

# overdrive



Automated  
Production  
Control



**ROSS**<sup>®</sup>  
LIVING LIVE!





# OverDrive

## Live Production Made Easy

Automated Production Control (APC) is now common place, delivering operational efficiencies, while taking complexity out of the production process. OverDrive is the most advanced APC system on the planet, enabling the most sophisticated productions to be executed cleanly and consistently, while delivering substantial savings in operational costs. With over 450 systems on-air, OverDrive is the world leader in APC.

### GET IT RIGHT

- OverDrive productions are cleaner and more consistent than with any other similar system, producing fewer on-air mistakes and achieving the highest quality productions.
- With OverDrive all levels of operator are able to cleanly bring the fastest-paced productions to air every day, every time.
- OverDrive is designed for use in a wide variety of applications such as news, sports, live events, and faith-based productions.

### CONTROL IT ALL

- OverDrive offers unparalleled choice with integration to more than 220 different production devices. Both manual and automated control is provided to both Ross and third party devices including production switchers, routing systems, video servers, audio mixers, robotic cameras, and graphics systems.
- Add customized DashBoard software interface panels to simplify complex tasks.
- Combine both software and hardware control using Ross purpose-built SideBox™ controllers to trigger macros, refine audio and tweak camera shots.

### MEET THE CHALLENGE

- Advanced workflows are enabled with capabilities like MOS newsroom integration, multi-platform packaging, dynamic server channel management and graphics management to streamline sophisticated productions from creation to playout.
- Superb in-show flexibility is facilitated by an efficient set of multi-functional templates that provide more capacity for pre-coding and on-the-fly changes. Macros permit operators to make decisions as shows evolve.
- Get stability and reliability with OverDrive's mature feature set, earned from over a decade of deployments with some of the world's most demanding broadcasters.





# Automated Production Control - **Defined**

## What is APC?

Automated Production Control (APC) is a computer system that controls all of the technical equipment in a production control room and studio. APC doesn't mean that your show is automatically executed, the operator is at all times in control of the pacing and content of the production. APC simply makes it easier to produce a better, more consistent show by automating control over the technology, not the production itself.

For more than a decade, Automated Production Control has become the standard way to produce sophisticated and fast paced productions like newscasts. All over the world, there is tremendous growth in the number of productions being created using APC, including more than 60% of newscasts in North America. APC has no boundaries having evolved to meet the needs of broadcasters of all sizes, from networks to small market stations. APC, once thought only for scripted productions, now excels at unscripted shows like sports, talks shows and elections.

If you've been hesitating to automate, there has never been a better time to explore the benefits of Automated Production Control. OverDrive is a great APC choice and as the world leader has been there every step of the way - driving automation technology and the industry forward.

## Why Automate?

### Consistency

APC makes it easy to produce a more consistent and repeatable production by using a set of user-built templates for each of the events that are likely to occur in a production. These templates are then used to build a show. During the show, the user triggers these templates and the system executes the effects the same way every time.

### Efficiency

Most organizations are grappling with the need to produce more with less, addressing not just linear channel production but also content for the web, social and OTT. Automation, by making your staff much more efficient, provides the extra resources needed to expand your team's output.

### Sophistication

Shows today make use of a multitude of elements. As an example, the use of dozens of graphics channels, video servers feeding on-set monitors, and multiple camera choreography for the opening of a show. APC makes it possible to produce for situations like this, frame accurately - to a level of complexity not easily achieved in manual environments.



# OVERDRIVE KEY BENEFITS



## CONTROL FLEXIBILITY

Perform manual, semi-automated or fully automated productions at any time, from the same control room, using the same equipment. Manual device control is always at the operator's fingertips whether from OverDrive or a dedicated panel.



## CONFIGURABLE INTERFACE

Offers an intuitive GlobalView™ user-configurable interface, consolidating control of many devices into one control area. Use custom icons for quick shot identification and full preview capabilities.



## WISE INVESTMENT

ROI can occur in as little as 12 months, offering a significant return for a capital expense.



