Inception. Your Modern Newsroom.

The world has changed. It’s faster paced, and we’re bombarded with more information than ever before. In order for news organizations to succeed, they must adapt to the quickly evolving world of social media, and find new ways to plan and organize their content.

News productions must also leverage new platforms, no longer is it acceptable to simply broadcast over the air. To reach the broadest audience, you need to produce content for all mediums, including broadcast, the Web, and social media in order to be successful. You need to engage your audience in a way that was never possible until now.

You need a modern newsroom system designed to solve these challenges. Inception is that platform. Whether you are looking for a first time editorial management system, or you are looking for a modern replacement of an existing system, Inception is designed to make your team more productive, more connected, and reach your entire audience.

BRING IDEAS TO LIFE

• Craft your stories from an idea to a finished product using an idea-centric workflow that allows your entire team to collaborate on content and snapshot stories as the idea evolves.
• Choose among flexible workflows that best fit your organization, instead of being limited to a single way to work.
• Plan and organize your work with assignments that capture metadata and attach research materials and contacts to become the central hub of your news organization.
• Bring context to your stories with content-based instant messaging.

HAVE A CONVERSATION

• Go beyond television: create and publish content to your website and social media platforms directly from the news environment.
• Bring social media content into your productions with tickers, crawls, and user generated content as part of the broadcast. Engage your audience with social media polling and real-time results rendered right on screen.

CONNECT EVERYTHING TOGETHER

• Get your job done in the field using modern browser-based technology that is easy for reporters to access from anywhere in the world on their PCs, Macs and iPads.
• Automate news playout and make your productions more consistent with a powerful integration to the Ross OverDrive automated production control system. Record, encode, and automatically deliver content for social media and the Web directly from the broadcast with OverDrive QuickTurn.
• React more quickly to breaking news. Build graphics on the fly, and allow your reporters to tell the entire story.
• Drive social media playlists and on-air polling with data sourced from the Inception platform.

Not only has Inception helped us better manage story creation, assignment workflow, studio productions and social media content, but the Ross Inception team went out of their way to partner with other organizations to facilitate an entire on-campus weekend professional development and mentoring session for Pepperdine students. The team at Ross fully supports multimedia production education and multimedia production educators."

Bill Dawson, Chief Engineer - Pepperdine University
Plug in to the World

Inception is built with the latest software technologies offering an entirely browser-based user interface that you can access anywhere. Your crews will have the same user experience in the newsroom and out in the field. This provides the flexibility and consistency that allows them to get the job done.

With news budgets squeezed tighter than ever before, media organizations are doing more with less. Inception was designed from the ground up to improve workflows with both assignment and story-centric models, in addition to the traditional rundown model. The ability to choose a workflow that is best for you, or adapt from an existing rundown-centric workflow makes your operation more flexible and efficient.

Unified Hub for Broadcast, Web & Social

Inception was built from day one with multi-platform content in mind, and its highly modular design integrates social media and Web interaction right into the core.

With Inception, you are able to leverage social media more efficiently than ever before. Interact with your online community and publish text, image, and video content to social media to build audience engagement. Through the powerful discovery and curation tools, discover news content from social media, and utilize this content directly into your broadcasts via a simple drag and drop interface.

Anyone unfamiliar with the newsroom space will be able to quickly learn to navigate through the user-friendly, colorful, and ergonomic interface. With a story-centric workflow, start with a piece of content created for any platform and easily reformat and publish the content across other channels. Publish content immediately, schedule it to be delivered at a specific time, or link pieces of content to publish simultaneously via playout triggers.

Inception provides tools such as social media filters and interactive polls that directly drive content to your on-air graphics and offer unique ways to engage with your viewers.

Newsroom. Meet the 21st Century.

Idea-Centric News Production

Every story starts with an idea. As an idea evolves over time, so must the story. With an idea-centric workflow, traditional stories are grouped into assignments, showing both an evolution of the story, but also a central place to store contacts, documents, and research materials for later reference. With Inception you can capture the evolution of an idea to a story, and keep stories on the same topic together and linked during the production process all the way to archive.

