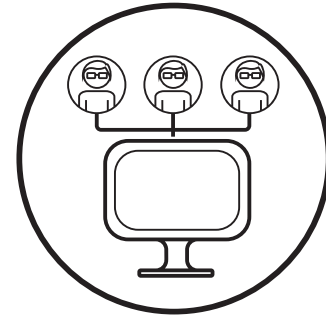
Start with an idea, a story, or a rundown. The flexible workflows inherent to Inception adapt to the changing needs of your news environment. Combined with the collaborative editorial and approval tools, Inception offers a powerful solution that fits the needs of a wide range of broadcasters and channels.

## Socially Connected



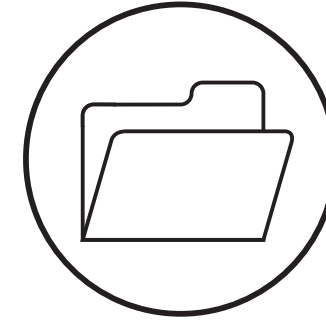
Social media is at the heart of Inception. The plug-in based design provides deep integration with social media destinations including Facebook, Twitter, Instagram, Flickr, and YouTube. Approve and publish content to social media directly from your newsroom. Search, discover, and curate from your online audience. Engage your viewers and gain real-time data using social polling.

## Highly Collaborative



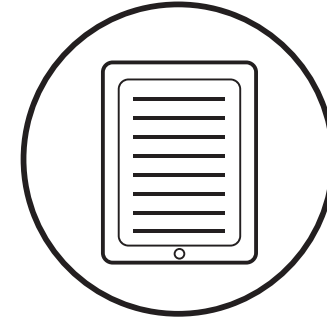
The browser-based environment enables Inception to be highly collaborative. Multiple users can contribute content simultaneously to rundowns, while stories and assignments can be quickly and easily accessed, updated and passed around between users with traditional content locks.

## Content Organization



The newsroom is a fast paced, dynamically changing environment. Inception provides a rich set of tools to help you organize and prioritize your needs, identify key content, and provide ongoing updates as to the progress and developments of a story.

## Paperless Scripts



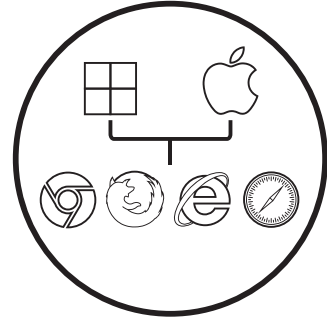
Do your part to help the environment, and save time and money doing it. Inception provides a complete paperless script workflow designed specifically for the iPad. Using the Tablet View, on-air talent and production staff can quickly swipe between scripts, or jump between pages in the running order. Changes made to any script are reflected automatically, so no re-printing is required.

## Security Focused



Inception is built on the latest Web technology, and adheres to strict security standards. There is full support for secure socket layer (SSL) technology to encrypt all your client to server communications.

## Multi-Platform



Unlike many traditional news environments, Inception's browser based design enables the system to run on both Windows and Mac OS, with support for most major browsers including Internet Explorer, Mozilla Firefox, Google Chrome, and Apple Safari. With a customized iPad experience, users still have access to their entire editorial workflow.

# Leverage Social Media with Inception

As your audience increasingly goes to the Web and social media for news content, it's becoming more and more important to invest in these platforms in order to broaden your audience. There are many applications for social media within your news organization and in your productions.

## Social Media on TV

Add variety and context to your stories by easily gathering view comments and photos to use on-air.

## User Engagement

Give your team a way to monitor viewer feedback and respond to your online audience.

## Social Media Management

Include custom content for social, Web or video publishing and share stories on demand, on a schedule, or in sync with your broadcast content.

## Brand Building

Extend your media brand awareness by creating cohesive content across all platforms simultaneously. Remain engaged with your audience between on-air broadcasts by creating content at any time for your online platforms.

## News Gathering

Promote two-way conversations by utilizing user-generated content and crowd-sourcing information, providing additional perspectives to your stories. Localize your big stories using geo-targeted searches on social media.

## Content and Programming

Target what content you provide and what angles you cover based on user feedback and what's trending.

## Decision Making

Using targeted real-time searches, gather local perspective on trending topics.

## User Polling

Provide your audience a way to cast their votes on a wide range of topics in real time using social media polling.

## Promotions and Sponsorships

Generate new revenue opportunities for your organization with specialized and targeted cross-platform content with advertising and engagement opportunities.



“

*I have worked with several other services, social media aggregators and parsers over the years and I can tell you, without equivocation, that Ross Inception is the best social media aggregator, filter, and publisher on the market right now.*

Carlos Caceres, Game Day Producer – Jacksonville Jaguars



Inception  
at a  
Glance

The screenshot displays the Inception News software interface, which is designed for news production. The main workspace is divided into several dockable panels:

- Top Panel:** Contains navigation and utility icons for Content, Feeds, Tasks, Tools, Help, and Logout. The 'ROSS' logo is visible in the top right corner.
- Main Table:** A central table titled 'News at Noon' with columns for Icon, Page, Slug, Segment, Type, Child, Coded, Submitted, Approved, Published, Break, Floated, Video, Anchor, Target Time, Estimated Time, Media Time, and Total Time. The table lists various news segments like 'WELCOME', 'TOP STORIES', 'OPEN', 'HOT CAR DEATH', 'MASSIVE SINKHOLES', and 'PLANE HITS COW'.
- Left Panel (Story Editor):** A detailed view of the 'PLANE HITS COW' story, showing a title, a production cue, and the main text of the story. It includes a word count and estimated time.
- Right Panel (Social Media):** A 'Search Twitter' window displaying a list of tweets related to the current story, including tweets from users like Henry Leeman, James Tindler, and Ashley Vandermeer.
- Bottom Panel:** A status bar showing various metrics such as Word Count, Read Word Count, SOT Word Count, Estimated Time, Version, and RO (Role) information.

### Hotkey Support

Common functions, navigation, and toolbar icons have support for hotkey bindings, so you never have to leave the keyboard.

### Modern Design

Iconified toolbars and consistent layouts make the user experience easy to understand and beautiful to experience.

### Persistent Sessions

Inception remembers which views you had open and their location so you can start where you left off on your next login.

### Configurable Workspace

All views in the Inception workspace are dockable, repositionable, and re-sizable. Various perspectives can be configured on a user-by-user basis to tailor the environment to your liking.