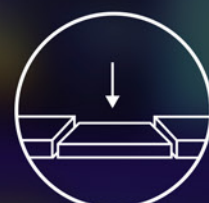
## ADAPT QUICKLY

Easily accommodates live breaking news and changes 'on-the-fly'. With a toolset unmatched by any other system, OverDrive is the clear leader in managing late-breaking or unscripted events.



## NO MISTAKES

Delivers a consistent, repeatable, error-free production across a range of operator skill sets. OverDrive levels the playing field, enabling all operators to run clean, consistent productions every day, every time.



## DEVICE HANDLING

Easy, direct manual control of production devices when required. With DirectControl and SideBoxes, the operators can change audio levels, bump cameras, check server clips and more. All at the touch of a button.



## MOS INTEGRATION

The leader in automating the playout of MOS enabled devices, OverDrive provides tight integration with MOS device workflows to reduce entry errors and streamline productions from creation to playout.



## EQUIPMENT CHOICE

Protect your current investment in production equipment as OverDrive integrates with equipment from a wide variety of manufacturers. Choose the devices to match requirements and budget, while accommodating changing needs.



## NRCS CONNECTIVITY

LiveLink™ is a powerful MOS interface that ensures synchronized rundowns at all times between the NRCS and OverDrive. LiveLink eliminates the need to reload the rundown, or wait for the rundown to update when NRCS changes are made.



## PERSONNEL AGILITY

Optimize staff by providing the freedom to operate with a crew size that is best suited for the production, whether it's a one-operator cut-in or a full manual production with OverDrive managing the rundown and a few user-defined devices.





The World Leader  
In Automated  
Production  
Control

Ross is the world leader in automated production control technology.

With more systems deployed around the world, and the most advanced new technology architecture available, a Ross OverDrive system delivers the quality, consistency and workflow efficiency your live productions demand.

Ross has more than 40 years of experience developing value-driven solutions for every type of live production and is well qualified to guide your transition to automated production control.



# RUNDOWNCONTROL™



**RundownControl** is the primary application for managing all production elements, effects and transitions for 'rundown-based' scripted, and 'on-the-fly' unscripted productions. The user-configurable GlobalView™ interface provides a dynamic, color-coded rundown, system and device status, as well as many other unique features, enabling operators to bring the most complex productions to air cleanly, every time.

**Content is King** | RundownControl features a color-coded playlist of your content, displayed as events that are dynamically updated from the Newsroom Computer Systems (NRCS) through MOS or built with QuickRecalls.

**Flexibility** | OverDrive templates can offer flexible execution by containing multiple macros that can be triggered manually or automatically either when prepared or when taken to air. This allows for a more dynamic production.

**Timing is Everything** | OverDrive has multiple user-definable timers to track things like program time, event time, clip time, and NRCS timing information. These timers can even be used to trigger OverDrive events.

**Organization** | Smart QuickRecalls permit an operator to create groups of filtered content that is easily accessible at any time during the production. Custom filters can be created to search for templates, keywords, or status of the media. This tool is perfect for breaking news or interview segments where content is being played as random access.

**Seeing is Believing** | OverDrive provides users with updated previews from both XPression Motion Graphics and Streamline Video Asset Management systems to help verify content before it goes to air. A live NDI preview allows user to see, in realtime, any video source they chose.

**Be Quick, Be Nimble** | OverDrive's template based system is extremely flexible. QuickCode permits users to define keywords that can be added to an NRCS column to modify or change a template quickly without ever opening the story. Perfect for last minute changes.

**Multi-Task** | Open multiple rundowns for back-to-back shows. Producers can create breaking news content in a separate rundown and operators can jump between rundowns at any time. Smart QuickRecalls can be used to search any open rundown and add content to the current rundown.

**Build** | OverDrive's user-friendly TemplateEditor makes it easy to edit, manage, and configure OverDrive templates.

**Backup** | RapidRestore is a simple tool for creating backups of templates, user settings and configurations for peace of mind, diagnostics, and saving progress on projects.





