



NCPower Pro in the Middle East

Lebanese broadcaster OrangeTV on air with an integrated production system and end-to-end digital workflows

The challenge

TV station OrangeTV requires a production system ensuring end-to-end digitization of the entire news and magazine process together with integrated editing functionality and the extensive ability for storing all video, audio, graphic and text files. Further requirements: The system must run on standard IT components and feature multilingual capabilities (English, Arabic).

The solution

NorCom supplied OrangeTV with NCPower Pro, a modern integration platform for producing up-to-date content quickly, flexibly and efficiently. Today, NCPower Pro forms the basis for all main workflows including ingestion and digitization, scheduling and research as well as broadcasting and archiving. At the same time, its platform independence and ability to run standard IT components as well as its multilingual capabilities (English and Arab) make NCPower Pro the prime choice.

The success

Optimum support for operating processes gave OrangeTV the desired flexibility and production speed. A decisive competitive factor for the young broadcaster, which is positioning itself via the journalistic quality of its content. As the system was assembled, tested and approved in Munich prior to being shipped to Lebanon, it was possible to ensure smooth installation.



Satisfied customer in the Middle East

One of the country's three largest broadcasters, OrangeTV is a new and innovative TV station which produces a full-range program on two channels transmitting seven days a week. In particular, it is dedicated to up-to-the-minute news reporting. During the system evaluation phase, decision makers at OrangeTV, journalists/newsroom staff and technicians/system managers unanimously came out in favor of NCPower Pro:

All of the young broadcaster's processes are digital from end to end and the NCPower Pro multimedia content production system allows journalists to access numerous sources of information flexibly and regardless of the media type for research and production purposes. This ensures that they are able to produce and broadcast top-quality content with greater flexibility and speed.

NCPower Pro uses Windows-based standard components. This reduces both the sourcing costs and system management expenses and ensures a maximum in future-proof investments.

International customer base

"After our successes in Russia, the first project in the Middle East for our NCPower Pro product marks a further key milestone in our internationalization strategy," explains Viggo Nordbakk, CEO of NorCom Information Technology AG. "We are thrilled that more and more international customers are opting for NCPower Pro and are so satisfied with this product. This is a key basis for our further activities around the world."

Facts and Figures

- Integrated Windows-based solution with inexpensive standard components
- End-to-end tapeless, IT-based workflow
- 20 ingest channels, 2 playout channels
- Used by 40 journalists
- Multilingual capabilities for English and Arab content

OrangeTV

One of the country's three largest broadcasters in Lebanon, OrangeTV is a new and innovative TV station based in Beirut. It produces a full-range program on two channels transmitting seven days a week. In particular, it is dedicated to up-to-the-minute news reporting.

NorCom Information Technology AG

Established in 1989, the internationally active company has a business model comprising two mainstays – software products and consulting. NorCom's software products ensure smooth broadcasting operations for TV and radio stations. NorCom's product range primarily entails the unified media factory NCPower Pro, a planning, production, newsroom and management system for handling all multimedia content together with powerful archiving and research functions.

With NCPower Pro, NorCom has evolved into the leading international innovator in media solutions for the production and processing of multimedia content for all distribution channels from conventional broadcasting to IPTV as well as corporate and mobile TV. Its top media customers include TV broadcasters such as RTL Television Europe, n-tv (Germany) and VGTRK (Russia), public broadcasters such as NRK (Norway) and private-enterprise companies such as Springer Digital TV.

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