



FOR IMMEDIATE RELEASE

SIENNA announces APC integration with NewTek TriCaster

London, UK (April 2nd, 2015). SIENNA today announced a new release of the the Sienna Media System which adds deep integration with NewTek TriCaster multi-camera video production systems for automated production control.

Sienna's extensive TriCaster integration brings full automated production control within the reach of any news or sports broadcaster. Sienna forms a sophisticated media asset management, edit integration and automation layer between TriCaster and MOS newsroom systems including ENPS, Inception, iNews, Octopus, and OpenMedia. With the NCS, producers can prepare a very complex news bulletin, including packages, vision mixer operations, virtual set camera moves, audio mixing, and on screen graphics. This rundown is then driven step by step in the Sienna AutomationX live-assist system controlling TriCaster.

“Sienna and TriCaster integration is a tectonic shift in the News industry, delivering fully automated production control with a price point an order of magnitude less than traditional systems.” said Mark Gilbert, CTO: Gallery SIENNA. “Delivering MOS driven automation of Video, Audio, Vision and Audio mixer control, graphics and camera moves, Sienna unlocks the true potential of TriCaster for sophisticated live news bulletins”

The new integration supports:
TriCaster 8000, TriCaster 860, TriCaster 460, TriCaster 410 & TriCaster Mini.

The combined Sienna + TriCaster solution will be shown at the NAB exhibition in Las Vegas, starting 13th April at the following locations:

EMC Isilon (NAB booth SL8011) and AP/ENPS (NAB booth SL7606)

“We’re excited to welcome Sienna into the NewTek Developer Network. This combination of technologies provides newsrooms with a powerful alternative to expensive traditional automation systems and greater freedom to focus on telling the news” said Michael Kornet, executive vice president of Business Development for NewTek.

Sienna’s TriCaster integration is available today, from Approved Sienna Systems Integrators all over the world. For more information, visit <http://sienna.tv/tricaster.html>

About Sienna

Founded in 1992, Gallery revolutionised News and Sports Broadcasting with the launch of the SIENNA software family in 2007. Since then many of the world’s leading News and Sports broadcasters, including the BBC, AP, Sky, Fox, Turner and Televisa have enjoyed a seamlessly integrated media workflow with multi-platform delivery, multi-site media globalisation and tight integration with field journalists. For more information visit: <http://sienna.tv>

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Gallery • London • United Kingdom • +44 208 340 5677
Web : <http://sienna.tv> Web : <http://www.gallery.co.uk>