DirectControl provides direct, manual control of your production devices in a unified interface. As a remote client, DirectControl offers the flexibility to switch between manual and automated control of devices from any location on the network.

Multiple instances can be run to have access to devices from different positions in your control room.

**Audio Control** | DirectControl's audio panel displays the upcoming and on-air audio. Adjust audio live, or make adjustments prior to taking the shot. Add or adjust audio sources 'on-the-fly' at the last minute with Quick Picks.

**Robotic Control** | Recall shots, adjust camera positions and check your focus before going to air directly from OverDrive.

**Video Server Control** | With the video server panel, view the contents of multiple configured video servers from a single interface. Cue, Play, and Frame-by-Frame advance clips on any channel. Use Quick Picks to cue and play clips instantly. Perfect for interviews, talk shows and sports.

## SideBox Modules

### SideShot™

The SideShot module offers 28 multi-colored, user-configured LCD buttons that can be mapped with features found in OverDrive and the production switcher. With SideShot, the operator can easily manage Rundowns, CustomControls, QuickRecalls, and external production devices while bringing late breaking stories and 'on-the-fly' events to air quickly and error-free.

### SideSlide™

The SideSlide module includes 8 motorized faders with mnemonic displays for direct control of program audio. The 8 faders can be dynamically assigned to follow the program audio for the current on-air shot. Multiple SideSlide modules can be configured to access more faders at once.

### SideStick™

The SideStick Module is the newest addition to the SideBox family. The joystick offers control of supported robotic systems for easy shot adjustment. Multiple robotic brands can be controlled from this single surface. The buttons on the SideStick module can be configured to select a camera or follow the camera that is on Program or Preview. The buttons can also be mapped with camera shot recalls and CustomControl macros.



SideBox Modules are control panels for those who prefer a dedicated control surface. These work in conjunction with OverDrive's touch screen interface, keyboard and mouse allowing multiple ways for the operator to interact with the system. Multiple combinations of SideBoxes can be ordered to fit your production needs. All boxes come with a mounting kit, allowing for either on-desk or in-desk mounting.



# Workflow. Simplified.

OverDrive was the first APC system to be designed with native MOS (Media Object Server) support, the industry standard protocol for interconnecting Newsroom Computer Systems (NRCS) and production devices. The MOS workflow permits a collaborative and seamless process from creation to publication. OverDrive has the tools required to simplify and ensure flawless execution day after day.



## CREATE

Add graphics, video clips and OverDrive shots.

## PUSH

The NRCS sends all the elements to the respective devices using MOS.

## PARSE

OverDrive parses and displays all MOS elements in RundownControl.

## PREPARE

OverDrive routes video, moves cameras, cues clips and graphics.

## TAKE

OverDrive triggers all effects, video clips, audio events and transitions.

## UPDATE

Producer changes are automatically available to the director.

## FIND

Search and filter elements of the rundown in real-time.