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As a media organization you cannot effectively operate as an island, and neither should your newsroom system. To enable streamlined production workflows for many environments, Inception provides extensive integration with plug-ins for graphics, video servers, media asset management, teleprompters, and automated production control systems from Ross Video and many third parties. Inception also interfaces seamlessly with common networking, e-mail, and IT infrastructures.
### Key Benefits

#### Browser-Based
- Inception uses an entirely browser-based user interface. With a rich and fluid user experience, any of your staff can simply open up a Web browser on their Windows PC, Mac, or iPad and start using Inception. It installs in your facility or data center, and is completely managed by your team.

#### Easy to Use
- The modern browser-based user interface puts all of the key features right at your fingertips. Inception’s user experience is designed to make both senior newsroom users and beginners alike feel right at home. Icon-based navigation, customizable views, and a rich set of keyboard shortcuts are also supported to take advantage of the talents of your power users.

#### Accessible Anywhere
- Being a web-based system, Inception has huge advantages for remote reporters and correspondents. Remote users can simply login to the Inception system via a VPN link back to home base any time they are in the field. This goes beyond just creating stories; remote users can do anything that local users are capable of, including working on running orders, assignments, or adding produc-

#### Flexible Workflows
- Start with an idea, a story, or a rundown. The flexible workflows inherent to Inception adapt to the changing needs of your news environment. Combined with the collaborative editorial and approval tools, Inception offers a powerful solution that fits the needs of a wide range of broadcasters and channels.

#### Socially Connected
- Social media is at the heart of Inception. The plug-in based design provides deep integration with social media destinations including Facebook, Twitter, Instagram, Flickr, and YouTube. Approve and publish content to social media directly from your newsroom. Search, discover, and curate from your online audience. Engage your viewers and gain real-time data using social polling.

#### Highly Collaborative
- The browser-based environment enables Inception to be highly collaborative. Multiple users can contribute content simultaneously to rundowns, while stories and assignments can be quickly and easily accessed, updated and passed around between users with traditional content locks.

#### Content Organization
- The newsroom is a fast paced, dynamically changing environment. Inception provides a rich set of tools to help you organize and prioritize your needs, identify key content, and provide ongoing updates as to the progress and developments of a story.

#### Paperless Scripts
- Do your part to help the environment, and save time and money doing it. Inception provides a complete paperless script workflow designed specifically for the iPad. Using the Tablet View, on-air talent and production staff can quickly swipe between scripts, or jump between pages in the running order. Changes made to any script are reflected automatically, so no re-printing is required.

#### Security Focused
- Inception is built on the latest Web technology, and adheres to strict security standards. There is full support for secure socket layer (SSL) technology to encrypt all your client to server communications.

#### Multi-Platform
- Unlike many traditional news environments, Inception’s browser based design enables the system to run on both Windows and Mac OS, with support for most major browsers including Internet Explorer, Mozilla Firefox, Google Chrome, and Apple Safari. With a customized iPad experience, users still have access to their entire editorial workflow.
Leverage Social Media with Inception

As your audience increasingly goes to the Web and social media for news content, it’s becoming more and more important to invest in these platforms in order to broaden your audience. There are many applications for social media within your news organization and in your productions.

Social Media on TV
Add variety and context to your stories by easily gathering view comments and photos to use on-air.

User Engagement
Give your team a way to monitor viewer feedback and respond to your online audience.

Social Media Management
Include custom content for social, Web or video publishing and share stories on demand, on a schedule, or in sync with your broadcast content.

Brand Building
Extend your media brand awareness by creating cohesive content across all platforms simultaneously. Remain engaged with your audience between on-air broadcasts by creating content at any time for your online platforms.

News Gathering
Promote two-way conversations by utilizing user-generated content and crowd-sourcing information, providing additional perspectives to your stories. Localize your big stories using geo-targeted searches on social media.

Content and Programming
Target what content you provide and what angles you cover based on user feedback and what's trending.

Decision Making
Using targeted real-time searches, gather local perspective on trending topics.

User Polling
Provide your audience a way to cast their votes on a wide range of topics in real time using social media polling.

Promotions and Sponsorships
Generate new revenue opportunities for your organization with specialized and targeted cross-platform content with advertising and engagement opportunities.

I have worked with several other services, social media aggregators and parsers over the years and I can tell you, without equivocation, that Ross Inception is the best social media aggregator, filter, and publisher on the market right now.