### Side-By-Side

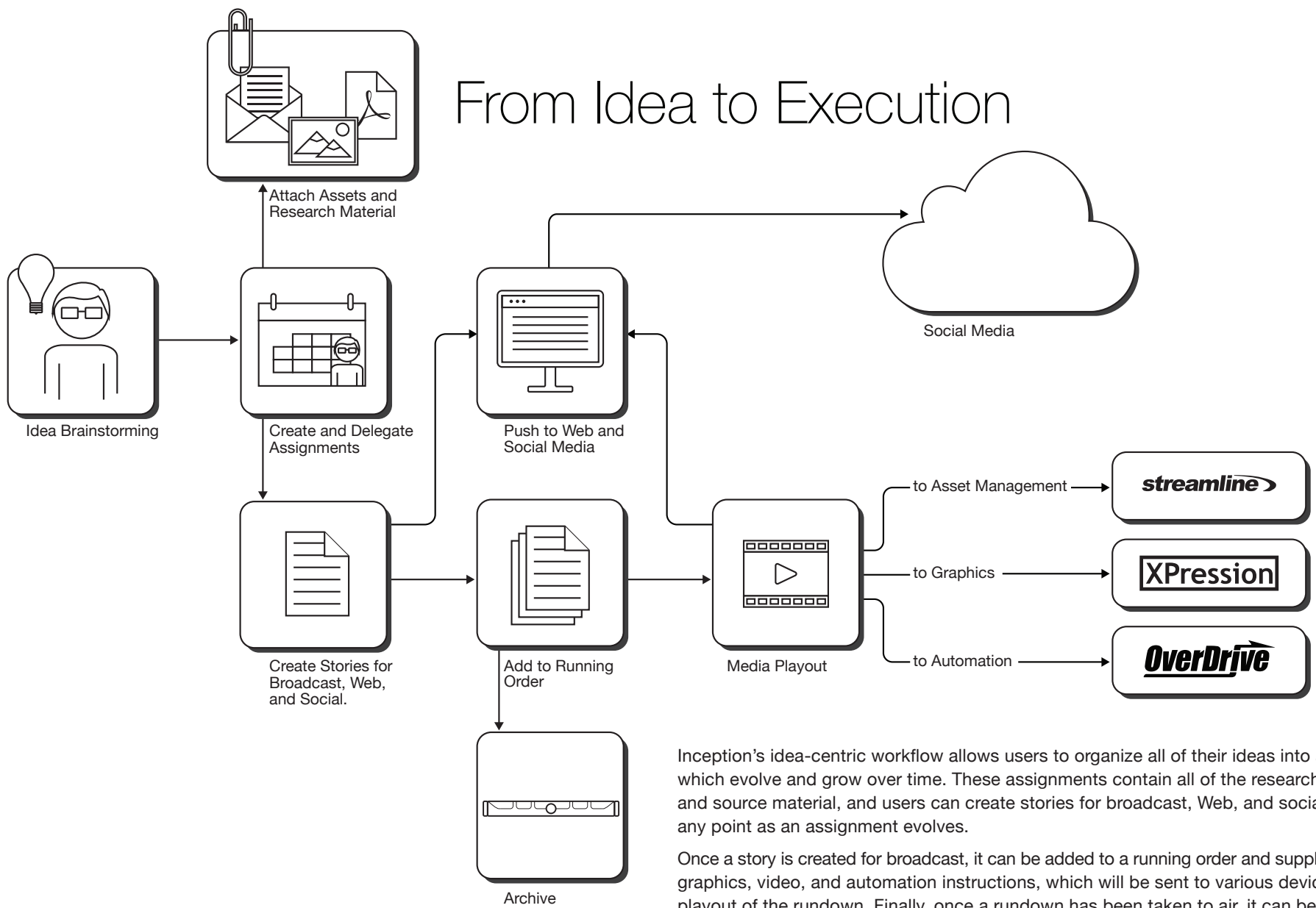
Move views around screen as you desire, including support for side-by-side stories, feeds, and even running orders.

### Key Functionality at Your Fingertips

The central application toolbar allows users to quickly jump between core product features.

### Easy to Learn

Intuitive design and consistent behavior make learning Inception a breeze.



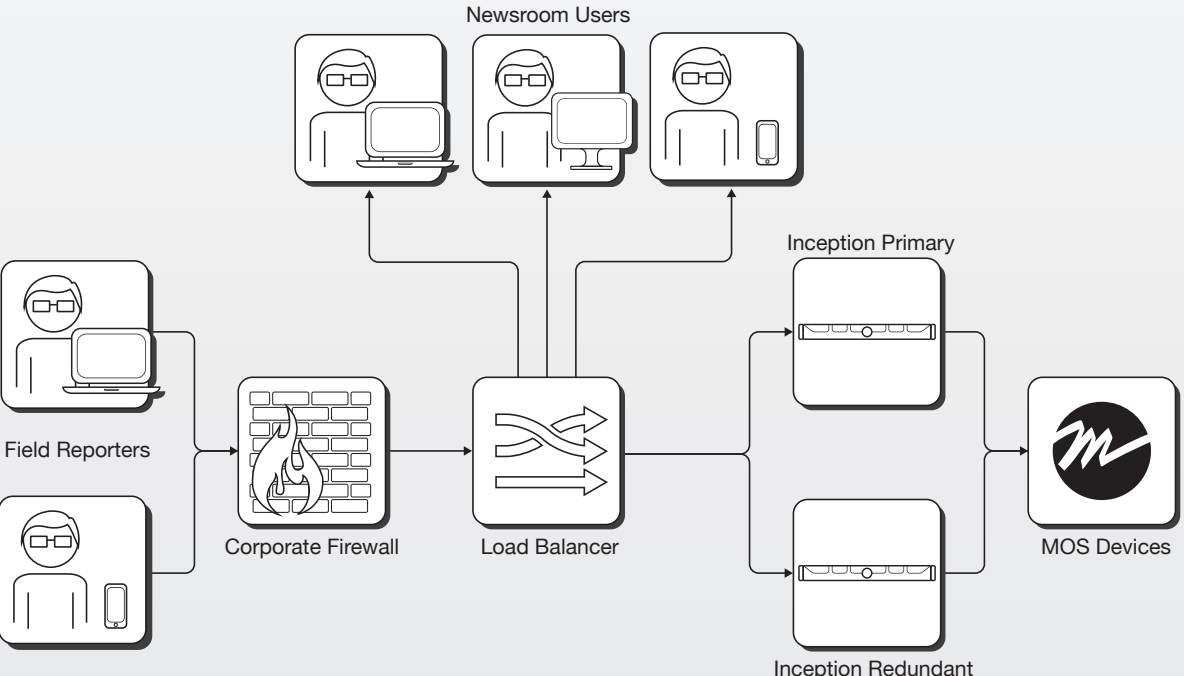
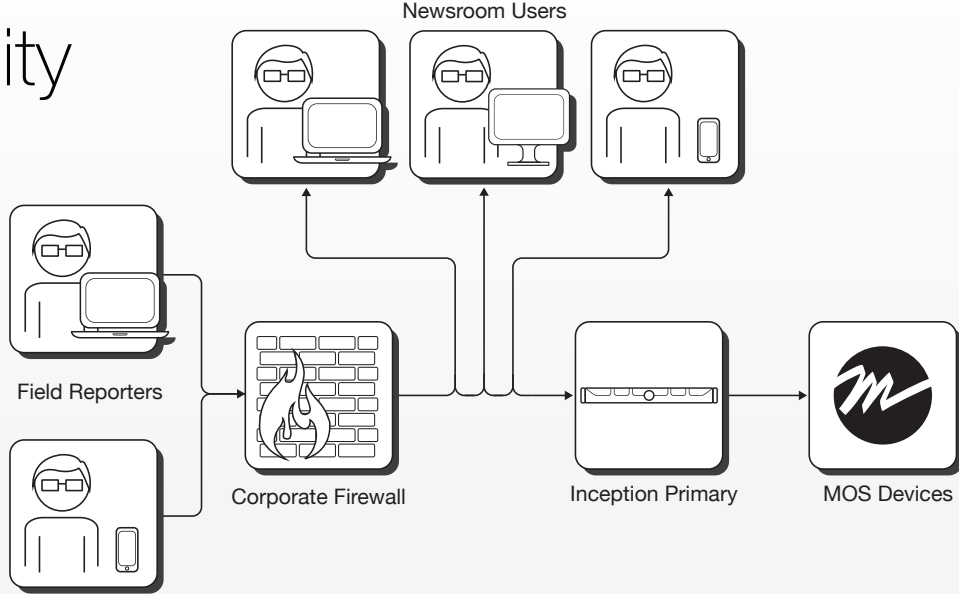
# From Idea to Execution