## BREAK-AWAY

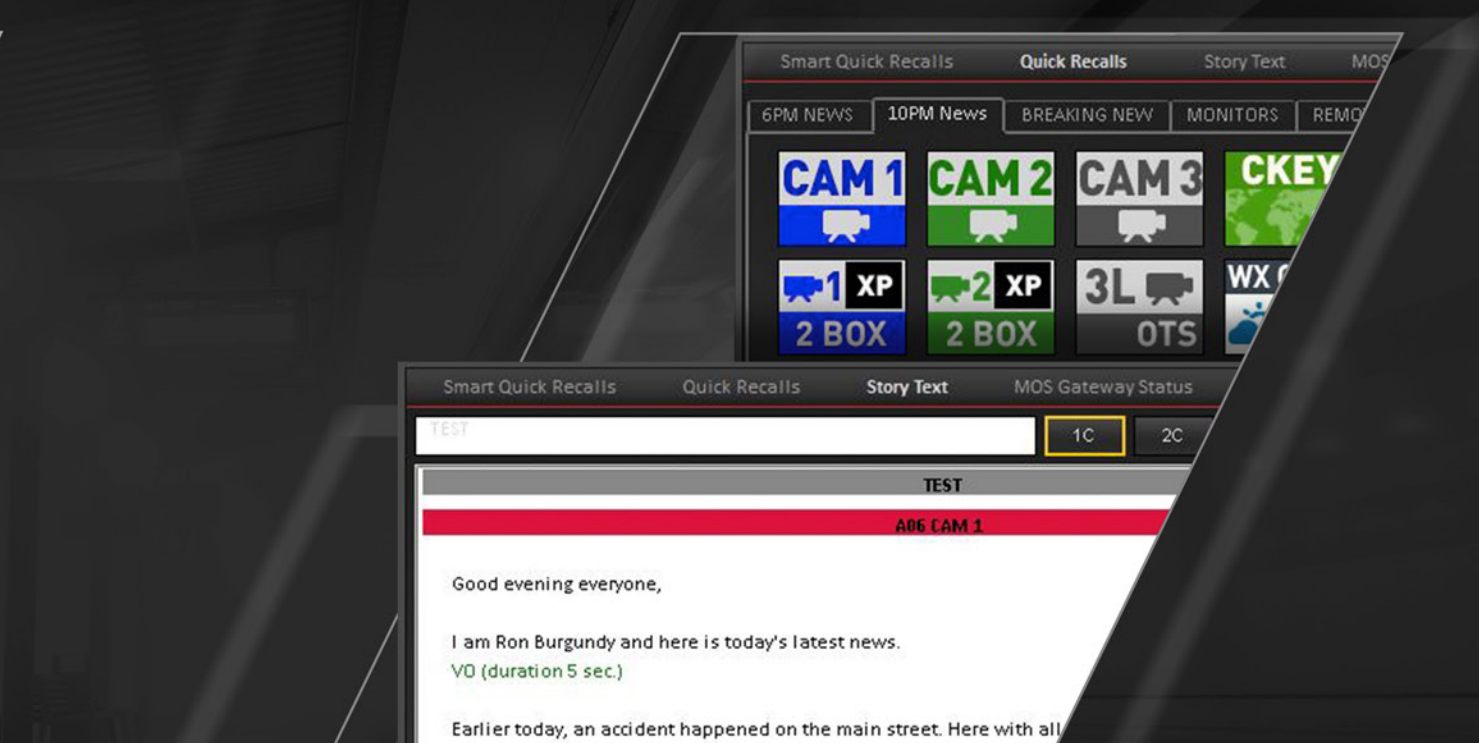
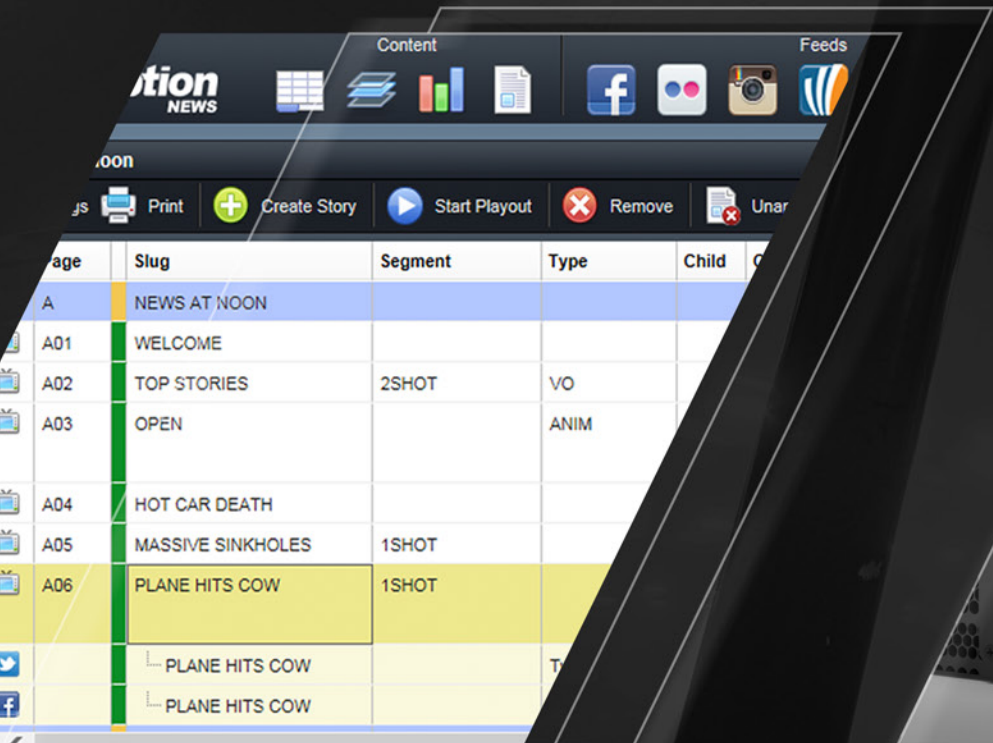
Use macros and QuickRecalls to follow the action and come back to the rundown at any-time.