Carlos Caceres, Game Day Producer – Jacksonville Jaguars
Inception at a Glance

Hotkey Support
Common functions, navigation, and toolbar icons have support for hotkey bindings, so you never have to leave the keyboard.

Modern Design
Iconified toolbars and consistent layouts make the user experience easy to understand and beautiful to experience.

Persistent Sessions
Inception remembers which views you had open and their location so you can start where you left off on your next login.

Configurable Workspace
All views in the Inception workspace are dockable, repositionable, and re-sizable. Various perspectives can be configured on a user-by-user basis to tailor the environment to your liking.

Side-By-Side
Move views around screen as you desire, including support for side-by-side stories, feeds, and even running orders.

Key Functionality at Your Fingertips
The central application toolbar allows users to quickly jump between core product features.

Easy to Learn
Intuitive design and consistent behavior make learning Inception a breeze.
Inception’s idea-centric workflow allows users to organize all of their ideas into assignments, which evolve and grow over time. These assignments contain all of the research, contacts, and source material, and users can create stories for broadcast, Web, and social media at any point as an assignment evolves.

Once a story is created for broadcast, it can be added to a running order and supplemented with graphics, video, and automation instructions, which will be sent to various devices during playout of the rundown. Finally, once a rundown has been taken to air, it can be archived so you’ll always have a copy of the script, including all of the research and source materials used in the creation of the original assignment bundled together.

Optional Redundancy
When the optional redundancy is added to your Inception Standard Edition bundle, two Inception servers are used to handle the load, with an included load balancing appliance distributing the user load across the nodes and automatically redistributing users seamlessly in case of a server failure. Both Inception servers run software nodes and a database, with the redundant database automatically replicating all changes from the primary to keep both systems in sync. MOS devices connect to the primary system, and those devices supporting redundant newsrooms can connect to both the primary and redundant systems for complete fault tolerance. Newsroom users and field reporters (via a VPN connection) access the Inception system via the load balancer’s IP address or hostname.
Assignments and Planning
Inception provides rich planning and assignment tools to help coordinate your busy schedules. Create new assignments by dragging and dropping wire or social media content into the grid, assign people and deadlines, and Inception will provide notifications and updates to all involved.

As a topic develops, Inception creates a collection of resources. You can attach contacts, as well as any raw content or research material that can later be referenced for follow-up stories.

Running Order and Production Grid
Preparing a story line-up for production is a daily task for producers and directors. Inception allows users to tailor and customize this display to their preferences. The user interface features dedicated workflows for approval and coding, detailed status information, and bright color-coded cells and rows to indicate breaks, approvals, and floated lines.

Inception also offers a rich set of timing fields and playout clocks to keep your shows on track.

Story-Centric Workflow
News revolves around stories and the people who tell them. Inception’s flexible workflow choices mean that producers can work at either a rundown level or at a story level. Content created for broadcast can now easily be packaged and tailored for distribution across both Web and social media at the same time. Attach images or video to go alongside your content and link it back into a rundown or publish content independently.

Creating content for broadcast has never been easier. Production commands are given a bright appearance and show up in-line with the story content. MOS objects are color-coded to their device and appear clearly alongside in the right hand bar.

Messaging and Conversations*
Converse in both one-on-one and group chats directly within the newsroom environment. Invite users into a conversation, download the conversation history, and share photos and documents. Better yet, Inception’s messaging system is linked to content, allowing users working on a story, assignment, or running order to easily communicate with anyone else working on that content.

Notifications for new messages and conversations appear clearly in the Inception main user interface, alongside high priority alerts and wire notifications.

*This is an optional feature for Inception News Express and Academic Editions.
Managing contacts intelligently inside a news organization is critical. Inception allows you to categorize and manage all of your organizational contacts and sources. Create customizable groups to easily browse contacts by topic, area of expertise, organization or geographic location. Unique to Inception, contacts can also be linked against assignments as research sources and become part of the official archive.

Inception provides a centralized search engine for your entire newsroom including story, assignment, and running order archives, as well as wires and social media. Advanced filters for date, user, and type can be applied to discover the exact content you’re looking for.

Many news organizations have unique requirements and prefer to tailor columns for their newsroom environment. Inception offers complete complete customization over the visibility, size, and location of columns in running orders, playlists, assignments, or the story manager. With Inception you can define columns, including support for lists, users, checkboxes, and text fields. Inception will also validate user entries to ensure they meet the various criteria restrictions against the fields.

