

Country-wide in Use MAGIC Telephone Hybrids in the ORF Studios

In 2001, the ORF installed the MAGIC ISDN Telephone Hybrid System for the first time. Since then, all ORF regional studios in Austria have been equipped with hybrid systems from AVT. In the Salzburg and Vorarlberg Regional Studios the compact MAGIC TH2

Telephone Hybrids are used to record telephone conversations at one-person workstations.



With the "Studio 2000" project the hybrid solution from AVT was introduced in the Salzburg Regional Studio. At that time two systems were installed in parallel at redundant producer workplaces. To avoid a reconfiguration of the ISDN interfaces both systems used the same ISDN bus with the same calling number. For this purpose the integrated redundancy operating mode of the system was used to easily switch to the active producer's workplace. After an extension by another

producer workplace, the concept needed to be

software can be adjusted to all situations. "Proposals and requests to improve or extend the functionalities are always willingly accepted by AVT. The implementation is done very quickly if there are any benefits for other users, too", says

changed since a flexible allocation of the lines to the different producer locations was required. Since then, in most Regional Studios the central hybrid solution with the MAGIC TOUCH ADMIN Software is used.



In the meantime all radio transmissions (discussions, gameshows, musical request programmes) are carried out with the AVT Telephone Hybrids. Dipl.-Ing. Thomas Houser names the simple operation and clarity of the system as well as the extensive options for configuration as reasons for the implementation of AVT systems. He argues that the

ORF

The ORF (Public Austrian Radio and Television Broadcasting) broadcasts three national radio programmes, which are Hitradio Ö3, Österreich 1 (cultural and information programme) and the cultural youth programme FM4, as well as nine regional radio programmes in the Regional Studios. The medium wave programme 1476 and the short wave programme, Radio Ö1 International, complete the choice of the ORF radio programmes. In the first half of 2005 the ORF could hold a market share of about 80% with 5.3 million listeners daily. The ORF competes with 67 private radio stations which are also broadcasting in Austria.

From 1998 until 2004 Dipl.-Ing. Thomas Houser was responsible for the



modernisation of studio equipment in the Regional Studios as project manager in the Studio Technology department. Since January 2004 he has taken over the operational tasks of co-ordinating the Regional Studios. In this position he co-ordinates the optimal use of technical resources and means of production of the ORF Regional Studios and develops long-term concepts for studio equipment.

Imprint

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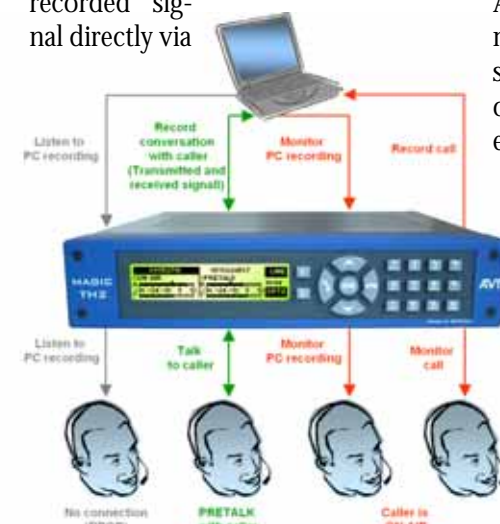


A Hybrid for all Cases

The compact MAGIC TH2 Telephone Hybrid for studio and outside broadcast vans

The MAGIC TH2 Telephone Hybrid is a compact ISDN double hybrid and incorporates additionally an analogue POTS telephone interface. In this way, the system can be optimally used for all applications. In the studio operation is possible via the front keypad and the display or via the separate MAGIC TH2 Keypad in a space-saving way. The 19" mounting brackets included in the delivery allow installation in 19" racks without any problems. However, in addition to the classic telephone hybrid application, the MAGIC TH2 offers some special highlights. The application illustrated in the picture shows the MAGIC TH2 used as a hybrid with **integrated monitoring function**. In this application the telephone conversations are recorded by a PC. The aim of the im-

plementation was an optimised handling to make, record and monitor a telephone call without changing the headset. If there is **no connection (DROP)**, it is possible to monitor the recorded signal directly via



the Audio outputs and the telephone headset interface. If a **connection exists (PRETALK)**, the conversation with the caller can be recorded directly by the PC as a mixed signal via the Audio outputs of the system. The mixing of transmitted and received signals is done in the MAGIC TH2. If only the caller's signal is to be recorded, **during a connection in the ON AIR status** the caller's signal can be monitored directly or any recording of the PC can be monitored. MAGIC TH2 - not only a hybrid but a hybrid for all cases!

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Small but powerful!

MAGIC AC1 now with ISO/MPEG Layer II

For the MAGIC AC1 Audio Codec the ISO/MPEG Layer II algorithm is now optionally available as an upgrade. The Layer II used is the one from the IRT Institut für Rund-



funktechnik, whose implementation gave the best performance during a listening test in spring 2005. MAGIC AC1 provides in the basic version the G.711 (3.1-kHz), G.722 (7-kHz) and ISO/MPEG Layer III (15-

kHz) coding procedures.