Inception's idea-centric workflow allows users to organize all of their ideas into assignments, which evolve and grow over time. These assignments contain all of the research, contacts, and source material, and users can create stories for broadcast, Web, and social media at any point as an assignment evolves.

Once a story is created for broadcast, it can be added to a running order and supplemented with graphics, video, and automation instructions, which will be sent to various devices during playback of the rundown. Finally, once a rundown has been taken to air, it can be archived so you'll always have a copy of the script, including all of the research and source materials used in the creation of the original assignment bundled together.

# Inception In Your Facility

**Base System**  
 Inception is installed on a single server in your facility, connected on a network with links to the various MOS devices, and your newsroom users via HTTP. Optionally, you can enable remote user access to Inception via a VPN connection through your corporate firewall. The Inception server contains both Inception software and the required database platform.



**Optional Redundancy**  
 When the optional redundancy is added to your Inception Standard Edition bundle, two Inception servers are used to handle the load, with an included load balancing appliance distributing the user load across the nodes and automatically redistributing users seamlessly in case of a server failure. Both Inception servers run software nodes and a database, with the redundant database automatically replicating all changes from the primary to keep both systems in sync. MOS devices connect to the primary system, and those devices supporting redundant newsrooms can connect to both the primary and redundant systems for complete fault tolerance. Newsroom users and field reporters (via a VPN connection) access the Inception system via the load balancer's IP address or hostname.

# Planning and Production

The Assignment Manager interface displays a calendar for February 2015 with various assignments. Below the calendar is a detailed production grid with columns for Page, Slug, Segment, Type, Child, Coded, Submitted, Approved, Published, Break, Floated, Video, Anchor, Target Time, Estimated Time, Media Time, Total Time, Back Time, Come Time, Actual Time, and Status. The grid contains rows for various news segments like 'TODAYS INCEPTION NEWS', 'TOP STORIES', 'OPEN', 'HOT CAR DEATH', 'STUDENTS PASSING OUT', 'MASSIVE SINKHOLES', 'KILLER PYTHON', 'KNOX COUNTY STANDOFF', 'COMING UP', 'BREAK 1', 'WIKILEAKS SENTENCING', 'PLANE HITS COW', 'SPORTS TEASE', 'BREAK 2', 'WEATHER', and 'SPORTS BUMP'.

## Assignments and Planning

Inception provides rich planning and assignment tools to help coordinate your busy schedules. Create new assignments by dragging and dropping wire or social media content into the grid, assign people and deadlines, and Inception will provide notifications and updates to all involved.

As a topic develops, Inception creates a collection of resources. You can attach contacts, as well as any raw content or research material that can later be referenced for follow-up stories.

## Running Order and Production Grid

Preparing a story line-up for production is a daily task for producers and directors. Inception allows users to tailor and customize this display to their preferences. The user interface features dedicated workflows for approval and coding, detailed status information, and bright color-coded cells and rows to indicate breaks, approvals, and floated lines.

Inception also offers a rich set of timing fields and playout clocks to keep your shows on track.

## Story-Centric Workflow

News revolves around stories and the people who tell them. Inception's flexible workflow choices mean that producers can work at either a rundown level or at a story level. Content created for broadcast can now easily be packaged and tailored for distribution across both Web and social media at the same time. Attach images or video to go alongside your content and link it back into a rundown or publish content independently.

Creating content for broadcast has never been easier. Production commands are given a bright appearance and show up in-line with the story content. MOS objects are color-coded to their device and appear clearly alongside in the right hand bar.

## Messaging and Conversations\*

Converse in both one-on-one and group chats directly within the newsroom environment. Invite users into a conversation, download the conversation history, and share photos and documents. Better yet, Inception's messaging system is linked to content, allowing users working on a story, assignment, or running order to easily communicate with anyone else working on that content.

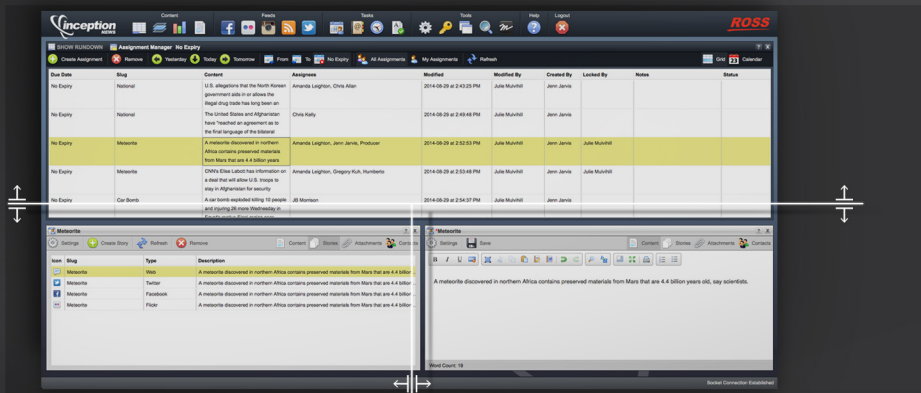
Notifications for new messages and conversations appear clearly in the Inception main user interface, alongside high priority alerts and wire notifications.

*\*This is an optional feature for Inception News Express and Academic Editions.*

The messaging interface shows a chat window with messages from Scott Blair and Jenn Jarvis. Below the chat is a rich text editor with a toolbar containing options like Bold, Italic, Underline, Bulleted List, Numbered List, Link, Unlink, Image, Video, and Embed. The editor contains text about a sinkhole in Louisiana, including a 'TAKE VO' section with a video player and a 'DIRECTOR NOTE: TAKE VIDEO' section with a red text box. The bottom of the editor shows word counts: Word Count: 105, Read Word Count: 72, SOT Word Count: 33, and Estimated Time: 00:00:26.

