



## **For Immediate Release**

### **aQ Broadcast demonstrates multi-environment flexibility**

*A UK football stadium, Canadian and US churches and a US cable channel benefit from the flexibility of aQ's modular systems, whilst integration to third-party systems is extended*

**READING, UK. 12th September 2017** – aQ Broadcast Limited, which provides an integrated range of newsroom, scripting, automation and media management software alongside video server and production hardware, has announced a range of recent projects which reinforce the flexibility of its product range.

aQ Broadcast successfully widened its customer base over the summer not only on several continents, but across a range of customer environments beyond broadcast media. Five recent projects provide solid examples of the flexibility of the aQ aVS and QuBE products.

In Manchester, UK, a football stadium initially launched a 2-port aVS machine for playback only. This included hardware and software options to support playlist and sequencing along with marking, sub-clip and trimming functionalities. A Linux workstation was added with two JL Cooper controllers to provide remote server control for the video operator and director in the Gallery. After some test runs, the client requested the aVS be modified to include a third port plus recording capability. aQ is one of a few suppliers that offers custom development services, which enabled it to meet this customer's request for the ability to output content to two ports simultaneously – one 'clean feed' for the output to the 'jumbotron' screen and a parallel output showing a time countdown overlay for the monitor wall. This purchase made it possible for the customer to eliminate a costly rental for coverage of matches.

**Cont'd**

aQ had a different challenge for CrossRoads Evangelical Church in Alberta, Canada. Faced with regular overflow congregations, church leaders had to divert some to a separate part of their massive facility, but with a delay to allow for those churchgoers to be seated. A conventional aQ aVS 2-port server was configured to support an adjustable playback delay so that none of the congregation would miss any of the service. aQ also answered the church's request for ease of operation, given all-volunteer operators. The entire process, from beginning of record, through media delay, playback and end, takes just a few step-by-step presses on a button box. Eric Becker, Alberta sales rep with Applied Electronics, the aQ dealer in Canada, described it as "a perfect and simple solution to the customer's problem".

In the Chicago suburb of Geneva, Illinois, Chapelstreet Church faced a dilemma of how to stream their sermons between three church campuses. Chapelstreet reviewed other hardware and service options, but couldn't find a cost-effective combination with the right functionality. aQ approached this with their QuBE solution: three QuBE Broadcast Engines were configured, one as transmitter, one as receiver and one a switchable transmitter/receiver, to support the media streaming between locations. Any of the aVS machines may be upgraded to bi-directional later if required, simply by adding an appropriate input/output card. This provided a fully integrated, all-in-one hardware solution, with software included as a perpetual license. This flexible type of operation provided a cost-effective way of achieving multiple workflows within a single system.

The Massachusetts cable company Charter Cable needed a commercial playback facility for its Spectrum TV services. Through its dealer for the area, HB Communications, aQ provided a 2-port aVS with redundant power supplies and VDCP interface for control from a third-party system. The package also included software options to provide sequence playback mode, plus access to media via FTP.

The aQ aVS server product line is directly integrated with the company's own QNews news production system. However, aQ recently completed MOS integration with Ross Video's Inception News v12.1, alongside earlier integrations with iNews and ENPS, further illustrating its commitment to support different newsroom configurations and workflows for its customers.

***Cont'd***

According to aQ Broadcast CEO Neil Hutchins, “our range of hardware platforms and ability to configure them in so many ways, plus develop custom software as required, is our key to success in meeting the specific requirements of our customers”.

###

**About aQ Broadcast:**

aQ Broadcast Limited was established in 2013 after a management buyout of the workflow division of Autocue and is now the only British company to design, develop, manufacture and support an integrated range of scripting, newsroom, automation and media management software alongside video server and production hardware. aQ Broadcast is headquartered in the Thames Valley, UK, with offices across the UK, in Charlotte NC, USA and in Auckland, New Zealand.

aQ Broadcast will be exhibiting at IBC 2017 – hall 10, A42c, as part of the UK ‘NXTech zone’

**Company contact:**

Neil Hutchins

UK: +44 (0) 118 324 0404 ext 202

[neil.hutchins@aq-broadcast.com](mailto:neil.hutchins@aq-broadcast.com)

[www.aq-broadcast.com](http://www.aq-broadcast.com)