The MAGIC AC1 Audio Codec guarantees compatibility with most manufacturers' systems. Particularly simple is the use of the ITU-T J.52 Audio transmission standard. In addition, proprietary modes of other manufacturers are implemented to allow interworking with Codecs without J.52.

AI ways Up-To-Date

New Software Release 4.1 for the MAGIC ISDN Telephone Hybrid System

Finally, the time has come: from mid December onwards the new software release for the MAGIC ISDN telephone hybrid system will be available and can be downloaded from our homepage free of charge. Again we have implemented new and interesting ideas which emerged from many discussions with our customers:



- ♦ The **AGC (Automatic Gain Control)** has been completely revised - in collaboration with the RBB (Radio Berlin Brandenburg) in Potsdam. It now sounds clearly more "balanced" whereby over-modulation is no longer possible. Because of this, the desired AGC level can now be increased which leads to an improved **understandability of the callers**.
- ♦ The often requested **functionality to differentiate between a HOLD and a READY FOR ON AIR status** allows an improved caller handling. Until now, callers could only be put on HOLD after being in pretalk with the Screener. Then, the presenter usually took the call and put the caller ON AIR. However, many users wanted to "park" the caller first without letting the presenter see the caller to prevent him or her being put ON AIR. For this, the READY FOR ON AIR functionality can now be activated. The technician or the screener location can now "park" the caller by pressing the HOLD button. By pressing the HOLD button again the caller is put in the READY FOR ON AIR status which is signalled by green lettering on the HOLD button. In addition to this manual operating mode, an automatic function can be enabled. This function puts the caller automatically in the READY FOR ON AIR status after he has been in pretalk. A typical case could be realised in the following way: a caller calls, the assistant director accepts the call and puts the caller on HOLD first since he is talking to another caller. Afterwards he talks to the new caller in PRETALK and then puts him manually or automatically in the READY FOR ON AIR status.



View Assistent Producer

Only now the presenter (if the filter is enabled) sees the caller and can take the call to put it ON AIR.



View Presenter

- ♦ **MAGIC Screener** now incorporates a functionality which provides a **simple administration of the winners**. Via this new feature certain pre-settings can be made before the game starts, e.g. what can the participants win, how many prizes are available, etc. By pressing a single key the prize can be assigned to a caller and simultaneously an entry is created in the database. When all prizes are assigned, a warning message is displayed. Via the integrated functionality for mail-merge, fast processing of all callers is possible.



Additionally, some minor extensions and improvements have been implemented in the Screener software.

Please note that all components - MAGIC TOUCH or MAGIC TOUCH ADMIN, MAGIC TOUCH LAN and MAGIC SCREENER need to be updated. Because of the improvement of the AGC a firmware update is also necessary. By the way: if you want to be automatically informed about a new release, you can register on our homepage. The **Software Registration** you will find under **Service**. Please select **MAGIC ISDN Telephone Hybrid** and indicate at least your email address.

Like the year before, in September 2005 AVT exhibited

at the IBC in Amsterdam - one of the biggest broadcasting exhibitions in the world. At the International Broadcasting Convention 2005 (IBC) 1230 exhibitors presented their products in 11 halls. The number of visitors increased to approximately 43,000. The AVT stand could be found again in Hall 8 which themed Audio & Radio.

AVT on Tour IBC 2005 in Amsterdam

During the five days of the exhibition the AVT team presented the MAGIC DC7 and MAGIC AC1 Audio Codecs, the compact MAGIC TH2 Telephone Hybrid and the MAGIC ISDN Telephone Hybrid system to interested people from all over the world. Furthermore, solutions for DAB and DRM were shown on the AVT



possibility of creating a catalogue of questions before the gameshow



stand. A special highlight was the new DTMF Tone Analyser for the MAGIC ISDN telephone hybrid system. With the help of this extension, DTMF tones can be analysed whereby gameshows with up to 16 simultaneous participants can be handled quickly and easily. One of the software features is the

starts. In this way, realising a gameshow is as easy as it can be for the presenter. An immediate analysis of the answers and the concise presentation of the current score for each player are further helpful features of the DTMF Software.

On the road again - AVT in Berlin

In October 2005 AVT showed its innovative Audio products at a Roadshow. At the event in the Quality Hotel & Suites in Berlin the participants could inform themselves about the MAGIC DC7 and MAGIC AC1 Audio Codecs as well as the MAGIC Telephone Hybrids. The latest feature presented by the sales team was the MAGIC ISDN Telephone Hybrid DTMF extension system for the anal-

ysis of DTMF tones. After the systems had been explained in clear presenta-

tions, a live demonstration was carried out so that the practical aspects were not



missed out. On the spot, the participants could see for themselves how easy and uncomplicated the operation of the MAGIC systems is and what advantages they offer. The final discussion concluded the event. The participants were enthusiastic about the products and called the event a complete success.