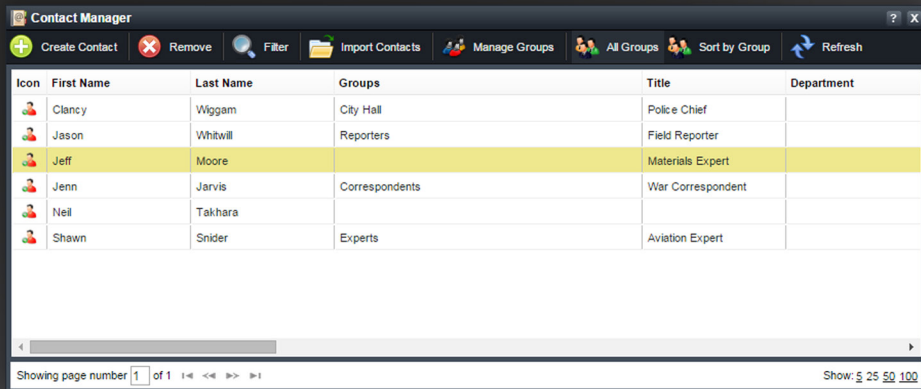


# News Workflows and Tools



## Customizable Grids and User Defined Columns

Many news organizations have unique requirements and prefer to tailor columns for their newsroom environment. Inception offers complete customization over the visibility, size, and location of columns in running orders, playlists, assignments, or the story manager. With Inception you can define columns, including support for lists, users, checkboxes, and text fields. Inception will also validate user entries to ensure they meet the various criteria restrictions against the fields.



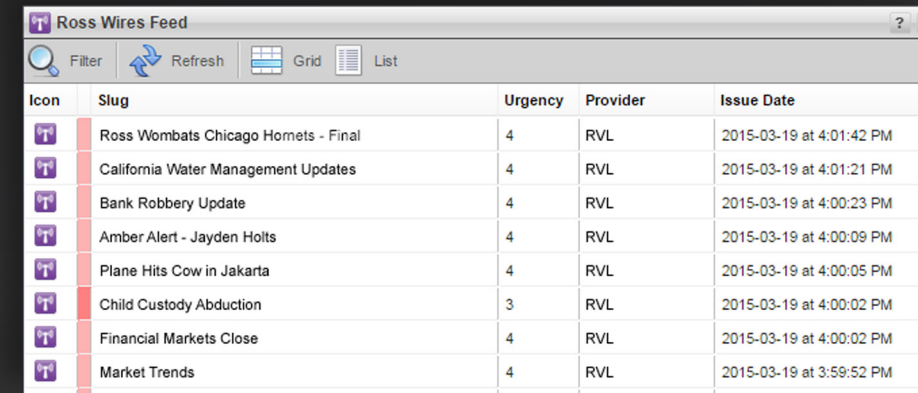
## Contacts and Groups

Managing contacts intelligently inside a news organization is critical. Inception allows you to categorize and manage all of your organizational contacts and sources. Create customizable groups to easily browse contacts by topic, area of expertise, organization or geographic location. Unique to Inception, contacts can also be linked against assignments as research sources and become part of the official archive.



## Paperless Workflow

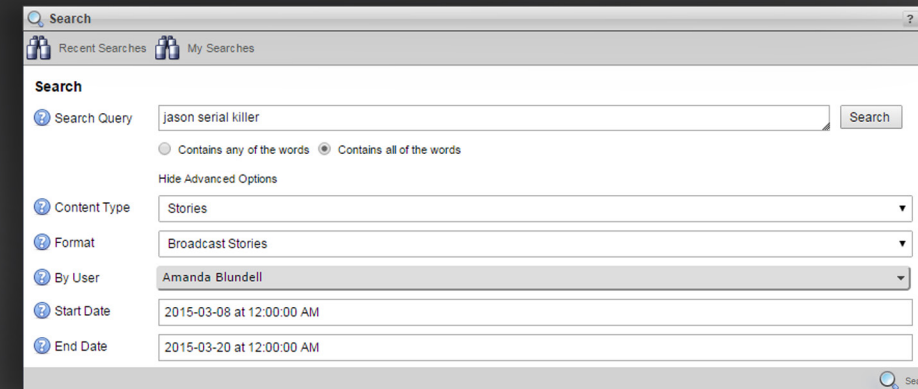
Provide your production team the ability to get the latest updates to scripts and running orders with an interactive tablet view for the Apple iPad. On-air talent are able to view the entire contents of the rundown digitally by simply swiping between stories or quickly jumping between pages. Eliminating paper scripts helps preserve the environment and saves you money in the process.



## News Wires\*

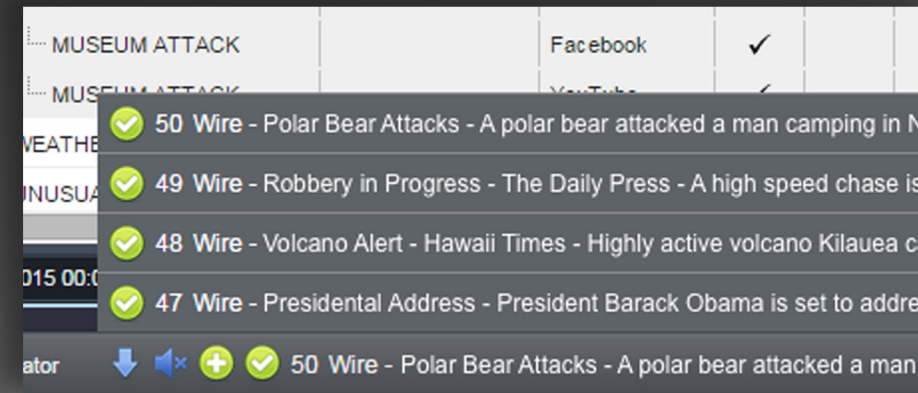
Inception organizes your wire content to help you find what you need quickly and easily. Inception supports the most popular wire services, with the ability to categorize and highlight wires according to urgency. Configurable alerts can also provide user notifications upon the arrival of important content, and wire content can easily be dragged and dropped into the assignment grid to quickly target the wire for content production.

*\* This is an optional feature for Inception News Express and Academic Editions. Serial wires require additional serial port expander hardware.*



## Federated Search

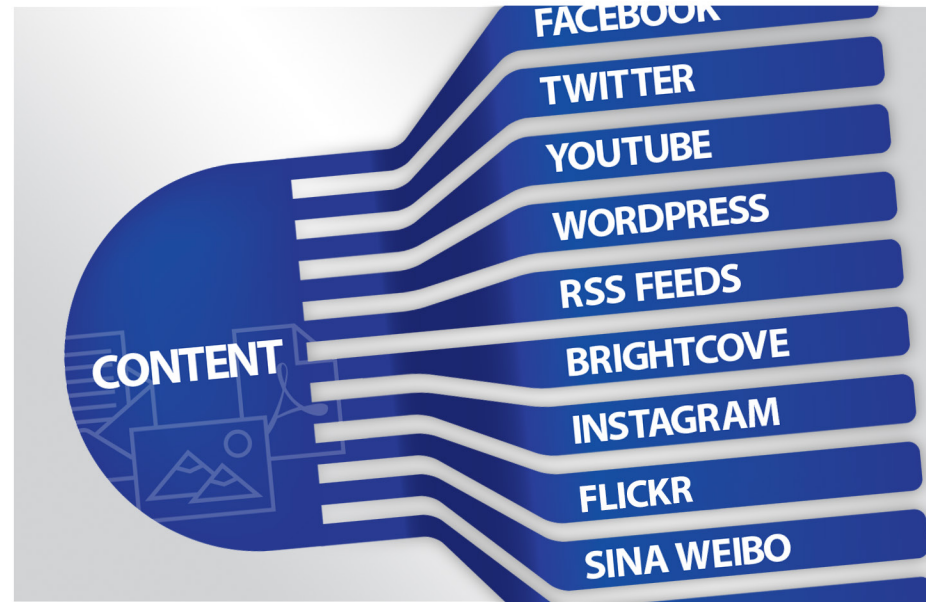
Inception provides a centralized search engine for your entire newsroom including story, assignment, and running order archives, as well as wires and social media. Advanced filters for date, user, and type can be applied to discover the exact content you're looking for.



