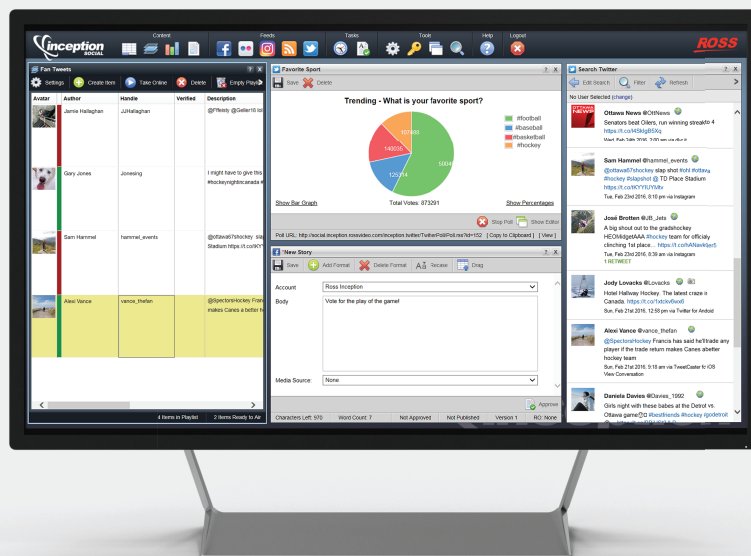# Inception is an innovative newsroom computer system (NRCS) and social media management tool.

For journalists, Inception offers increased flexibility to create content on the go with access on any device, including mobile, tablets, Windows and macOS. For editorial teams, Inception provides a story-centric workflow that allows for content creation across a variety of platforms including broadcast, web and social media.

Applications

- Small and mid-market news broadcasters
- Redundancy and disaster recovery applications
- Corporate keynotes and internal events
- Conferences and connected facilities
- Concerts and live streaming events
- Internal training and e-learning
- Journalism and multimedia education
- Esports tournaments
- Service providers

Give your editorial teams a collaborative tool that can accessed from anywhere. Live production doesn't always happen in a single location, so Inception sits at the heart of the workflow, bringing the team together to plan, collaborate, create, and execute. Deploy Inception in the cloud so that it becomes accessible from anywhere while still supporting a robust integrated workflow with other key pieces of the production workflow, including teleprompter, graphics, asset management, video playout and automated production control.

ROSS

Cloud Features & Benefits

- **Remote Access and Control -** Operate from anywhere, with anyone.
- **Broadcast Quality Production -** Move to the cloud without sacrificing quality.
- **Experiment and Explore -** Test out new ideas and formats.
- **Low Up-Front Cost -** Get started with minimal investment.
- **Speed of Deployment -** Reduce your time to air.
- **Extreme Flexibility -** Grow on-demand for large events or new productions.
- **Hybrid Workflows -** mixing on-premise and cloud environments seamlessly.
- **Centralized Maintenance -** Enable your engineering team to be everywhere.
- **Sustainability -** Lower your carbon footprint with cloud technology.
- **World Class Support -** Get support from the same people you've trusted with your live productions for decades.
- **Unmatched Expertise -** Rely on our cloud experts to help design your workflow, provide networking and security advice, deploy the solution, and be a strong partner in your journey to cloud.

Product Features

- Start with the story. See how Inception can easily repurpose content across shows and platforms to increase efficiency and cut down publishing times.
- Eliminate printing and reflect changes in real time when using Inception on a tablet. News anchors can swipe between stories and even control timing of the show.
- Inception's robust MOS interface makes it easy to integrate with other broadcast devices like graphics, video servers, media asset management, teleprompters and automation, with full connectivity to on-premises devices (including legacy devices) securely and transparently.
- By centralizing web, social media and broadcast workflows into a single platform, teams can easily share content and information using Inception's built-in messaging and contextual discussions.
- Easily publish to multiple platforms from the same user interface. Engage your viewers with interactive polls and ability to search social media in real time. Build playlists of comments, photos and graphics that feed directly into on-air graphics.

Optimized for Cloud

- Designed Using AWS Well Architected Pillars
- Integration with IAM – Support for IAM roles for service-based authentication.
- Integration with Managed Services – Native integration with Amazon Aurora, Amazon OpenSearch, and Amazon S3, as well as other services.
- Multi-AZ Support – Can be deployed across availability zones for enhanced availability (redundant license required).
- Self-Healing Capabilities – Automatically recover in the case of an underlying instance failure or other unavailability event.

Estimated Cloud Costs

About $250 per month*

Estimated costs are per instance, across a single availability zone in the us-east-1 (N. Virginia) region, without redundancy, using the instance sizes and specifications recommended. Estimations are based on usage of four hours per day, five days a week. Results may vary based on usage, sources, and other factors and are provided as guidelines only.

Deployment Options

Available as a pre-built AMI or provided instructions to build your own AMI from a base image of your choosing. The product can also be deployed onto local virtual machines, or physical hardware if desired.

Ross Pricing

$250 USD Monthly Software licensing only, **does not include** cloud expenses.

Licensing Options

The product is available in both a perpetual license (with recommended annual maintenance plan) as well as monthly and annual subscription. A minimum three-month commitment is required for monthly subscription plans. Existing perpetual licenses can be migrated to the cloud at no additional cost. *

· *Professional service fees for commissioning and setup may apply for Ross to perform the migration of your data and existing infrastructure.*