

DAD



DAD is a complete audio broadcast automation and control system for television and radio. DAD's rich feature set enable television and radio broadcasters to ensure reliable, accurate delivery of all audio content on time, every time. When audio delivery counts and your reputation and revenues depend on it, ENCO is your ideal broadcast automation partner.

DAD Benefits

- Automate audio delivery from control room to on-air assist
- Ensure effective use of commercial spots
- Rapidly perform simple edits to fit time constraints
- Utilize the latest standard hardware components for total flexibility
- Create "live sounding" automated formats quickly and easily
- Integrate news, traffic, weather and other sources into a single activation screen
- Remote operations quickly produce the right content, at the right place at the right time
- Scalable to meet your needs now, and the flexibility to address future requirements as needed

DAD Summary

DAD is a complete automation solution scalable from the largest multinational television or radio broadcast application to small closed circuit systems found in professional sports venues. DAD is a third generation modular software system built upon ENCO's proven and widely accepted DAD family of products in use at thousands of facilities worldwide. Running on standard off-the-shelf PC hardware, DAD's complete toolkit allows broadcasters to implement an audio delivery and automation system that precisely meets their needs. Combining deep functionality of multiple reproducers or "players" and recorders, flexible array panels and user defined hot keys, DAD enables broadcasters to optimize performance for their specific requirements. It provides a platform for integrating the many sources of content flowing into today's modern broadcast environment including news, traffic, weather, scheduling as well as reconciliation to billing and corporate information systems.

DAD is available modularly as software only, or as a turnkey system delivered with ENCO's tested and proven hardware configurations.



CLUB CHANNEL
FA
DISCOVERY NETWORK IRAQ MEDIA NETWORK SPORTING NEWS RADIO AT ANTIP
RADIO BOHEMIA CHINA INTERNATIONAL RADIO EUROPA RADIO GLOBO
RADIO REPUBLIC INDONESIA MAINICHI BROADCASTING SYSTEM CREATIVE AUDIO PRODUCTION
ENTRAVISION FOX NEWS JEFFERSON PILOT KABC MTV PARAMOUNT SALEM
SKY BROADCASTING SUSQUEHANNA MEDIA CO WESTWOOD ONE
WGN WJR WOR CBS CNN CNBC ESPN

World Class Digital Audio Delivery Systems

DAD (cont'd)

DAD Modules

All are included with each Full DAD license. (May also be purchased separately)

- **EZ-LIB** DAD Library access and playlist modification module. Includes database maintenance functions, command cut editor, DCL support, priority play buttons.
- **EZ-ARRAY** DAD array panel module. Includes full screen and two half screen of array or "Cart Wall panels.
- **EZ-PLAY** DAD virtual player module. Single player capable of live assist or fully automated operation. Includes up to 4 per workstation.
- **EZ-MLOG** DAD master log virtual player module. Full screen master log player typically preferred for fast paced live assist formats.
- **EZ-QPLAY** DAD QuadPlay machine preferred for free form live assist or external control by video switchers or automation controllers.
- **EZ-4PLAY** DAD 4Play module. Quadplay machine with added functionality for playlist scheduling.
- **EZ-TRKR** DAD Tracker 2000 module for voice over recorder and editor. Used for "live sounding" automated programming.
- **EZ-REC** DAD recording machine module. Single recorder supporting AutoRecord. Includes up to 4 per workstation.
- **EZ-EDIT** DAD simple edit module. Audio waveform "cut and paste" assembly editor.
- **EZ-SCRIPT** DAD module for script display. Script display machine with embedded audio support

DAD Options Purchased Separately

- **DAD/SQL** Option to run DAD on standard SQL database.
- **AIRPLAY** On-air user interface that eases and speeds control of all audio elements during live broadcasts.
- **SCHEDULING WIZARD** Operates as complete scheduling system or as an interface to popular third party music and traffic scheduling systems.
- **ENCORE** Enables broadcasters to quickly develop webcasting formats to supplement streaming audio to the worldwide web.
- **COOLDAD** CoolDAD integrates Adobe Audition® (CoolEdit) with DAD for fast access to powerful multitrack editing tools.
- **NEWS ROOM SYSTEMS** Interface to NEWSBOSS® and ENPS® Newsroom systems.
- **DROPBOX/CONVERT** Allows quick, effortless conversion of a variety of audio file formats, enabling users to readily incorporate audio cuts from almost any source directly into DAD's library.
- **IMPORT/EXPORT/MERGE** Integrate single or multiple third party scheduling systems with the DAD environment.
- **WEBLIB** Enables a broad range of internet or intranet applications to access DAD library audio and cut information.
- **GATEWAY/DIST** Automatic back-up, data redundancy and parallel data availability for all DAD files.
- **MULTIPLE LIBRARIES** Provides multiple library functionality addressable from individual workstations and playlists.

Why buy from ENCO?

ENCO delivers world class audio delivery and automation tools to the most demanding television and radio broadcasters on six continents. Our solutions range from large multinational television live broadcast applications to the needs of the small market unattended radio station. We bring our customers flexible solutions that work the way they do while delivering exceptional value, performance and reliability.

ENCO Service and Support

ENCO's full line of support options ranging from implementation guidance and training, to 24/7 telephone support will protect and increase the return from your automation investment. Our engineers understand your business challenges and are ready to help you achieve your goals. ENCO software products are regularly updated with powerful new features and capabilities to bring ever increasing value to your operation.