inception SOCIAL

SOCIAL MEDIA MANAGEMENT

ROSS
Production Technology Experts

Inception. Your Social Hub.

Inception provides a complete social media management solution for media and entertainment applications, rising above general purpose social media products.

The world has changed. Whether it is sports, entertainment, live events or traditional news programs – the audience wants to see more and be involved in the process. You no longer deliver content to *just* one screen. Now, you must push it to multiple screens - sometimes simultaneously. The ability for your audience to connect with you over the Web and social media have made television more than a broadcast. It's a conversation.

That conversation can be a challenge to manage as your team is bombarded with comments and media from a variety of sources. You need a tool to filter, organize, and re-purpose content easily. The constantly changing social ecosystem can pull your team in a hundred different directions. You need a tool that gives them access to all aspects of social media integrated in one place.

Your content creators don't always sit in the same room, so you need a platform that can be accessed from anywhere, on any device. A tool that will streamline the content creation and content gathering workflows.

You need a platform that will continue to evolve as your workflows change, and new social media platforms emerge.

Meet Inception, your social hub.

Whether you are looking to add social media integration for the first time, or want to elevate your content to a new level, Inception is designed to make your team more productive, more connected, and able to reach your entire audience.

HAVE A CONVERSATION

Interact with your online community to publish text, image, and video content for social media that builds audience engagement. Through the powerful discovery and curation tools built into Inception, you are able to find content from social media and utilize this content directly into your productions via a simple drag and drop interface. Filters and an approval workflow give you the peace of mind that timely and appropriate user generated content will be used on the air. Interactive polls can be used to connect your audience and push their votes to your on-air graphics in real time.

TAILOR SOCIAL MESSAGES

The user-friendly, customizable interface will take the guess work out of using social media, while still giving you the ability to tailor social media content. One piece of content can be re-purposed across various social media platforms with only a few mouse clicks or keystrokes. Each message can be crafted to connect with a specific audience. Content can be published immediately or items can be scheduled for later publication.

CONNECT EVERYTHING TOGETHER

Inception takes multiple social media and Web platforms and combines the functionality into a single user-interface. This helps to standardize workflows by decreasing the learning curve and increasing efficiency. Inception becomes a collaborative space where everyone can work together to publish or search for social media content, regardless of their location or role.

Harness the Power of Social Media

As your audience increasingly goes to the Web and social media, it's becoming more and more important to invest in these platforms in order to better connect. Adding a social component to any event or production makes it that much more compelling.

Social Media on TV
Add variety and context by easily gathering comments, photos, and videos to use on-air.

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

Social Media Management
Include custom content for social, Web or video publishing and share it on demand or on a schedule. Approve content and see an overview of any content scheduled to publish.

Brand Building
Extend the voice of your brand by creating cohesive content across all platforms simultaneously. Remain engaged with your audience between productions by delivering media at any time to your online platforms.

Content Gathering
Easily search and gather photos, videos and comments from your audience. Localize content using geo-targeted searches on social media.

Content and Programming
Tailor your production in real-time based on user reactions and what's trending.
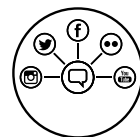
User Polling
Provide your audience a way to cast their votes on wide range of topics using social media polling, and display the results in real time.

Promotions and Sponsorships
Social media is a revenue opportunity. By extending campaigns into the social media realm, you're adding value for your advertisers and reaching your audience in a new way.

Key Benefits

Deeply Social
The extensible design of Inception provides deep integration with social media destinations including Facebook, Twitter, Instagram, YouTube and Flickr. Approve and publish content directly to websites and social media from one platform. Search, discover and curate content from your online audience. Engage your fans and gain real-time data using social polling.
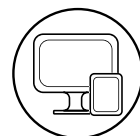
Browser-Based
Inception uses an entirely browser-based user interface. With a rich and fluid user experience, any of your staff can simply open up a Web browser on their Windows PC, Mac or iPad and start using Inception. It installs in your facility or data center and is completely managed by your team.