## Alerts and Notifications

Inception lets you know when something important happens. It brings instant messages, high priority alerts, and production warnings front and center with the Inception alerts and messaging bar. Located centrally in the footer of the Inception user interface, users can immediately recognize and respond to messages, including high-priority news updates and connectivity errors between devices in the control room.

# Designed for Social Media



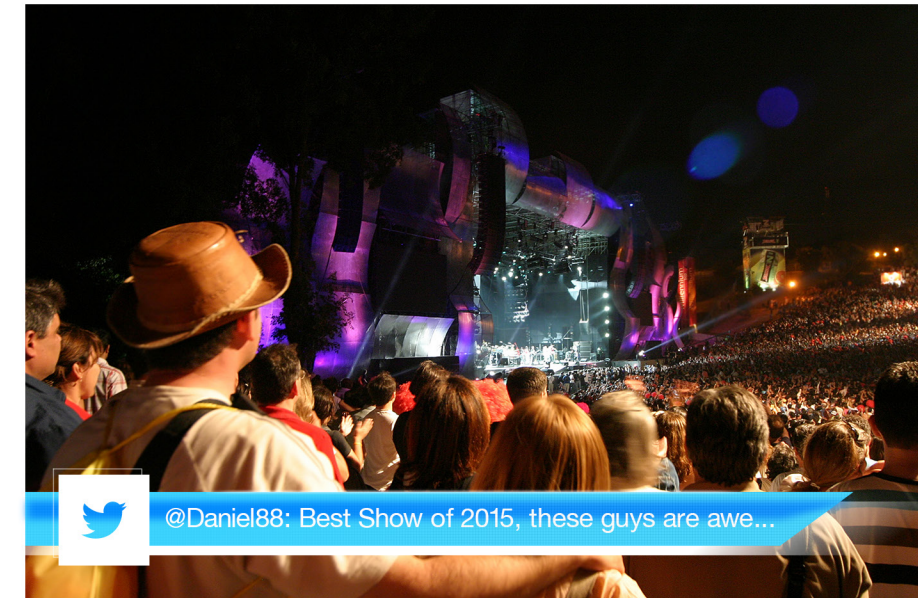
## Content Discovery and Social Media Feeds

Give your audience a voice, and discover great content for your productions. Inception provides a rich set of search and discovery tools for social media content, enabling quick searches and keyword monitoring. When combined with geo-targeted filters, social media becomes an excellent news-gathering tool.



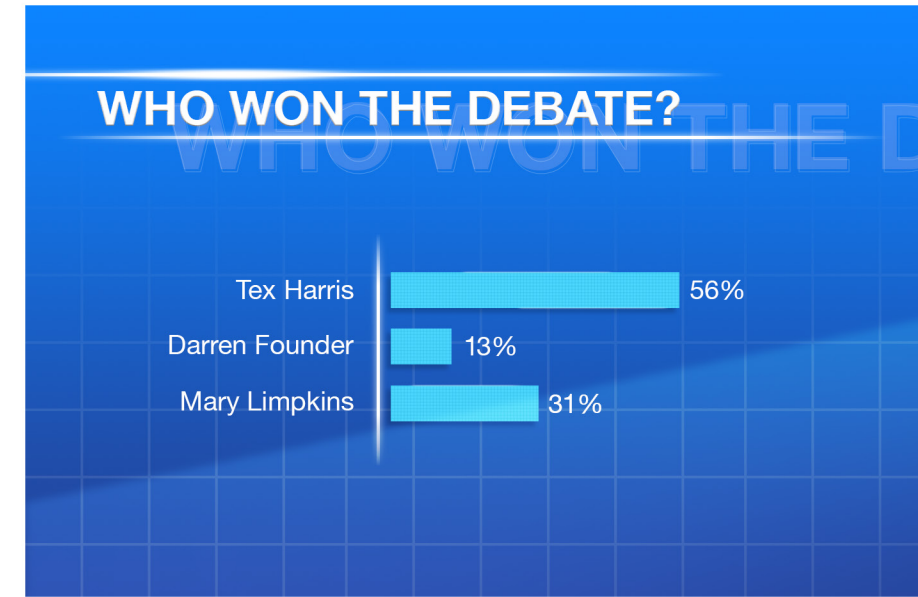
## Social Media Management

To moderate and manage your social media accounts, Inception offers a rich set of publishing and approval tools. With support for Facebook, Twitter, Flickr, YouTube, Brightcove, and others, Inception is capable of delivering tailored text, image, and video content to multiple platforms at the click of a button, with optional approval and sign-off of content based on workflow rules.



## Curation and Social Media Playlists

Inception provides the tools to curate inbound social media content, importing text and images into playlists for use in on-air graphics, websites, digital signage, and any other application that you can dream up. Inception helps protect you from inappropriate content making it to air by providing a comprehensive and customizable set of blacklisted word filters that are applied against all inbound and outbound content.



## Social Media Polling and User Engagement

Social media polling is a great way to engage your audience. Ask your audience a question and track the responses. Or more simply, sample the entire Twitterverse for the popularity of specific topics, keywords, and hash tags. Inception's social media polling engine enables users to create a series of hash tag or keyword buckets with tallied results. These results can then be pulled into on-air graphics for real-time updates integrated right into the broadcast.

# Connectivity and Accessibility

## MOS Compatible

The MOS protocol is the industry standard method for connecting and communicating between broadcast devices and systems.

Inception is a highly connected system with a robust MOS interface to enable communication between many first and third party devices.

## MOS OBJECT BROWSING

For devices that support MOS object awareness, Inception provides a powerful user interface to browse, filter, and search these objects and add them to your stories.

## MOS STATUS

Keep your team up to date and identify missing content early with full support for MOS status on supported devices. From either the rundown view or the story editor, you can view the status of an object at a glance.

## MOS PLACEHOLDERS

Request a graphic or server clip directly from the news environment via the MOS placeholder workflow inside of Inception. On supported devices, users within Inception can create a placeholder request, which is issued to the device and a resulting object inserted in the story once the placeholder request is fulfilled.

