

RURAL TV Farms Out Workflow To Autocue

Broadcast workflow specialist Autocue has announced the installation of an end-to-end newsroom, automation, media management, archive, video server, and prompting system for RURAL TV, a multimedia agribusiness and rural lifestyle network, which provides a workflow and content monetisation solution in a single, integrated and uncomplicated package.

Owned and operated by US-based Rural Media Group (RMG), RURAL TV recently launched on DISH Network channel 232, underpinned by a comprehensive broadcast system provided by Autocue.

Autocue provides a broad range of newsroom and control room software for all broadcast environments, all of which have been designed to improve workflow and significantly reduce production costs. Autocue's customers include national broadcasters, regional TV stations and, recently universities and colleges who are training the next generation of news presenters, engineering specialists and technical operatives.

Autocue's software and video server systems have been deployed at hundreds of sites over the last ten years. Their success is in part attributable to Autocue's active solicitation of input from users, which helps to guide how the products develop to mutual benefit.

For further information visit www.autocue.com

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