Easy to Use
The modern browser-based user interface puts all of the key features right at your fingertips. The Inception user experience is designed to make both long-term team members and beginners 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 browser-based system, Inception has huge advantages for remote staff, off-site events, and portable workflows. Remote users can simply login to the Inception system via a VPN link back to home base anytime. This permits your team to engage and organize content regardless of location or device.
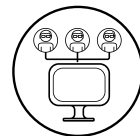
Highly Collaborative
The browser-based environment enables Inception users to be highly collaborative. Multiple users can contribute content simultaneously for various platforms. An approval process can be implemented to permit more users to be involved in content creation while still creating peace of mind about the quality of the final product.
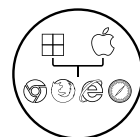
Multi-Platform
Inception's browser based design enables the system to run on both Windows and Mac OS, with support for most major browsers including Internet Explorer, Mozilla Firefox, Google Chrome, and Apple Safari. With an optimized iPad experience, users still have access to their entire social media workflow.

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.

Inception at a Glance

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 both beautiful and easy to understand.

Persistent Sessions
Inception remembers which views you had open and their locations 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 social media content, feeds, and playlists.

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.

Inception Social Workflows

Publishing

Social Media

Create Content

Push to Web

Social Engagement and Polling

Social Search

XPression

Graphics

Moderation:
Organize > Edit > Approve
Aggregate > Tally > Display
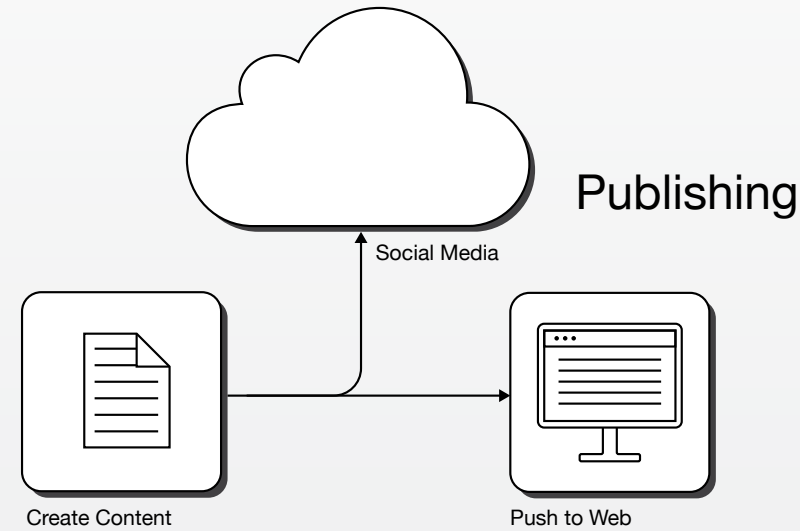
Inception can connect to the Web and social media both to gather user generated content, and publish content created by your team. These publishing tools provide the ability to write, customize, approve, and deliver content to multiple platforms in an integrated, collaborative workspace.

Inception also gives your team the ability to search social media for text, images, and video for use in your production. Inception users can select, moderate, and organize this content, and then push it directly into a graphics template using a simple drag and drop interface.
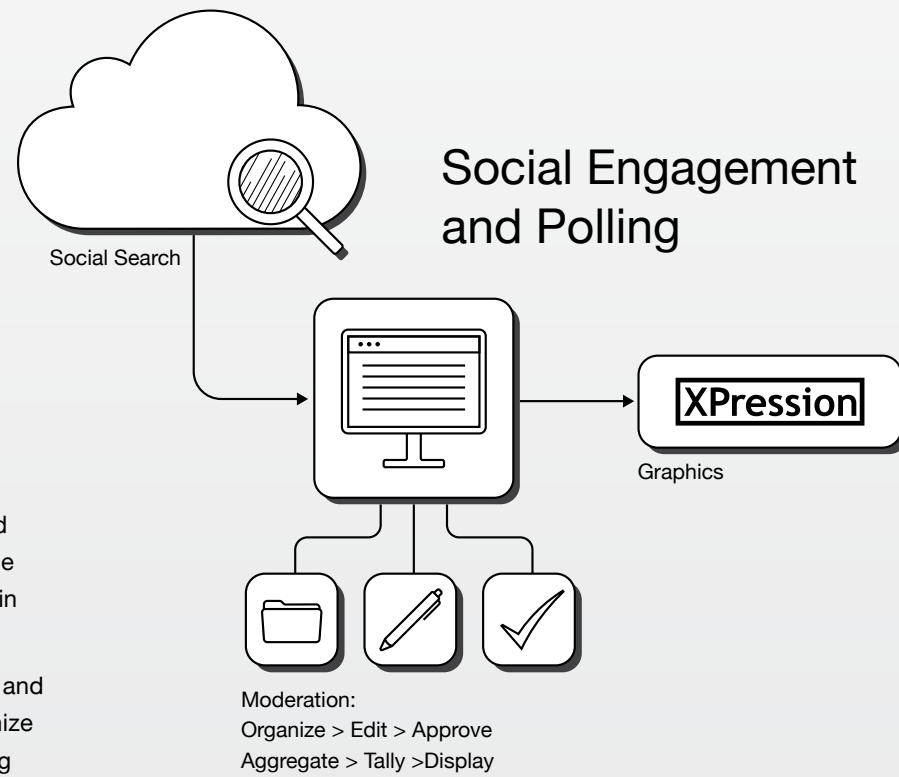
Inception In Your Facility

