

NRCS

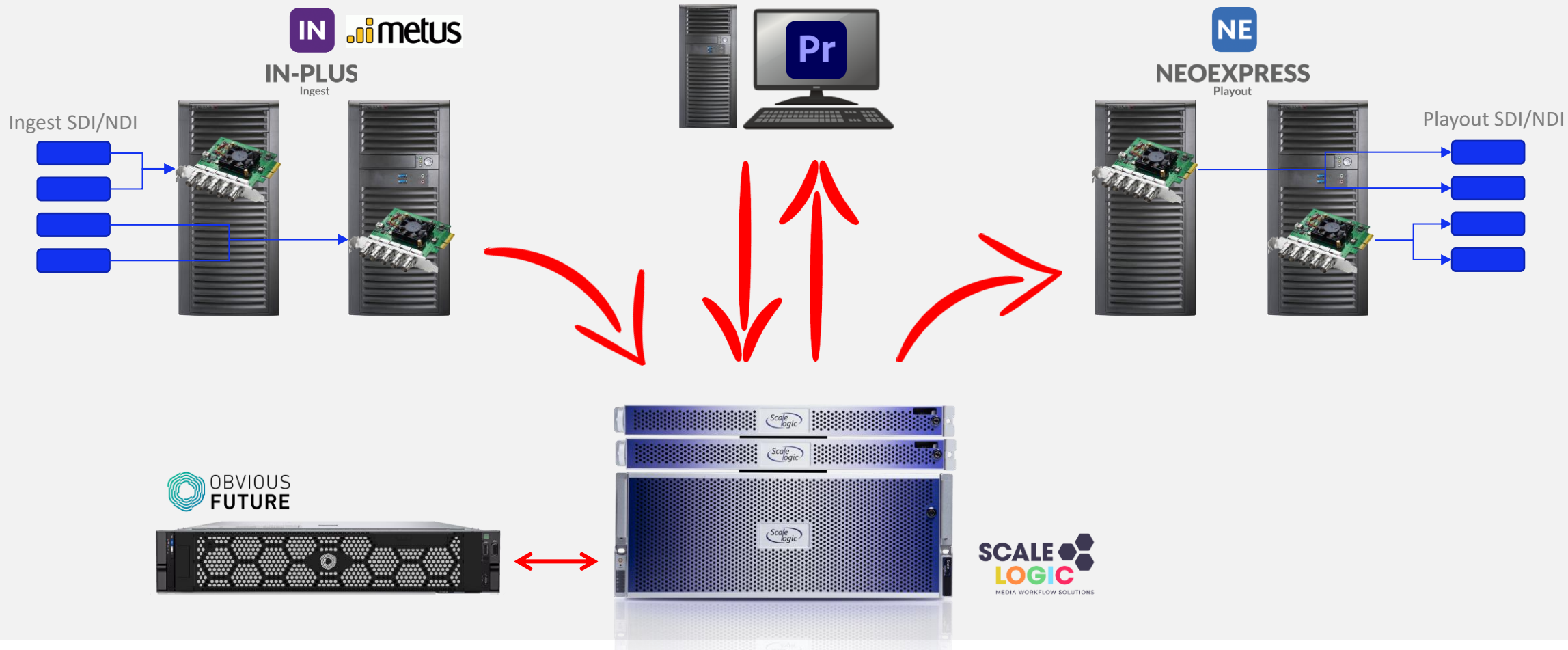
Automated Production Workflow

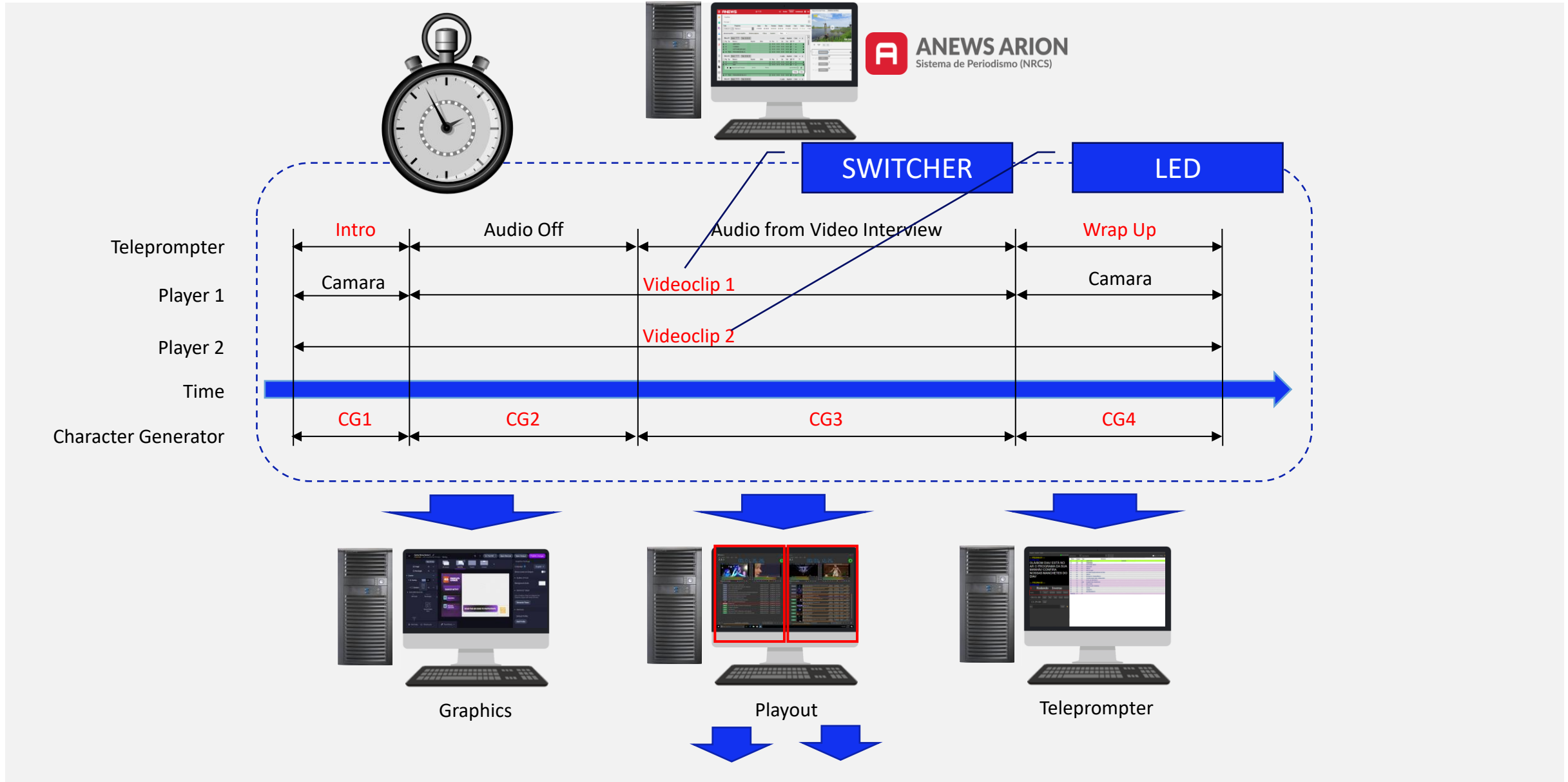


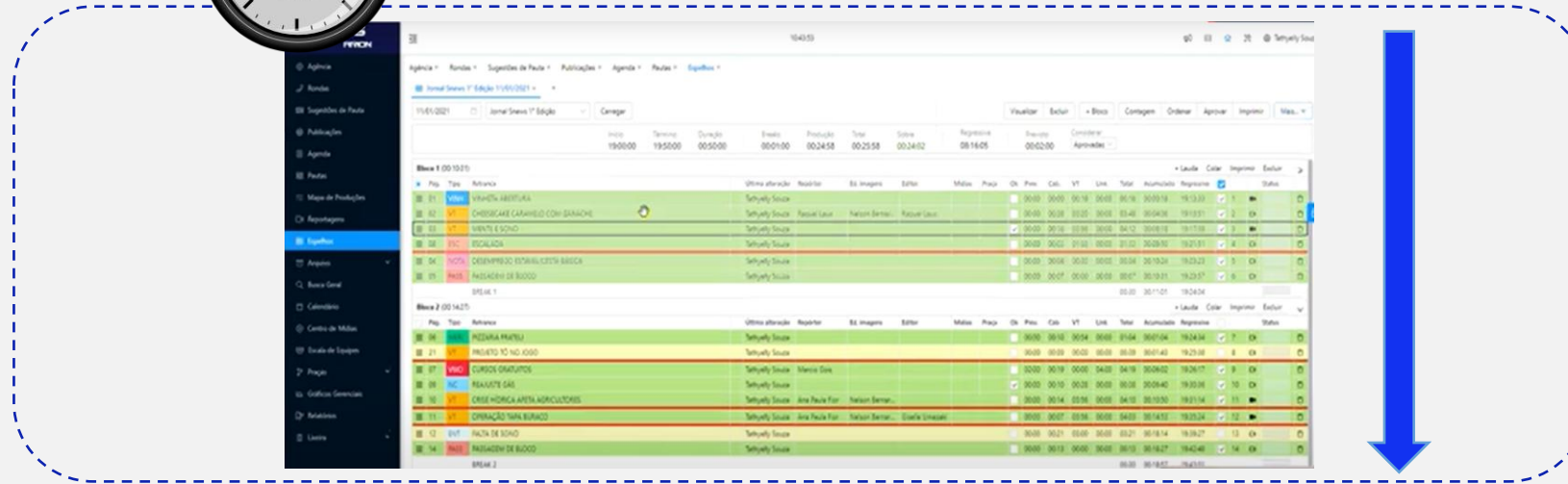
NRCS

A Newsroom Computer System centralizes all information and tasks, enabling seamless collaboration among journalists, editors, and production teams. Its primary functions include:

- **Content and Workflow Management:** The system helps organize and track the production process from initial planning to final output, often incorporating automation to increase efficiency.
- **Collaboration:** It provides tools for team members to communicate, share messages and media, and coordinate assignments, whether they are in the newsroom or working remotely in the field.
- **Integration:** NRCS solutions integrate with various third-party devices and software using protocols like MOS (Media Object Server), including:
 - Graphics systems for on-air visual elements.
 - Video servers and playout systems for managing video and audio playback.
 - Non-linear editing (NLE) systems like Adobe Premiere and DaVinci Resolve.
 - Teleprompters for anchor scripts.
- **Multi-Platform Publishing:** Journalists can create and tailor content for various output channels, including TV, radio, websites, and social media platforms.
- **Rundown Management:** The system allows for flexible scheduling and organization of news segments within a program (rundowns), which can be updated in real-time.
- **Archiving and Search:** It automatically archives all stories and associated media, making it easy to search for and retrieve past content.