## AT A GLANCE

MOS objects are brightly colored and iconified inside the script editor view, appearing in a dedicated column alongside the text, offering a clear and succinct description. Users can also customize the look of objects on a device by device basis, including the icon and colors so you can quickly identify graphic or server objects.

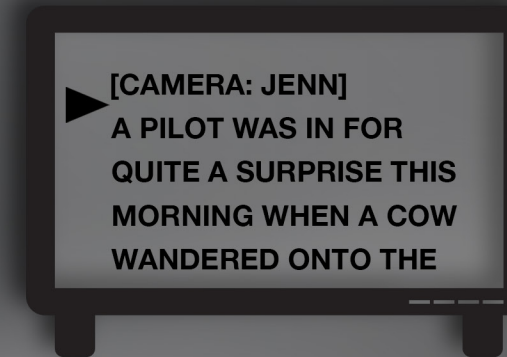


## Supports ActiveX and HTML5 Plug-ins\*

Inception is leading the charge on the next generation of MOS plug-ins. In fact, we designed the new HTML5-based standard in the MOS specification. In addition to supporting these new HTML5 based controls, Inception also integrates with many existing ActiveX plug-ins.

The new HTML5 standard allows for plug-ins to be browser and platform agnostic, allowing them to run on both Windows and Mac OS, as well as tablets and other mobile devices, with no overhead of managing and installing native controls on each PC.

\*ActiveX plug-ins are only supported on Internet Explorer 9 and above.



## Teleprompter Software Included\*

While Inception interfaces seamlessly with a variety of MOS-based prompters, it is also bundled with CueScript's innovative CueIT MOS teleprompter software, with an edition specifically designed for Inception.

CueIT offers simplicity of visual content, and is packed with necessary and useful features, all of which can be easily viewed and accessed within the one screen in an extremely user friendly user interface.

\*Teleprompter hardware not included.



## Designed for Apple iPad

Inception's central concept is to be accessible anywhere, and that's especially true with its tailored interface for the Apple iPad. Create script content, update or playout rundowns, or simply curate content from your tablet with a user experience designed specifically for the iPad. Keep abreast of changes to the script or go completely paperless with Inception's tablet view capabilities.

# Enterprise Grade

## Blacklisted Word and Content Filters

The comprehensive pattern-based word filter validates both content produced by your team, as well as user-generated content ingested into the system. Using a customizable dictionary, content can be either flagged or hidden if it contains offensive words, with rules preventing inappropriate content from making it to air.

## User Rights and Management

The advanced roles and permissions system provides you a high granularity of permission delegation throughout the system. Users in Inception can be delegated various roles, of which you can attach a wide number of read, edit, and approve permissions.

## Unicode Compliant

Editorial content can be created in any language, as Inception is a completely Unicode compliant editorial platform that edits and stores content in any Unicode compliant language.

## Optional Redundancy

Inception offers an optional redundancy package that supports a robust database replication to ensure that every bit of your data is synchronized between systems in real-time. In the rare case of failure, a fail-over process is in place so that your production never stops.

## LDAP and ActiveDirectory\*

Centralize the management of your users and roles by connecting Inception to your corporate LDAP or ActiveDirectory system. Target a specific subset of your directory with detailed filters, and once you attach permissions to LDAP groups inside of Inception, you'll never have to manage users outside of your corporate directory again.

\*Optional feature for all editions of Inception News.

## Multiple Database Engines\*

Inception supports multiple database engines out of the box, including PostgreSQL, MySQL, SQL Server, and Oracle, allowing you to leverage your existing technology investment and build into your existing environment.

\*Database replication support is only available when database redundancy is purchased. Certain redundancy options may require a specific database.



*We were excited to incorporate Inception News into our comprehensive newsroom/production workflow - it was the last piece of the puzzle that joined our other Ross products. Inception News fosters an easy to use and uncomplicated interface, which is essential for efficient newsgathering within a multi-platform environment. We understand the competitive nature in an ever-changing world of broadcast news, as a result Inception is the conduit of "pulling and pushing" content, either for broadcast, web or social media. Inception is a great product for newsrooms big or small, and once again Ross has proven that they have the Midas touch.*

John Seymour, Director of Broadcast Operations - WWNY/WNYF

# Workflow Extensions

## XPression | Real-Time Motion Graphics

There is virtually no graphics task that XPression solutions cannot handle for you. With multiple hardware platforms, software applications, and workflow tools, along with connectivity to many other products, XPression fits into almost any environment you can imagine.

XPression delivers complete solutions that are comprised of multiple components for many of your applications including: news, elections, sports, entertainment, branding, touchscreen, social media, virtual sets, and augmented reality.

Workflow tools provide the necessary connectivity for local and enterprise-level systems. They handle graphics creation, content editing, media management, publishing, control, data handling, automation, and more.

The MOS workflows for XPression are tightly integrated with Inception media workflow applications. Inception provides social media tools including filtering and moderation that you can use to populate on-air graphics.



**XPression**

## Streamline | Media Asset Management

Streamline is the newest generation of media asset management, designed for graphics and news workflow. Streamline integrates seamlessly with Inception as well as XPression graphics systems.

The browser-based application offers a rich variety of asset metadata fields so you can easily organize and search, greatly reducing the effort required to find and reuse content between productions.

Robust reporting tools in Streamline provide up-to-the-second data visualization of any metrics in the workflow process. Insights can be used to better allocate resources to the areas of greatest overall benefit to the organization. Streamline reporting allows monitoring of details like order types, deadlines, ordering trends, most ordered asset types, cycle times and more. Streamline catalogs all assets, and also provides the ability to manage and prioritize news package and graphics production through its order management system.

The MOS engine and HTML5 plug-in interface allows you to discover and link media to your broadcast scripts inside of Inception News. Streamline will dynamically move this media to playout servers in pre-production, and clean those servers up after a predetermined time. The system offers placeholder workflows for graphics and clips, when fulfilled by the art or editing departments, are automatically delivered by Streamline into the XPression template or playout server and are ready to use on air in your news stories.



**streamline**

## OverDrive | Automated Production Control

OverDrive is the most advanced automated production control system on the planet. OverDrive takes the complex and simplifies it, putting your entire production on an easy to use touch screen interface. OverDrive technology enables even the most sophisticated productions to be executed more cleanly and consistently, while delivering substantial savings in operational costs. Whether you produce live content for the web, local or even the highest level national news, OverDrive will make your productions stand out above the rest.

OverDrive is a highly flexible production control system that enables touch screen control over the devices used in a production environment. OverDrive integrates with production switchers, leveraging their powerful control interfaces over video servers, graphics systems, audio mixers, robotic cameras, routers, still stores and more.

OverDrive was the first system to be designed with native Media Object Server (MOS) support, an industry standard protocol for interconnecting newsroom and production devices. Inception integrates directly with OverDrive through an HTML5 plug-in for use with all popular browsers. This interface enables production elements, such as switcher effects, DVE effects, audio mixes and robotic camera moves to be placed directly into the rundown. The interface provides support for driving the OverDrive timing bar, and changes made in the Inception rundown are immediately updated in OverDrive automatically.