Base System

Inception is installed on a single server in your facility, and connected on a network with links to the various devices and users via standard HTTP or HTTPS. 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.

Inception Users

Remote Crews

Corporate Firewall

Inception Primary

XPression
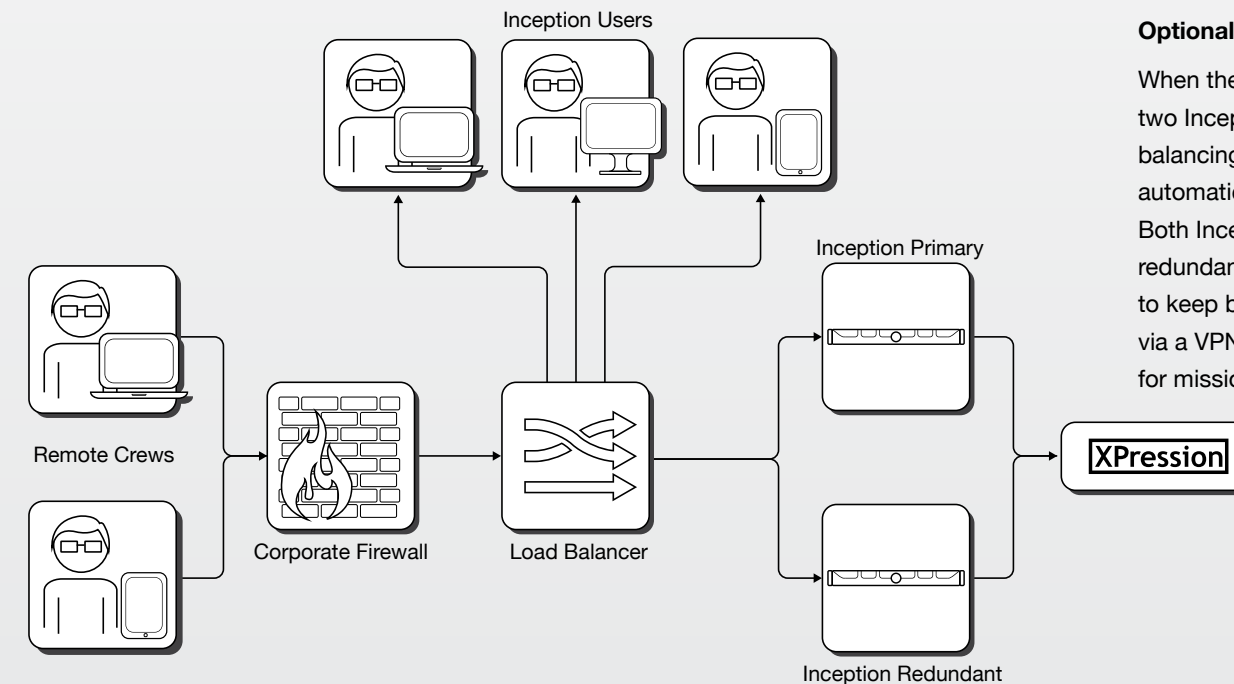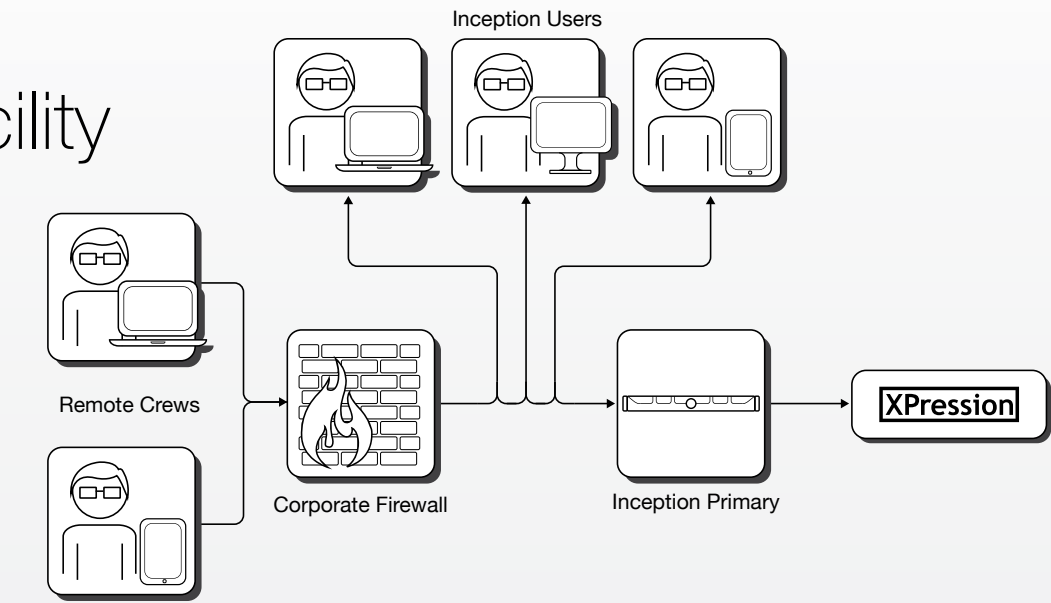
Optional Redundancy

