MaestroVision

ADR TV experiences dramatic operational improvement

Client :	ADR TV (Avis de recherche)
Industry :	Broadcasting
Solution :	Automation Server / Video Server/ Channel Dresser/ Traffic Manager
Website:	adr.tv

Customer profile :

ADR TV is a national television channel dedicated to public safety and security. Most of its programming consist of descriptive sheets covering wanted suspects and missing persons, information that is provided by the police. In collaboration with other civil security organizations, ADR TV also produces and broadcasts content dedicated to educating and informing the community about security, crime prevention and public safety.

ADR TV provides indispensable support to law enforcement by contributing information pertinent to their investigations. Their programming is broadcast 24/7 and is available to all subscribers of digital television in Quebec.

Business challenge :

ADR TV manages thousands of files on missing persons and potential suspects, information that needs constant updating. The channel required a solution that would allow them to efficiently manage this large data mass, and the ability to create playlists groups.

The executives were looking for a system that could adapt to their needs, namely, control of live broadcast events; provide fast access to files and the ability to make last minute changes.

" Our operations improved 1000%, we finally had full control of our channel! "

- Vincent Geracitano, President and founder of ADR TV

MaestroVision solution:

MaestroVision's *__Automation System__* allowed ADR TV to broadcast and control all their assets, simplifying content sharing and providing flexible management of their playlists.

The *__Video Server__* provided them the opportunity to directly broadcast all content without compromising image quality. The *__Channel Dresser__* seamlessly integrated with their other systems, enabling the creation of category playlists of missing persons, including photos and descriptions.

The *__Traffic Manager__* brought ADR a global view of their programming, determining specific rules for shows, advertising and promotions to improve and facilitate faster and more efficient program scheduling.

Business value :

The implementation of MaestroVision's solution at ADR substantially improved the TV channel processes, by optimising their operational control.

The organisation gained complete mastery of their systems, allowing them to make last minute changes seamlessly and efficiently.

MaestroVision's interface enabled ADR TV to organise and manage local and remote playlists. Since they now have a secondary playlist, operators can quickly react to unforeseen situations, ensuring error-free broadcasting.

MaestroVision has supported the innovation and improvement of ADR since 2008!

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