

OWOSSO CABLE ACCESS ADVISORY COMMISSION

AUGUST 18, 2009

5:00 P.M.

PRESIDING OFFICER: CHAIRPERSON JAMES GUTTING

PLEDGE OF ALLEGIANCE: CHAIRPERSON JAMES GUTTING

PRESENT: Commissioners Christopher Hardwick, and Eddie Urban, Vice Chairperson Michael Tillotson and Chairperson James Gutting.

ABSENT: Commissioners Jack Johnson and Christopher Perry.

SET TIME LIMIT AND RE-AFFIRM RULES OF CONDUCT

The time limit was set at 9:00 p.m. and the Rules reaffirmed by unanimous vote.

CITIZEN COMMENTS AND QUESTIONS

None.

EQUIPMENT DEMONSTRATION & DISCUSSION

LEIGHTRONIX

Roscor Sales Representative Shawn Watts and Leightronix National Sales Manager Bruce Morrison were present to demonstrate Leightronix broadcast equipment.

Mr. Watts indicated that Roscor is an equipment broker based in Illinois. They represent approximately 350 professional audio, video, multimedia, and computer based products and services. Their purpose is to bring the right solution to any given situation. He felt the Leightronix line would best serve the City's needs.

Mr. Morrison gave a brief history of Leightronix indicating they were founded in 1981 and are based out of Holt, Michigan. He said their purpose is to build machines that control other machines. They have sold over 10,000 units in the United States and have many municipal customers in the state of Michigan. He went on to indicate all portions of the design phase take place in Holt and all technical support also comes out of Holt. All systems are Linux based and come with a 5 year parts and labor warranty. Software updates are provided free for the life of the product.

The UltraNexus has the capability of communicating via two mediums: cable television and the internet. The unit will allow mixed media from up to 6 different sources to play in a scheduled sequence. The unit is also capable of encoding programs for web broadcast during playback and automatically sending the encoded file to a storage facility that allows users to call up programs on demand over the internet (use of the storage facility/web on demand service is an add on cost). If there is a power loss the system will trigger the program in the slot immediately following the time in which the power is restored, essentially continuing programming as if the power failure had never happened. The system is also capable of being remotely controlled via the internet. Leightronix also offers an add on feature that will provide streaming information on weather, news, financials, sports and more. This feature can be used as default programming should anything malfunction with the system.

SOFRON

Mike Skibra, US Sales Representative for Softron lead the web demonstration. Softron, based in Brussels, has been providing Macintosh based video and audio software for over 25 years. They produce software called On the Air Video with open architecture to allow for easy connection to various applications and hardware pieces. In addition, the company only requires licensing rights for the broadcasting unit, allowing unlicensed copies to be used on other terminals for editing. While the software allows for ingestion of files it does not control outside units such as DVD or VHS players. The software is capable of broadcasting in up to 5 languages simultaneously and can recognize the language of a program during upload. Programs can also be broadcast in surround sound if desired. The program allows portions of video to be played and overlays to be constructed and displayed without altering or resaving the original video. There are also capabilities to launch a ticker, rss feed, or live feed. The program features drag and drop scheduling, with safeguards to ensure programs currently being broadcast cannot inadvertently be altered. Should the power go out the program will restore programming at the correct time once power is restored. Reports features allow you to obtain an analysis of how many times a program has played, how much time it has played, etc. The Movie Recorder program ingests programming, defines compression and converts files to playable formats. The entire system may also be accessed remotely via the internet. Softron will provide support for only their software with Mac Professionals providing any other type of support needed.

There was a very brief discussion regarding Mac shops vs. PC shops, concern with integrating Macs into a PC shop, and concern that some people may not be able to submit programming in a format digestible by the Softron software.

It was agreed the September meeting would be dedicated to developing a list of the characteristics our desirable system should have.

ADJOURNMENT

The meeting adjourned at 8:40 p.m.

Amy K. Kohagen, City Clerk