Inception also supports native QuickTurn integration with OverDrive so that you can automatically segment and quickly package multi-platform content to various destinations.



# OverDrive

## Certified Devices and Partners

Inception allows you to choose from a growing list of manufacturers and devices to complete your newsroom workflow.

### Graphics

#### Ross XPression

There is virtually no graphics task that XPression solutions cannot handle for you. With multiple hardware platforms, software applications, and workflow tools, along with connectivity to many other products, XPression fits into almost any environment you can imagine.

#### Viz Pilot

Viz Pilot graphics enables the journalist by providing a template-based environment to create, manage, and deliver high volumes of graphics and video for live productions.

### Asset Management

#### Ross Streamline

Streamline is Ross Video's Media Asset Management system which provides a complete asset management workflow from the order process to final approval. Media content producers and content creators can utilize their favorite web browser on any platform to browse, manage, order, upload or download assets with Streamline.

#### Masstech for News

Masstech for News allows journalists to automatically archive, access, share and use content directly from within the Ross Inception newsroom system interface. The unique Video-Follows-Text advantage enables all story elements – including text, metadata and media – to be transferred together seamlessly with a single drag-and-drop action.

#### Bitcentral Oasis

Through a unique, on-site or hosted model, Oasis is an automated archive and collaboration platform. Optional deep archive components include LTO, Blu-Ray or Cloud storage.

### Video Servers

#### Imagine Nexio

Imagine Communications has integrated Inception with their Nexio MOS-based news solution for video related assets.

#### EVS XS NewsFlash

XS NewsFlash is EVS' in-a-box concept that has the power to take care of all your news production needs. It can be delivered as a failsafe disaster recovery system or configured for smaller newsrooms and production suites.

#### Hardata SMART Server

Fully Integrated record and play-to-air solutions for video broadcast. Support for multi-channel, record and play, multi-format with up/down conversion, CG and live feeds.

#### Gallery Sienna

Sienna is a modern, end-to-end digital media infrastructure for news and sports featuring comprehensive MOS integration with Ross Video's Inception, XPression and OverDrive systems.

#### Bitcentral Precis

Precis delivers an end-to-end, streamlined playout and publishing workflow. Field contributors can seamlessly move video to the facility, ready to playout, from anywhere.

### Automation

#### Ross OverDrive

OverDrive is a highly flexible production control system that enables touch screen control over the devices used in a production environment. OverDrive integrates with a variety of production switchers, and offers powerful control interfaces over video servers, VTRs, DDRs, audio mixers, robotic cameras, routers, still stores and more.

#### VSNLIVECOM

VSNLIVECOM is a flexible and reliable studio automation system that controls up to sixteen video server channels, is MOS compatible and integrates with various third party newsroom systems.

### Teleprompters

#### CueScript CuelT

A truly operator and production friendly prompting software. CuelT has been developed with a deep understanding of what it is to be a prompt operator. Simplicity of visual content, yet intensely packed with necessary and useful features, all of which can be easily viewed and accessed within the one screen, all while being extremely easy to use and user friendly.

#### Autocue QMaster

Autocue's teleprompting solutions are compatible with all leading newsroom systems and used globally by broadcasters, production professionals, government facilities and corporate producers.

#### Autoscript WinPlus

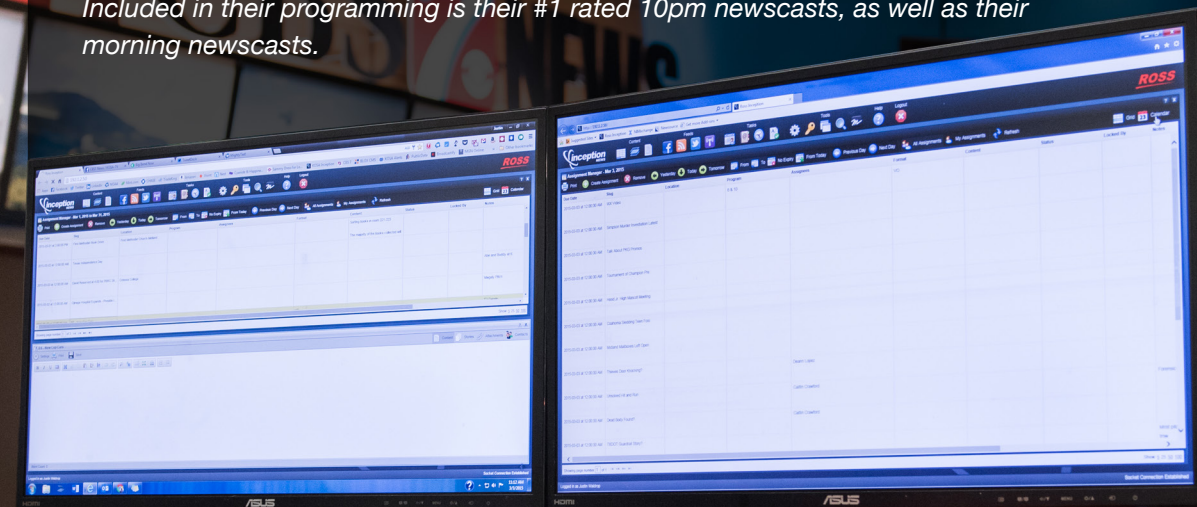
The choice of newsrooms worldwide, Autoscript offers powerful and versatile teleprompting packages to meet real world needs and continually enhance the production process.

# Inception Case Study

**Client** KOSA-TV, Odessa, TX  
Broadcast News

**Goal** To replace their newsroom computer system, and bring them up-to-date with current technology.

*KOSA Channel 7 in the Odessa/Midland television market is the CBS television affiliate for the Permian Basin area of West Texas. KOSA produces more than 27 hours of local programming a week with their target audience being adults between the ages of 25-54. Included in their programming is their #1 rated 10pm newscasts, as well as their morning newscasts.*



*“Choosing a system that can grow with a team and keep up with technology is key. Inception News has allowed us to be more productive, organized and efficient. The end result is a better on-air product for viewers.”*

Jose Gaona, News Director / Operations Manager – KOSA CBS7

## The Challenge:

KOSA-TV had an immediate need to replace their antiquated newsroom control system, and they needed a product that would bring them up-to-date with current technology as well as allow them to grow into the future. Their primary focus was the “integration” piece. “We wanted a system that fit our current production process, but would also expand to meet our future needs,” said Jose Gaona, CBS 7 News Director. “In our business, news-gathering technology is constantly evolving, and we needed a system that offered the ability to stay ahead of that curve. At the same time, we also wanted to fix our future operating costs and avoid the pitfall of recurring licensing fees that continue to skyrocket.”

KOSA’s previous system limited their ability to utilize technology in the news gathering process. It was designed to bring in wire copy, create rundowns and archive shows – but it had limited options for planning and organizing a large team of people, all who move in many directions throughout the day. The tools available to them for their assignment desk fell short - a process that promoted efficiency and communication was required.