Inception organizes your wire content to help you find what you need quickly and easily. Inception supports the most popular wire services, with the ability to categorize and highlight wires according to urgency. Configurable alerts can also provide user notifications upon the arrival of important content, and wire content can easily be dragged and dropped into the assignment grid to quickly target the wire for content production.

Inception lets you know when something important happens. It brings instant messages, high priority alerts, and production warnings front and center with the Inception alerts and messaging bar. Located centrally in the footer of the Inception user interface, users can immediately recognize and respond to messages, including high-priority news updates and connectivity errors between devices in the control room.

Provide your production team the ability to get the latest updates to scripts and running orders with an interactive tablet view for the Apple iPad. On-air talent are able to view the entire contents of the rundown digitally by simply swiping between stories or quickly jumping between pages. Eliminating paper scripts helps preserve the environment and saves you money in the process.

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Social Media Management
To moderate and manage your social media accounts, Inception offers a rich set of publishing and approval tools. With support for Facebook, Twitter, Flickr, YouTube, Brightcove, and others, Inception is capable of delivering tailored text, image, and video content to multiple platforms at the click of a button, with optional approval and sign-off of content based on workflow rules.

Content Discovery and Social Media Feeds
Give your audience a voice, and discover great content for your productions. Inception provides a rich set of search and discovery tools for social media content, enabling quick searches and keyword monitoring. When combined with geo-targeted filters, social media becomes an excellent news-gathering tool.

Curation and Social Media Playlists
Inception provides the tools to curate inbound social media content, importing text and images into playlists for use in on-air graphics, websites, digital signage, and any other application that you can dream up. Inception helps protect you from inappropriate content making it to air by providing a comprehensive and customizable set of blacklisted word filters that are applied against all inbound and outbound content.

Social Media Polling and User Engagement
Social media polling is a great way to engage your audience. Ask your audience a question and track the responses. Or more simply, sample the entire Twitterverse for the popularity of specific topics, keywords, and hash tags. Inception’s social media polling engine enables users to create a series of hash tag or keyword buckets with tallied results. These results can then be pulled into on-air graphics for real-time updates integrated right into the broadcast.

Designed for Social Media
Connectivity and Accessibility

**MOS Compatible**

The MOS protocol is the industry standard method for connecting and communicating between broadcast devices and systems. Inception is a highly connected system with a robust MOS interface to enable communication between many first and third party devices.

**MOS OBJECT BROWSING**

For devices that support MOS object awareness, Inception provides a powerful user interface to browse, filter, and search these objects and add them to your stories.

**MOS STATUS**

Keep your team up to date and identify missing content early with full support for MOS status on supported devices. From either the rundown view or the story editor, you can view the status of an object at a glance.

**MOS PLACEHOLDERS**

Request a graphic or server clip directly from the news environment via the MOS placeholder workflow inside of Inception. On supported devices, users within Inception can create a placeholder request, which is issued to the device and a resulting object inserted in the story once the placeholder request is fulfilled.

**AT A GLANCE**

MOS objects are brightly colored and iconified inside the script editor view, appearing in a dedicated column alongside the text, offering a visual and succinct description. Users can also customize the look of objects on a device by device basis, including the icon and colors so you can quickly identify graphic or server objects.

**Supports ActiveX and HTML5 Plug-ins**

Inception is leading the charge on the next generation of MOS plug-ins. In fact, we designed the new HTML5 based standard in the MOS specification. In addition to supporting these new HTML5 based controls, Inception also integrates with many existing ActiveX plug-ins. The new HTML5 standard allows for plug-ins to be browser and platform agnostic, allowing them to run on both Windows and Mac OS, as well as tablets and other mobile devices, with no overhead of managing and installing native controls on each PC.

*ActiveX plug-ins are only supported on Internet Explorer 9 and above.

**Designed for Apple iPad**

Inception’s central concept is to be accessible anywhere, and that’s especially true with its tailored interface for the Apple iPad. Create script content, update or playout rundowns, or simply curate content from your tablet with a user experience designed specifically for the iPad. Keep abreast of changes in the script or go completely paperless with Inception’s tablet view capabilities.

