

## Qvest bridges the gap in playout workflows with introduction of makalu automation

09/06/2024

Cologne, Germany / IBC2024, Amsterdam. September 6, 2024: Qvest today introduces the latest addition to the makalu family of products in the form of enterprise level automation playout control. makalu automation has been designed to provide unparalleled versatility for any media playout workflows and is the first enterprise automation to control any third-party playout products both in the cloud and on prem, at the same time.

“This latest version of makalu has been designed to tackle key challenges that we know a lot of media organizations are having to deal with in today’s landscape,” commented Frank Mistol, managing director, Qvest Stream. “Production environments are more distributed than they’ve ever been. And playout operators always need to switch between control systems depending on whether their playout servers are in the cloud or on premise. Until now that is.”

Because of makalu automation’s completely environment-agnostic architecture, it can be used to control any third-party playout workflows regardless of whether they’re hosted in the cloud or on prem. This brings with it a huge number of not just operational efficiencies but also economic ones which are without a doubt the most important considerations for any media organization investing in new technology.

### **Versatility creates cost-saving**

For operators, they’re no longer required to train to use on multiple systems for each of their production environments; everything can be done in makalu automation for any third-party playout solutions. This means a reduction in up-front costs of the technology itself but also training costs.

And the use of a fair cost ‘pay as you grow’ subscription-based or usage-based pricing model which is seen across the entire makalu family of products.

### **Operational benefits**

makalu automation is built to be reliable whether it’s being used for linear, OTT, FAST channels or disaster recovery channel playout. Even as it runs 24/7, it can be trusted to deliver a continuously high level of service and remain completely secure.

And to try and make overly complicated playout workflows a thing of the past, makalu automation's 'single pane of glass' design is incredibly simple to use whether you're a seasoned operator or new to the role. It also helps to achieve the collaborative remote work needed in today's media operations with 'access from anywhere' functionality to allow operators to control their playout workflows from wherever they are, regardless of if they're part of a distributed teams or working from a mobile outside broadcast facility.

Frank Mistol continues; "Our products are used by broadcasters and media organizations all over the world. So we make sure that in any new product release, we're creating truly benefits-led technology. That's why one of the key features of makalu automation is its ability to open media playout workflows and remove vendor lock-in which we know is a frustration to many.

makalu automation is the latest addition to the makalu family; a lineup of products designed to address the challenges met by organizations in their media playout workflows. With products for enterprise automation, linear playout, event/pop-up playout and disaster recovery operations, the makalu family is all about delivering compelling content quickly, reliably and at the highest quality on any given device.

makalu automation – and the rest of the makalu family – will be available to see demonstrations of on the Qvest booth 10.C24 at IBC2024 between 13-16 September at the RAI Amsterdam.