## REFINE

Use DirectControl or a SideBox, refine camera shots and adjust audio.

## PUBLISH

QuickTurn automatically clips and publishes segments to the web and social platforms.







# Enterprise Grade

## **Virtual Environment Support**

OverDrive has been tested and certified to work in multiple virtualized environments to provide the latest in redundancy and cost-saving solutions.

## **Redundancy and Monitoring**

OverDrive's redundancy features include server and database synchronization.

- Hot-Swap between servers without affecting the on-air output
- Device-Swap for any connected device and audio-channel
- SNMP monitoring for server and application status



# OverDrive Express

Makes Automated Production Control Accessible  
...with Unbeatable Pricing!

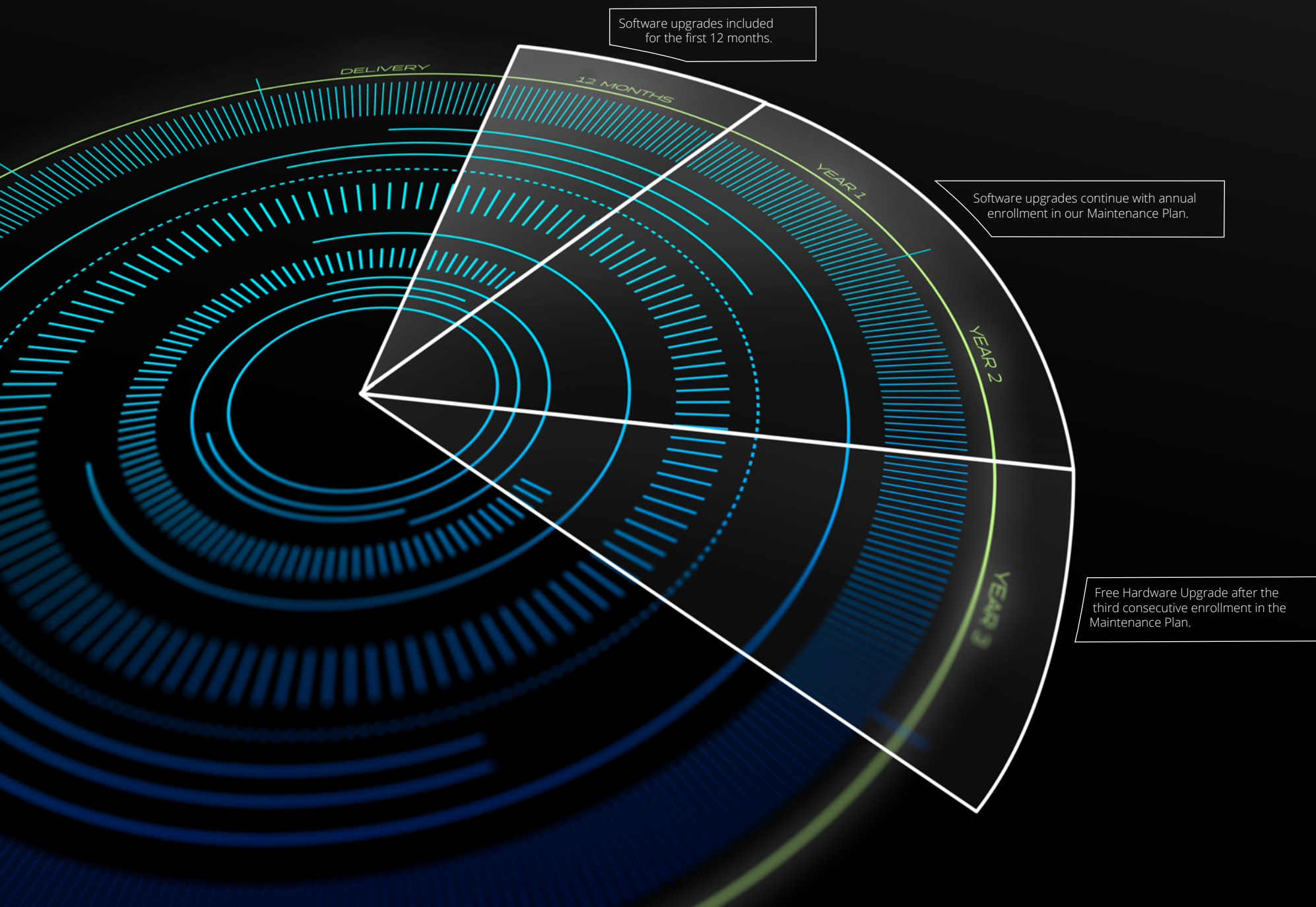
OverDrive Express is the first scalable, entry level Automated Production Control System. It is perfect for cut-in studios, master control integration rooms, backup control rooms, and other budget constrained environments. OverDrive Express offers a compelling standard feature set and is scalable up to the largest and most complex OverDrive system imaginable, with no wasted investment.

- > Device controls included for various Graphics and Server systems.
- > Optional interfaces to advanced components such as Newsroom Systems, Camera Robotics, and Audio Mixers.
- > The most cost effective edition of the most successful APC family on the planet!
- > Upgradeable to other OverDrive editions to scale as requirements change.

OverDrive Express can also be used as a stand-alone device control solution (without production switcher control) to cue servers, graphics and other devices in semi-automated production environments.

**overdrive**  
express