**Teleprompter Software Included**

While Inception interfaces seamlessly with a variety of MOS-based prompters, it is also bundled with CueScript’s innovative CueIT MOS teleprompter software, with an edition specifically designed for Inception. CueIT offers simplicity of visual content, and is packed with necessary and useful features, all of which can be easily viewed and accessed within the one screen on an extremely user-friendly user interface.

*Teleprompter hardware is not included.

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Blacklisted Word and Content Filters
The comprehensive pattern-based word filter validates both content produced by your team, as well as user-generated content ingested into the system. Using a customizable dictionary, content can be either flagged or hidden if it contains offensive words, with rules preventing inappropriate content from making it to air.

User Rights and Management
The advanced roles and permissions system provides you a high granularity of permission delegation throughout the system. Users in Inception can be delegated various roles, of which you can attach a wide number of read, edit, and approve permissions.

Unicode Compliant
Editorial content can be created in any language, as Inception is a completely Unicode compliant editorial platform that edits and stores content in any Unicode compliant language.

Optional Redundancy
Inception offers an optional redundancy package that supports a robust database replication to ensure that every bit of your data is synchronized between systems in real-time. In the rare case of failure, a fail-over process is in place so that your production never stops.

LDAP and ActiveDirectory*
Centralize the management of your users and roles by connecting Inception to your corporate LDAP or ActiveDirectory system. Target a specific subset of your directory with detailed filters, and once you attach permissions to LDAP groups inside of Inception, you’ll never have to manage users outside of your corporate directory again.

*Optional feature for all editions of Inception News.

Multiple Database Engines*
Inception supports multiple database engines out of the box, including PostgreSQL, MySQL, SQL Server, and Oracle, allowing you to leverage your existing technology investment and build into your existing environment.

* Database replication support only available when database redundancy is purchased. Certain redundancy options may require a specific database.

Enterprise Grade
We were excited to incorporate Inception News into our comprehensive newsroom/production workflow – it was the last piece of the puzzle that joined our other Ross products. Inception News fosters an easy to use and uncomplicated interface, which is essential for efficient news gathering within a multi-platform environment. We understand the competitive nature in an ever-changing world of broadcast news, as a result Inception is the conduit of “pulling and pushing” content, either for broadcast, web or social media. Inception is a great product for newsrooms big or small, and once again Ross has proven that they have the Midas touch.

John Seymour, Director of Broadcast Operations - WWNY/WNYF
There is virtually no graphics task that XPression solutions cannot handle for you. With multiple hardware platforms, software applications, and workflow tools, along with connectivity to many other products, XPression fits into almost any environment you can imagine.

XPression delivers complete solutions that are comprised of multiple components for many of your applications including: news, elections, sports, entertainment, branding, touchscreen, social media, virtual sets, and augmented reality. Workflow tools provide the necessary connectivity for local and enterprise-level systems. They handle graphics creation, content editing, media management, publishing, control, data handling, automation, and more.

The MOS workflows for XPression are tightly integrated with Inception media workflow applications. Inception provides social media tools including filtering and moderation that you can use to populate on-air graphics.

Workflow Extensions

XPression | Real-Time Motion Graphics

Streamline is the newest generation of media asset management, designed for graphics and news workflow. Streamline integrates seamlessly with Inception as well as XPression graphics systems.

The browser-based application offers a rich variety of asset metadata fields so you can easily organize and search, greatly reducing the effort required to find and reuse content between productions.

Robust reporting tools in Streamline provide up-to-the-second data visualization of any metrics in the workflow process. Insights can be used to better allocate resources to the areas of greatest overall benefit to the organization. Streamline reporting allows monitoring of details like order types, deadlines, ordering trends, most ordered asset types, cycle times and more. Streamline catalogs all assets, and also provides the ability to manage and prioritize news packages and graphics production through its order management system.

The MOS engine and HTML5 plug-in interface allows you to discover and link media to your broadcast scripts inside of Inception News. Streamline will dynamically move this media to playout servers in pre-production, and clean those servers up after a predetermined time. The system offers placeholder workflows for graphics and clips, when fulfilled by the art or editing departments, are automatically delivered by Streamline into the XPression template or playout server and are ready to use on air in your news stories.