When the redundancy option is added to your Inception Social 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. Remote users access the Inception system via a VPN connection using the load balancer's IP address or hostname, for mission critical applications or simply peace of mind.

Inception Users

Remote Crews

Corporate Firewall

Load Balancer

Inception Primary

Inception Redundant

XPression

Designed for Social Media

WHO WON THE DEBATE?

Tex Harris	56%
Darren Founder	13%
Mary Limpkins	31%

@Daniel88: Best Show of 2015, these guys are awe...
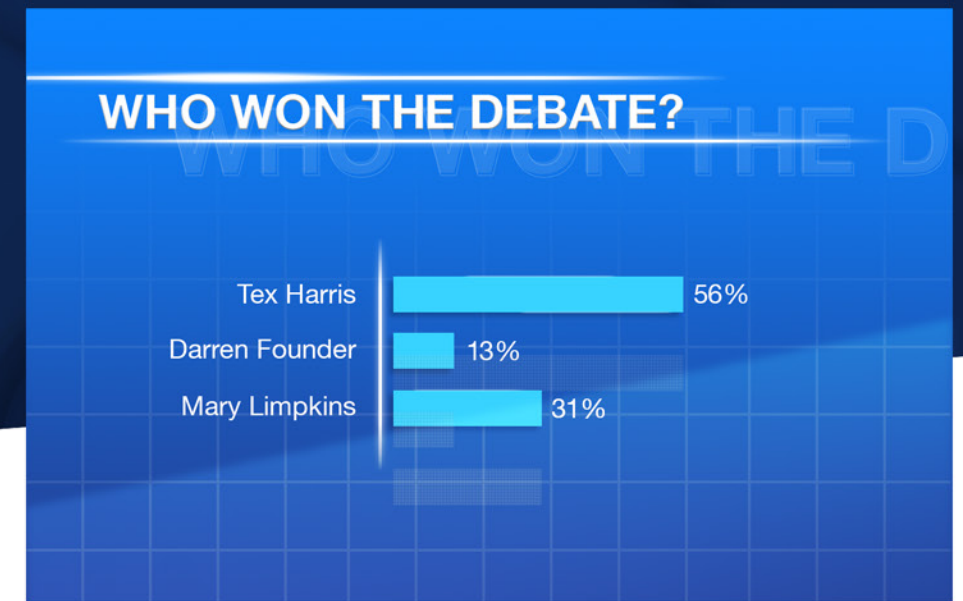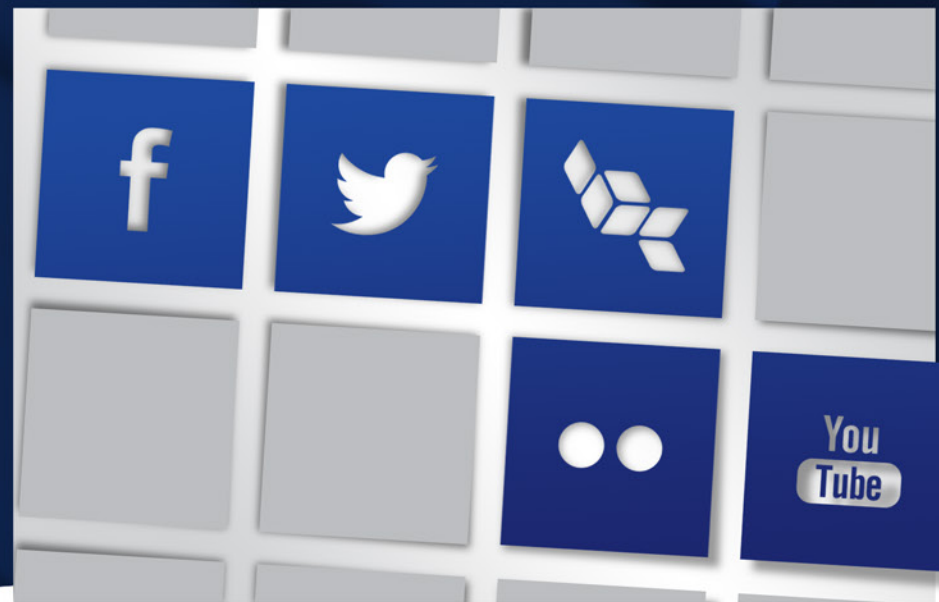
Content Discovery and Social Media Feeds

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 source of relevant, locally created content.

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 production 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 your production.

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 through the system. Users in Inception can be delegated to various roles, of which you can attach a wide number of read, edit, and approve permissions.

Unicode Compliant

Text content can be created in any language, as Inception stores all data in a Unicode based character set. This includes spell-check functionality with customizable dictionaries in a variety of languages and support for right-to-left text.

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 Inception Social and News Academic, Express and Standard Editions.

Connect and Grow