## Maintenance Plans

Every OverDrive system is delivered with 12 months of Software Maintenance which includes all software updates for the OverDrive system. After the 12 month period has passed, you have the option to purchase an annual Maintenance Plan.

### Software Maintenance Plan

Includes all OverDrive software updates for the year.

### Software / Hardware Maintenance Plan

Includes all OverDrive software updates for the year as well as an OverDrive server hardware upgrade after every third Maintenance Plan payment.

All Ross systems include world-renowned phone support for ***the life of the product!***

## Project Management

A methodical approach to managing OverDrive installations has resulted in more than 450 successful on-air launches since 2004.

Delivered by a very talented and dedicated team of Ross technical and operational staff, and led by an experienced Ross Project Manager, each OverDrive facility receives a customized project and training plan to ensure a 'no-surprises' transition to Automated Production Control.

Ross has a mandate to "do what it takes" to execute the plan and ensure an on-time and successful launch to air.

- 01 START
- 02 ON-SITE CONSULTATION
- 03 SCHEDULING
- 04 INSTALLATION
- 05 COMMISSIONING
- 06 TRAINING / REHERSALS
- 07 **ON-AIR**
- 08 ADVANCED TRAINING



# Unmatched Choice

OverDrive has the most extensive library of supported 3<sup>rd</sup> party devices, permitting you to choose from the best in putting your APC system together. This ensures that you will be able to achieve creative and engineering goals while at the same time meeting budgetary requirements. The OverDrive device interface engineering and quality assurance teams at Ross are continually adding new devices to meet new requirements, along with the retesting and advancement of currently available interfaces.

