



***TEDIAL applies its technology to implant the “tapeless” model in ESPN Sur TV channel, Argentina.***

*Málaga, February 26th 2008 - ESPN Sur chooses TEDIAL technology to modernizing its installations in Argentina. The objective is to set ESPN Sur (Argentina) at the forefront of technology applying TD TARSYS©. TARSYS is the content manager that allows to implant the tapeless model in television, including all servers and systems involved in processes of ingesting, production and digital broadcasting. TARSYS is integrated with the Sport Editorial Office of ESPN Sur, which consists of AP-ESPN (associated Press electronic News Production system) and AVID Interplay.*

*The technology of TEDIAL to create and monitor media flows (MPM, Media process Manager) automates the exchange of media and metadata between editorial office and digital archive. MPM imports, from ENPS, news' associated texts, and the previous cataloguing (locators and complementary metadata) in Interplay. That is how TEDIAL contributes improving ESPN production, still using the whole documentation work from editorial office.*

*The integration of TEDIAL in ESPN Sur, makes digital archive and editorial office a production unity, where the editor can incorporate material to the project, by a simply drag&drop operation between the consult client, TARSYS, and the selected window in AVID editor.*

*TEDIAL has optimized the storage in ESPN Sur including AST as part of the solution, allowing partial recovering of video fragments. AST, HSM system (Hierarchical Storage Manager) of TEDIAL, applies intelligent policy to automatic migration of discs-tape library, and makes possible a dynamic swinging of flows that get in & out to storage system, maximizing the available bandwidth.*





*“ESPN” is synonym of “sport”. ESPN has become a multiplatform trademark, covering whatever sport fans need. To be clearer, ESPN has become the meeting point for each sport lover around the world. ESPN has that kind of distinction providing the best news about sport, and an unequalled covering of a big range of events and sports leagues. Nowadays, fans consume sports in different way: television, radio, Internet, press, mobile phones, etc. The advantage ESPN has is that it counts on leading entities in several media. The key to present and future success of ESPN is to serve to sports lovers by integration with many other different media.*

**About Tedral.**

*Tedral, Tecnologías Digitales Audiovisuales, is a 100% Spanish company that focuses its work on the development of R+D+I products in audiovisual technologies sector, bringing custom-made solutions of digitizing, cataloguing and archive, using its own technology.*

*For more information, visit our web site: [www.tedral.com](http://www.tedral.com)*