Inception offers you a smooth growth path to the expanded capabilities of a complete live event management or newsroom computer system. As your workflows grow and change, Inception Social can be upgraded to Inception Live or Inception News. These expanded editions of Inception include planning calendars, instant messaging tools, rundown creation, scripting and support for MOS workflows. Inception Social can also be connected to an existing newsroom system, permitting users inside of Inception to see and re-purpose content created inside the newsroom system without ever leaving the Inception user-interface.

We use Inception to integrate social media into Dancing with the Stars. It allows graphics producers from multiple locations to collaborate, moderate, and discuss social media elements in real-time, and by projecting the Inception user interface to an outbound display feed, EPs and Standards and Practices can preview the social media feeds before they go to air. For us, Inception has been rock solid and simple to use, and for live production that's a big deal.

Ian M. Kennedy, MDOTS • FONTASTICS

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.

XPression 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.

Moderated social media feeds from Inception can be pushed directly into graphics templates created in XPression with live updates as the content changes.

Streamline | Media Asset Management

Streamline is the newest generation of media asset management, designed for graphics and news workflows. 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.

XPression

streamline

Inception Case Study

Client	Jacksonville Jaguars
	Sports
Goal	To immerse our fans with fantasy stats, red zone updates, Twitter, Instagram and more, as well as create and maintain a competitive home-field advantage.