Visit [www.rossvideo.com](http://www.rossvideo.com) for the latest listing of third party device interfaces or contact your Ross representative to obtain more information on your specific device requirements.

# OverDrive Specifications

	OVERDRIVE EDITIONS		
	EXPRESS	PRIME	PREMIUM
Interfaces			
Carbonite	•	•	•
Acuity/Vision		•	•
Third Party Switcher		Optional	Optional
Graphics (CII)	•	•	•
Video Server	•	•	•
VTR	•	•	•
Ross Talk	•	•	•
Audio Server	•	•	•
P-Bus	•	•	•
Multi-Viewer Control	•	•	•
Robotics	Optional	Optional	Optional
Audio Mixer	Optional	Optional	Optional
Routers	Optional	Optional	Optional
Inception & Ross MOS Support (5 Seats)	Optional	Optional	•
NRCS Additional Seats	Optional	Optional	Optional
Inception and Ross MOS Support - Full (Incl. 50 Seats, SQR, QuickCode)	Optional	Optional	•
Third Party CG MOS	Optional	Optional	Optional
Third Party Server MOS	Optional	Optional	Optional
Third Party NRCS	Optional	Optional	Optional
Device Ports Incl.	4	52	52
Additional Device Ports	Optional		

	OVERDRIVE EDITIONS		
	EXPRESS	PRIME	PREMIUM
Hardware			
Server Hardware	Optional	Optional	Optional
Client Hardware	Optional	Optional	Optional
Touch Screen Monitor	Optional	Optional	Optional
Ultra-Wide Monitor	Optional	Optional	Optional
SideShot	Optional	Optional	Optional
SideSlide	Optional	Optional	Optional
SideStick	Optional	Optional	Optional
Features			
Redundancy	Optional	Optional	Optional
RundownControl	•	•	•
TemplateEditor	•	•	•
DirectControl	•	•	•
Add'l Rundown Client	Optional	Optional	Optional
Add'l DirectControl Client	Optional	Optional	Optional
Coding Only Client	Optional	Optional	•
QuickCode	Optional	Optional	•
Smart QuickRecalls	Optional	Optional	•
Multi-Rundown	Optional	•	•
QuickTurn	Optional	Optional	Optional
SNMP Monitoring	•	•	•





Ross Video has a complete range of technical services available to ensure that your OverDrive installation is a success.

**Operational Training** can be provided at Ross Video, on-site, or on the web. Experienced Ross operators will teach your staff to get the most out of your new system and enhance your productions.

**Commissioning** is a service to help get your production system properly configured, connected, and installed. This service is performed by factory-trained Ross technical staff.

**Technical Training** can be provided at Ross Video, on-site, or over the web. Technical training will teach your engineering staff the technical details of the system you have purchased. System configuration, interfaces, databases, and routine maintenance procedures are some of the topics covered.

Your OverDrive comes standard with a 1 year comprehensive warranty. Extended Warranties on hardware and software maintenance are available for an annual fee.

Technical advice is available on-line, by telephone, or email to Ross Video – Included for the life of your system.

#### Contact Us

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[www.rossvideo.com](http://www.rossvideo.com)

## ROSS VIDEO LIVING LIVE!

### SOLUTIONS

Broadcast & Production

Augmented Reality & Virtual Sets

Sport & Live Events

Legislative

Mobile Production

House of Worship

Education

Corporate

### PRODUCTS

Production Switchers

Motion Graphics & Clip Servers

Replay & Production Servers

Robotic & Camera Systems

Control Systems

Routing Infrastructure

Signal Processing Infrastructure

News, Live & Social Production Management

Asset Management & Storage

### SERVICES

Creative Services

Mobile Production

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