## The Result:

With the help of Inception News, KOSA-TV now has better communication among their news staff. Their assignments manager can email reporters and photographers directly through Inception News, and in turn there are fewer mistakes, and a paper trail to verify that each person involved with a particular story understands the expectations required of them. Inception News offers so many tools, and the planning for daily news content is very thorough with many options for storing details about a specific story. “The newsroom system is the central piece of our operation. It literally touches every part of our day-to-day process including planning, producing and executing every newscast,” explained Jose. “Choosing a system that can grow with a team and keep up with technology is key. Inception News has allowed us to be more productive, organized and efficient. The end result is a better on-air product for viewers.”

Inception News has also allowed the producer to have almost complete control of the look and pace of the show. The producer handles every aspect of the newscast – from deciding exactly when video will roll to creating graphics to enhance the look of each story. Gary Williams, Executive Producer at CBS 7 News added, “I now have a complete grasp of all elements of my show. I no longer have to rely on several different people to handle each small task. I can create graphics at my desk, I can check and make sure video is edited and ready to air, and I can manipulate the show as breaking or developing news dictates. Fewer people in the mix has definitely reduced the chance for errors.”



## The Solution:

After researching many alternatives, KOSA-TV chose Ross Video’s Newsroom Computer System (NRCS) - Inception News. Inception News stood apart from other systems they considered and aside from the fact that it was easy-to-use and navigate, Inception News allowed the KOSA team to quickly find out what they were looking for, and move through the system with ease – not always the case when transitioning to a completely new system. Jose continued, “even though Inception News was new to the market, we trusted the parent company to provide a quality, cutting-edge product. Ross carries a reputation of reliability and customer service. That was certainly a game changer for us.”

# Inception Editions



The world has changed. It's faster paced, and we're bombarded with more information than ever before. In order for news organizations to succeed, they must adapt to the quickly evolving world of social media, and find new ways to plan and organize their content.

News productions must also leverage new platforms, no longer is it acceptable to simply broadcast over the air. To reach the broadest audience, you need to produce content for all mediums, including broadcast, the Web, and social media in order to be successful. You need to engage your audience in a way that was never possible until now.

You need a modern newsroom system designed to solve these challenges. Inception is that platform.

Whether you are looking for a first time editorial management system, or you are looking for a modern replacement of an existing system, Inception is designed to make your team more productive, more connected, and reach your entire audience.

Organize, plan, and script your game day or live event in a real-time collaborative interface with rich customization for your production lineup. Inception Live provides advanced timing capabilities and an optional workflow to interface with the Streamline asset management system for asset scheduling and delivery in pre-production. Finally, leverage all of the power of Inception Social built right into the Live interface, including social media publishing, discovery, and curation to bring social media content into your production.



Putting the power of social media at your fingertips. Leverage social media to reach your audience through Inception Social's publishing engine and bring social media into live production through it's rich searching capabilities. Engage your audience through Twitter polling, and bring social media to the screen via an integrated graphics workflow.

# Specs

	INCEPTION EDITIONS				
	SOCIAL	NEWS ACADEMIC	NEWS EXPRESS	NEWS STANDARD	LIVE
<b>Concurrent Users</b>					
Included Users	5	10	10	10	10
Maximum Users	25	50	25	50	50
<b>System Features</b>					
Web Based	•	•	•	•	•
Instant Messaging	Optional	Optional	Optional	•	•
Archive Search	•	•	•	•	•
E-Mail Alerts and Notifications	•	•	•	•	•
User Roles and Permissions	•	•	•	•	•
Custom Columns		•	•	•	•
Blacklisted Word and Content Filters	•	•	•	•	•
iPad Support	•	•	•	•	•
Accessible Anywhere	•	•	•	•	•
<b>News and Live Features</b>					
Assignment Manager		•	•	•	
News Wires		Optional	Optional	•	
Contacts and Groups		•	•	•	•
Included Teleprompter Software		•	•	•	
Script Timing Estimation		•	•	•	•
Paperless Scripts		•	•	•	•
Timing and Production Cues		•	•	•	•
<b>Workflow Support</b>					
Story-Centric Workflows	•	•	•	•	•
Idea-Centric Workflows		•	•	•	
Rundown-Centric Workflows	•	•	•	•	•
<b>Social Media Features</b>					
Included Accounts	10	100	100	100	100
Publishing	•	•	•	•	•
Playlists	•	•	•	•	•
Polling	•	•	•	•	•
Content Scheduling	•	•	•	•	•
<b>Integration Features</b>					
OverDrive QuickTurn	•	•	•	•	•

	INCEPTION EDITIONS				
	SOCIAL	NEWS ACADEMIC	NEWS EXPRESS	NEWS STANDARD	LIVE
<b>Feeds and Social Media Providers</b>					
Facebook	•	•	•	•	•
Twitter	•	•	•	•	•
YouTube	•	•	•	•	•
Flickr	•	•	•	•	•
Instagram	•	•	•	•	•
Sina Weibo	Optional	Optional	Optional	Optional	Optional
Mass Relevance / Spredfast	•	•	•	•	•
Brightcove	Optional	Optional	Optional	Optional	Optional
WordPress	Optional	Optional	Optional	Optional	Optional
Broadcast Interactive Media (BIM)	Optional	Optional	Optional	Optional	Optional
RSS	•	•	•	•	•
<b>MOS Services</b>					
Ross MOS Device Interfaces		•	•	•	•
Third Party MOS Device Interfaces		Optional	Optional	Optional	Optional
MOS Status		•	•	•	•
MOS Placeholders		•	•	•	•
MOS Object Browser		•	•	•	•
MOS ActiveX Support		IE 9+	IE 9+	IE 9+	IE 9+
MOS HTML5 Plug-in Support		•	•	•	•
MOS Uplink to Existing Newsroom	•				
<b>Enterprise Features</b>					
LDAP / ActiveDirectory	Optional	Optional	Optional	Optional	Optional
User Rights and Management	•	•	•	•	•
Support for SSL Encryption	•	•	•	•	•
HTTP Proxy Support	•	•	•	•	•
Redundancy	Optional	Optional	Optional	Optional	Optional
Database Replication	Optional	Optional	Optional	Optional	Optional
<b>Database Support</b>					
PostgreSQL	•	•	•	•	•
MySQL	•	•	•	•	•
Oracle				•	
SQL Server					•





Ross Video has a complete range of technical services available to ensure that your Inception installation is a success.

**Operational Training** can be provided at Ross Video, on-site or on the web. Experienced Ross operators will teach your staff to get the most out of your new system, and enhance your productions.

**Commissioning** is a service to help get your Inception system properly configured, connected and installed. This service is performed by factory trained Ross technical staff.

**Technical Training** can be provided at Ross Video, on-site or over the web. Technical training will teach your engineering staff the technical details of the system you have purchased. System configuration, interfaces, databases, and routine maintenance procedures are some of the topics covered.

Inception comes standard with a 12 month comprehensive warranty. **Software Maintenance** on Inception is available for an annual fee.

Technical advice is available on-line, by telephone, fax or email to Ross Video – **free for the life of your system.**

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# ROSS

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Terminal Equipment



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News and  
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Augmented Reality



**Ross Mobile  
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