The Jacksonville Jaguars are an American professional football franchise based in Jacksonville, Florida. Their home stadium is EverBank Field, and they are members of the South Division of the American Football Conference of the National Football League. In November 2013, EverBank Field underwent renovations that included two end zone video scoreboards that were 362 feet long, and the largest HD LED of their kind in the world, and 55,000 square feet of HD video screens – a world record for a stadium.
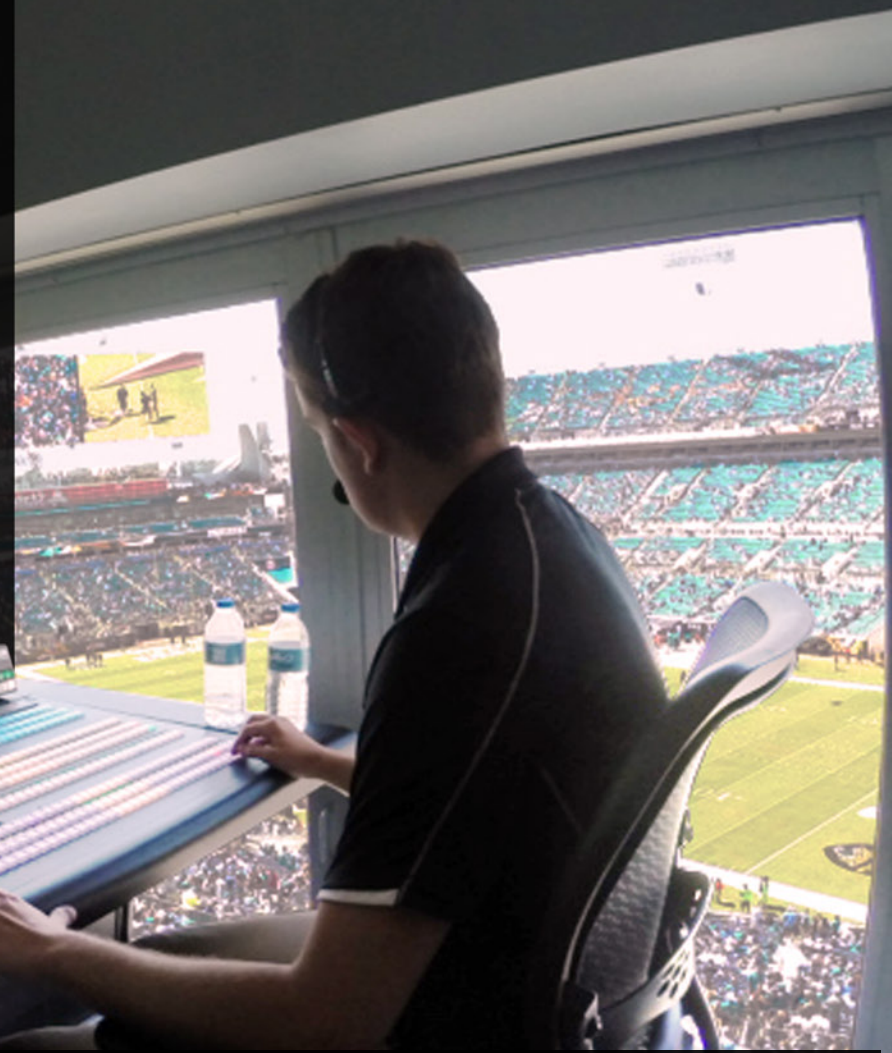
" *Inception is easy to use. From the moment we took part in the demo with the Ross team, we knew that we had to have it.*
Carlos Caceres, GameDay Producer – Jacksonville Jaguars

The Challenge:

The Jaguars are an elite NFL organization, and when they were heading into the 2014 NFL season, they sought to revolutionize the game day experience. Their technological enhancements are unparalleled, and they currently boast the world's largest video boards - on which they produce 8K cinematic content. Their in-house production team produces content at a resolution that is unmatched at any other venue in the world. Jacksonville is quite the transient town, with a fair amount of older season ticket members, and an ever-growing emergence of millenniums. It was as important as ever to immerse their fans with fantasy stats, red zone updates, Twitter, Instagram and more, as well as help to create and maintain a competitive home-field advantage.

The Solution:

The Jaguars researched and tested several different social media aggregators and parsers, but once they made their decision to go with a Ross Carbonite production switcher, it was an easy choice to also go with their Inception Social media management and XPression graphics systems. "It just made sense to utilize a few key products from the same manufacturer. By using Ross, the equipment talks to each other more easily, and more efficiently," said Carlos Caceres, GameDay Producer for the Jacksonville Jaguars.