Streamline | Media Asset Management
OverDrive | Automated Production Control System

OverDrive is the most advanced automated production control system on the plant. OverDrive takes the complex and simplifies it, putting your entire production on an easy to use touch screen interface. OverDrive technology enables even the most sophisticated productions to be executed more clearly and consistently, while delivering substantial savings in operational costs. Whether you produce live content for the web, local or even the highest level national news, OverDrive will make your productions stand out above the rest.

OverDrive is a highly flexible production control system that enables touch screen control over the devices used in a production environment. OverDrive integrates with production switchers, leveraging their powerful control interfaces over video servers, graphics systems, audio mixers, robotic cameras, routers, still stores and more.

OverDrive was the first system to be designed with native Media Object Server (MOS) support, an industry standard protocol for interconnecting newsroom and production devices. Inception integrates directly with OverDrive through an HTML5 plug-in for use with all popular browsers. This interface enables production elements, such as switcher effects, DVE effects, audio mixes and robotic camera moves to be placed directly into the rundown. The interface provides support for switcher effects, DVE effects, audio mixes and robotic camera moves to be placed directly into the rundown. The interface provides support for

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Inception also supports native Quickgun integration with OverDrive so that you can automatically archive, access, share and collaboration platform. Optional deep search and collaboration platform. Optional deep search

Inception newsroom system interface.

Certified Devices and Partners

Inception allows you to choose from a growing list of manufacturers and devices to complete your newswroom workflow.

Video Servers

Imagine Nexio: Imagine communications has integrated Inception with their Nexio MOS-based news solution for video related assets.

EVS XS NeonFlash: XS NeonFlash is a live production system that brings the power of live cuts to all your newsroom facilities and corporate producers. It is a flexible solution for news production needs. It can be delivered as a failsafe disaster recovery system or as a live production system for news solution for video related assets. It is a flexible solution for news production needs. It can be delivered as a failsafe disaster recovery system or as a live production system for news solution for video related assets. It is a flexible solution for news production needs. It can be delivered as a failsafe disaster recovery system or as a live production system for news solution for video related assets. It is a flexible solution for news production needs. It can be delivered as a failsafe disaster recovery system or as a live production system for news solution for video related assets. It is a flexible solution for news production needs. 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The Solution:

Choosing a system that can grow with a team and keep up with technology is key. Inception News has allowed us to be more productive, organized and efficient. The end result is a better on-air product for viewers.

Jose Gaona, News Director / Operations Manager – KOSA CBS7

The Challenge:

KOSA-TV had an immediate need to replace their antiquated newsroom control system, and they needed a product that would bring them up-to-date with current technology as well as allow them to grow into the future. Their primary focus was the “integration” piece. “We wanted a system that fit our current production process, but would also expand to meet our future needs,” said Jose Gaona, CBS 7 News Director. “In our business, news-gathering technology is constantly evolving, and we needed a system that offered the ability to stay ahead of that curve. At the same time, we also wanted to fix our future operating costs and avoid the pitfall of recurring licensing fees that continue to skyrocket.”

KOSA’s previous system limited their ability to utilize technology in the news gathering process. It was designed to bring in wire copy, create rundown and archive shows – but it had limited options for planning and organizing a large team of people, who all move in many directions throughout the day. The tools available to them for their assignment desk fell short – a process that promoted efficiency and communication was required.

The Result:

With the help of Inception News, KOSA-TV now has better communication among their news staff. Their assignments manager can email reporters and photographers directly through Inception News, and in turn there are fewer mistakes, and a paper trail to verify that each person involved with a particular story understands the expectations required of them. Inception News offers so many tools, and the planning for daily news content is very thorough with many options for storing details about a specific story. “The newsroom system is the central piece of our operation. It literally touches every part of our day-to-day process including planning, producing and executing every newscast,” explained Jose. “Choosing a system that can grow with a team and keep up with technology is key. Inception News has allowed us to be more productive, organized and efficient. The end result is a better on-air product for viewers.”

Inception News has also allowed the producer to have almost complete control of the look and pace of the show. The producer handles every aspect of the newscast – from deciding exactly when video will roll to creating graphics to enhance the look of each story. Gary Williams, Executive Producer at CBS 7 News added, “I now have a complete grasp of all elements of my show. I no longer have to rely on several different people to handle each small task. I can create graphics at my desk, I can check and make sure video is edited and ready to air, and I can manipulate the show as breaking or developing news dictates. Fewer people in the mix has definitely reduced the chance for errors.”

