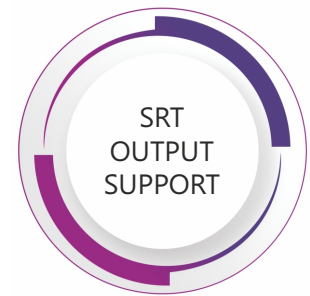




# AdBox Neo

## Ad Insertion

AdBox Neo performs Single channel/ Multi-channel digital ad insertion and can easily be scaled to meet the next generation of targeted advertising solutions that are driving the revolution in today's television advertising. Based on AirBox Neo, it delivers the power and scalability to meet the demands of today's rapidly changing advertising environment and is giving a quick ROI by providing the solution you want, at an affordable price.



### AdBox Neo highlights:

- Perform ad or DPI insertion in UHD/HD or SD in/out workflows – both IP (SRT/UDP) and SDI
- SCTE-35 (For UDP/SRT) trigger & SCTE104 (for SDI) trigger support
- DTMF or analog Cue Tone support
- Installed on-premises, remotely at the headend/data center or in the cloud
- Complete solution that includes automation, video server and switching
- Monitored and controlled via the internet
- Fully stand-alone solution or integrated into the content owner's current workflows and traffic systems
- Automatic calculation of the commercial block for accurate insertion
- Graphics capabilities ranging from simple logo insertion to full CG and interactive graphics insertion - using our TitleBox Neo to enable a complete and very powerful local branding solution (optional)



# AdBox Neo Features and Workflow

## Options

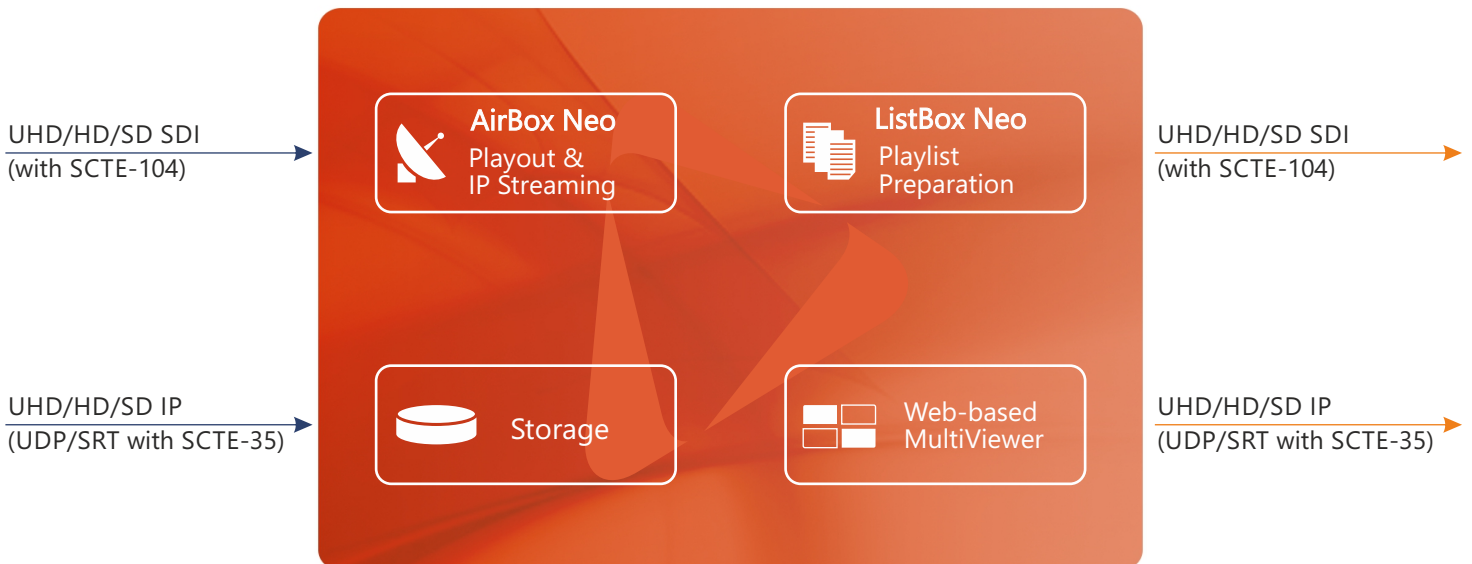
### IP Switch

PlayBox Neo IP Switch is a cost-effective UDP IP switch. It can be installed inside a single AdBox Neo solution or in a separate server in case of multi-channel AdBox Neo installations, where multiple inputs and/or output routing/switching are required.

### Universal Matrix Controller (UMC)

PlayBox Neo Universal Matrix Controller (UMC) provides central control for routers/matrices that enable multiple AdBox Neo installations to centrally control the switching for ad insertion and DPI. UMC is fully integrated with AdBox Neo as well as installations containing AirBox Neo, Ingest and MultiBackup Manager (MBM).

## Basic Components Scheme



PlayBox Neo is a registered trademark. Other mentioned trademarks are property of their respective holders.