"This was one of our most well received new elements on game days. Our fans absolutely loved interacting with our new video boards, and our new social media elements. We received so much positive reaction that there was always plenty of fresh content to be displayed on the boards," continued Carlos. "Our most popular hashtag has been #JagsGameDayLive, it broke the top ten notch on Twitter on its very first application in game."

In addition to adding a new game day position – essentially creating a season job, The Jaguars are now far more equipped at engaging their fan base. "From the moment our fans arrive at the stadium, and begin tailgating – they can post their selfies and words of encouragement to the Jags," explained Carlos. "Once inside the stadium, many of the fans eyes stay locked on the main boards hoping they will catch a glimpse of their post. I cannot begin to express enough how integral this new technology is to our modern show."

The Result:

"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. For the complex purposes of our show, it is more importantly a broadcast quality machine. This is not your everyday laptop being streamed onto our massive 8K video boards, this is a broadcast standard box, tried and tested, and up for the rigors of working in a fast-paced, live environment. It is intuitive and easy to learn."

Inception Editions

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.

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.

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.

Specs

INCEPTION EDITIONS

	SOCIAL	LIVE	NEWS ACADEMIC	NEWS EXPRESS	NEWS STANDARD
Concurrent Users					
Included Users	5	10	10	10	10
Maximum Users	25	50	100	25	100
System Features					
Browser 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	•	•	•	•	•
News and Live Features					
Assignment Manager			•	•	•
News Wires			Optional	Optional	•
Contacts and Groups		•	•	•	•
Included Teleprompter Software			•	•	•
Script Timing Estimation			•	•	•
Paperless Scripts			•	•	•
Timing and Production Cues		•	•	•	•
Workflow Support					
Story-Centric Workflows	•	•	•	•	•
Idea-Centric Workflows			•	•	•
Rundown-Centric Workflows	•	•	•	•	•
Social Media Features					
Included Accounts	10	100	100	100	100
Publishing	•	•	•	•	•
Playlists	•	•	•	•	•
Polling	•	•	•	•	•
Content Scheduling	•	•	•	•	•
Integration Features					
OverDrive QuickTurn	•	•	•	•	•

INCEPTION EDITIONS

	SOCIAL	LIVE	NEWS ACADEMIC	NEWS EXPRESS	NEWS STANDARD
Feeds and Social Media Providers					
Facebook	•	•	•	•	•
Twitter	•	•	•	•	•
YouTube	•	•	•	•	•
Flickr	•	•	•	•	•
Instagram	•	•	•	•	•
Sina Weibo	Optional	Optional	Optional	Optional	Optional
Mass Relevance / Spredfast					
Brightcove	Optional	Optional	Optional	Optional	Optional
WordPress	•	•	•	•	•
RSS	•	•	•	•	•
MOS Services					
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	•				
Enterprise Features					
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 Support					
PostgreSQL	•	•	•	•	•
MySQL	Optional	Optional	Optional	Optional	Optional
Oracle					•
SQL Server					•

inception SOCIAL

Ross Video has a complete range of technical services available to ensure that your Inception Social 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 Social 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 Social comes standard with a one year comprehensive warranty. **Extended Warranties** on hardware and Software Maintenance are available for an annual fee.

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

Visit www.**rossvideo**.com for the latest information on the complete line of Ross products and services.

Contact Us
North America: 1-844-652-0645
International: +800 1005 0100
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Technical Support
Emergency: +1 613 349-0006
Email: techsupport@rossvideo.com

www.**rossvideo**.com

Acuity, Carbonite, and CrossOver
Production Switchers

XPression
Motion Graphics & Clip Servers

Acid Cameras
Furio & CamBot
Robotic Camera Systems

OverDrive & DashBoard
Control Systems

Ultrix & NK
Routing Infrastructure

openGear®
Signal Processing Infrastructure

Inception
News, Live, & Social Production Management

Streamline
Media Asset Management

Rocket Surgery
Creative Services

Ross Mobile Productions
Mobile Productions

ROSS
Production Technology Experts