The Solution: After researching many alternatives, KOSA-TV chose Ross Video’s Newsroom Computer System (NRCS) - Inception News. Inception News stood apart from other systems they considered and aside from the fact that it was easy-to-use and navigate, Inception News allowed the KOSA team to quickly find out what they were looking for, and move through the system with ease – not always the case when transitioning to a completely new system. Jose continued, “even though Inception News was new to the market, we trusted the parent company to provide a quality, cutting-edge product. Ross carries a reputation of reliability and customer service. That was certainly a game changer for us.”
The world has changed. It's faster paced, and we're bombarded with more information than ever before. In order for news organizations to succeed, they must adapt to the quickly evolving world of social media, and find new ways to plan and organize their content.

News productions must also leverage new platforms, no longer is it acceptable to simply broadcast over the air. To reach the broadcast audience, you need to produce content for all mediums, including broadcast, the Web, and social media in order to be successful. You need to engage your audience in a way that was never possible until now.

You need a modern newsroom system designed to solve these challenges. Inception is that platform. Whether you are looking for a first time editorial management system, or you are looking for a modern replacement of an existing system, Inception is designed to make your team more productive, more connected, and reach your entire audience.

Inception Editions

Organize, plan, and script your game day or live event in a real-time collaborative interface with rich customization for your production layout. Inception Live provides advanced timing capabilities and an optional workflow to interface with the Streamline asset management lineup. Inception Live provides advanced timing capabilities and a collaborative interface with rich customization for your production.

Inception is that platform.

Putting the power of social media at your fingertips. Leverage social media to reach your audience in a way that was never possible until now.

Web Based

Maximum Users

Included Users

Concurrent Users

System Features

Web Based

Instant Messaging

Active Search

E-Mail Alerts and Notifications

User Roles and Permissions

Blacklisted Word and Content Filters

Audio Visual

News and Live Features

Assignment Manager

News Wires

Contact and Graphs

IndeXed Search

Network News

Pipelines Scripts

Timing and Production Cues

Worklist Support

Story-centric Workflows

User-centric Workflows

Post-Production Workflows

Social Media Features

Incoming Accounts

Publishing

Plugins

Playback

Contact Scheduling

Integration Features

OverDrive QuickTurn

Feeds and Social Media Providers

INCEPTION EDITIONS

INCEPTION SOCIAL

INCEPTION SOCIAL ACADEMIC

INCEPTION SOCIAL EXPRESS

INCEPTION SOCIAL NEWS

INCEPTION SOCIAL STANDARD

INCEPTION SOCIAL LIVE

INCEPTION SOCIAL

INCEPTION SOCIAL ACADEMIC

INCEPTION SOCIAL EXPRESS

INCEPTION SOCIAL NEWS

INCEPTION SOCIAL STANDARD

INCEPTION SOCIAL LIVE

Sortable

News and Live Features

Assignment Manager

News Wires

Contact and Graphs

IndeXed Search

Network News

Pipelines Scripts

Timing and Production Cues

Worklist Support

Story-centric Workflows

User-centric Workflows

Post-Production Workflows

Social Media Features

Incoming Accounts

Publishing

Plugins

Playback

Contact Scheduling

Integration Features

OverDrive QuickTurn

Feeds and Social Media Providers

SQL Server

Oracle

MySQL

PostgreSQL

Database Support

Database Replication

Redundancy

HTTP Proxy Support

Support for SSL Encryption

HTTPS Proxy Support

Redundancy

Database Replication

RSS

Broadcast Interactive Media (BIM)

WordPress

Brightcove

Mass Relevance / Spredfast

Flickr

YouTube

Twitter

Facebook

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Feeds and Social Media Providers

SQL Server

Oracle

MySQL

PostgreSQL

Database Support

Database Replication

Redundancy

HTTP Proxy Support

Support for SSL Encryption

HTTPS Proxy Support

Redundancy

Database Replication

RSS

Broadcast Interactive Media (BIM)

WordPress

Brightcove

Mass Relevance / Spredfast

Flickr

YouTube

Twitter

Facebook

Feeds and Social Media Providers
Ross Video has a complete range of technical services available to ensure that your Inception 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 Inception 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.

Inception comes standard with a 12-month comprehensive warranty. **Software Maintenance** on Inception is available for an annual fee.

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

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