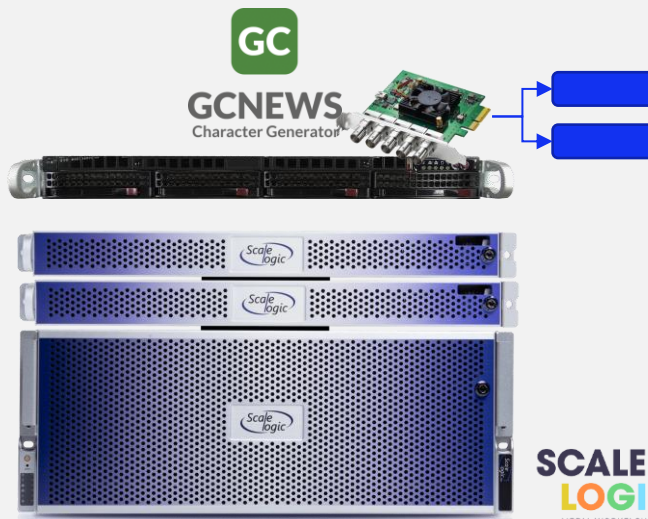
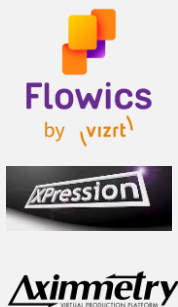
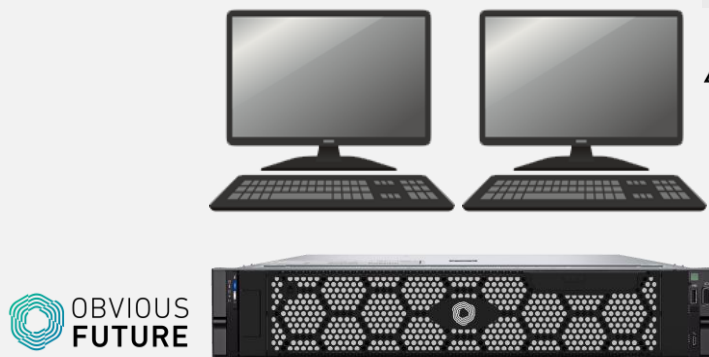
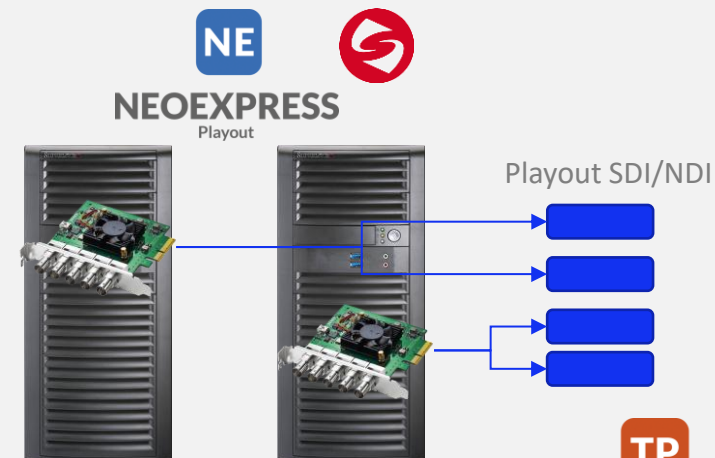
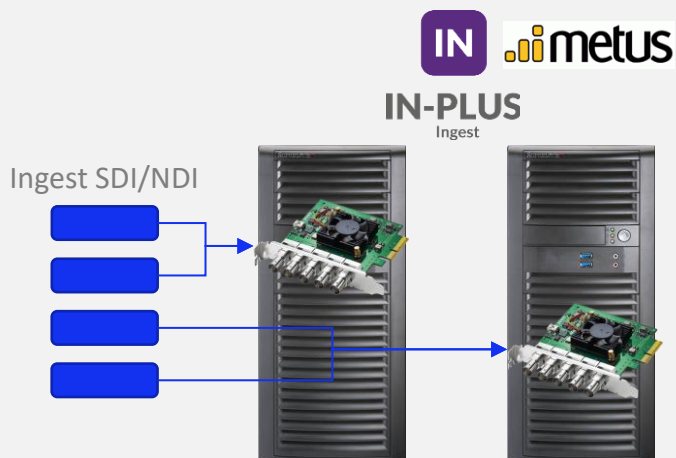
Graphics



