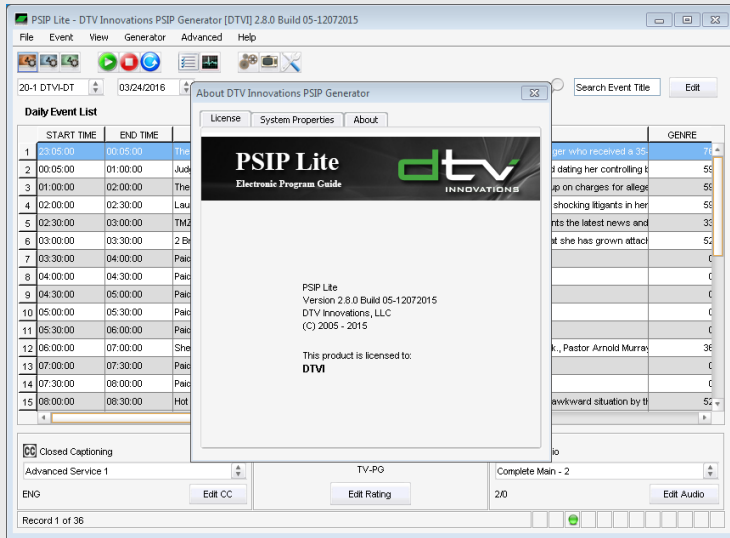




PSIP Lite

Software as a Service Program Guide



Designed specifically for LPTV stations

From the same product family as DTV Innovations' industry leading and widely deployed PSIP Pro

Meets All ATSC Standards, Recommended Practices, as well as FCC mandates, reports, and orders

Seamless integration with major brand Encoders and Multiplexers

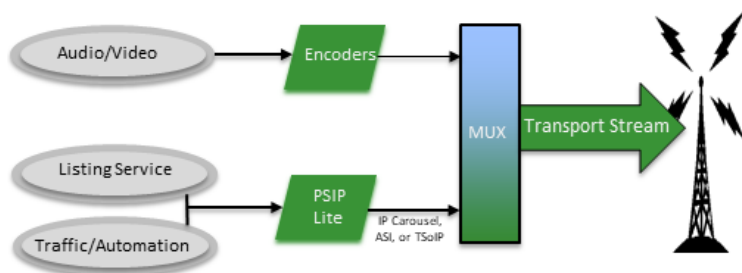
Robust interface with program management including listing services, traffic & automation systems

Reliable, intuitive, complete, and cost-effective System

COST-EFFECTIVE DYNAMIC PSIP

DTV Innovations' **PSIP Lite** is a complete PSIP solution offered as a **Software as a Service** package. It contains the same advanced capabilities and user-friendly graphic interface as DTV's PSIP Pro at an entry-level price making it ideal for LPTV stations. It meets all FCC requirements, and supports ATSC recommended practices. **PSIP Lite** is a stable, reliable **Software, Hardware, and Service** solution at an affordable price.

PSIP Lite provides a comprehensive list of interfaces to most major brand MPEG-2 encoders and multiplexers.



DTV's **PSIP Lite** has an easy-to-use software GUI that allows generation, editing, navigation and searching of program schedules. It includes advanced EPG management functionality such as recurring events, default events, search event gaps, search event overlap and event over-run control. **PSIP Lite** was designed as a robust system while minimizing user input time in setup and administration.

PSIP Lite can output in either DVB-ASI or IP streaming format ensuring compatibility with most major brand encoders and multiplexers.

PSIP Lite includes software, hardware, and service – including initial training and ongoing support from a single provider thereby guaranteeing interoperability.

VISION + INNOVATION



PSIP Lite

Software as a Service Program Guide

Base Features	EPG Management
Full Dynamic PSIP Generator. Meets FCC Standards, Report & Orders and ATSC Standards and Recommended Practice.	Manual Event Editing & Scheduled EPG Imports from Traffic and Listing Services such as Gracenote or TitanTV
Generates all required PSIP Tables: PAT, PMT, MGT, TVCT/CVCT, STT, RRT, EITs, ETTs	Multiple Source Ingest with Merge
Bandwidth Utilization as low as 50 kbps up to amount needed for additional virtual channels or extended time range	Event Overrun/Gap Management, Recurring and Default Background Event
Special Features	Service Information
Output Data Stream Monitoring & Streaming Control for ASI and TSoIP outputs	Unlimited Virtual Channel & Services per Channel (option)
Multiple Language Support	Closed Caption, AC-3 Audio, and Content Advisory Descriptors
Automatic Restart upon System Reboot	Redistribution Control and Genre support
Flat fee (no per virtual channel upcharge) during initial 3-year service term (option)	Provides 12 hrs (ATSC minimum) up to 16 days (ATSC maximum) of EPG data (EIT & ETT).
I/O	Up Front Cost Savings
UDP/IP or ASI Transport Stream Output to Encoder or Multiplexer	No CAPEX investment required; monthly fee includes software license, hardware, and telephone support
Real Time Synchronization with Automation and Program Management Systems	Telephone support is included in the base price
ATSC A/76 Program Metadata Communication Protocol (PMCP) import (optional license)	PSIP data services can be bundled for accounting efficiency
Key Advantages	Ongoing Cost Savings
Eliminates up front capital requirements compared to the typical software and hardware purchase	Low monthly fee actually decreases after initial 36-month term
Eliminates engineering time associated with normal software and hardware compatibility validation and testing	No need to budget for equipment replacement as the server hardware is included in the monthly service fee
Provides an easy upgrade path to PSIP Pro if your requirements change in the future	Eliminates unexpected repair costs due to hardware failure

VISION + INNOVATION