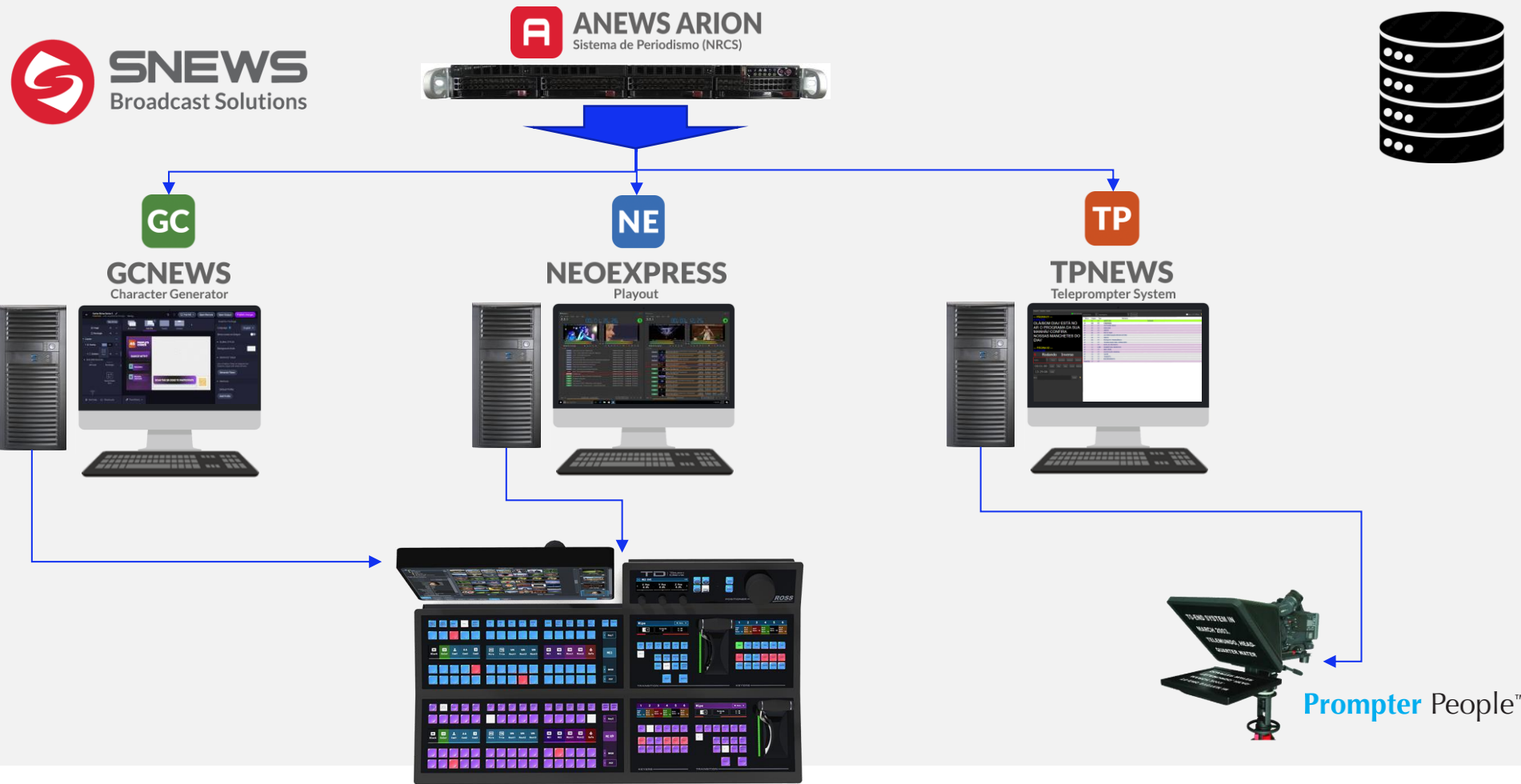
Playout



Teleprompter



Automated Production Workflow





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