



## Press Release

### **ENENSYS LAUNCHES ENHANCED DTT AND CABLE LOCAL CONTENT INSERTION TECH AT NAB 2017**

**NAB, Las Vegas, 12<sup>th</sup> April 2017, Booth SU7813 and N328FP – the ATSC 3.0 Pavilion:** [ENENSYS](#), designers and manufacturers of digital TV transmission technologies, is launching its latest technology – Campaign Manager for [AdsEdge](#) - to allow DTT and cable network operators and broadcasters to increase revenues via highly cost-effective local content insertion.

Campaign Manager for AdsEdge joins the AdsEdge range, which provides targeted local content insertion in DTT and cable networks – typically ads, news, and weather. AdsEdge is a combination of server and splicer and is placed at the edge of networks (transmission sites, cable POPs) to provide dedicated, targeted content insertion based on geographical location.

Campaign Manager is the missing element that simplifies and ensures smooth operation of the overall content delivery process. It's a central server application that works by interfacing with the automation system (receiving playlists), the broadcast delivery chain, internal or external content servers and with [AdsEdge](#) to ensure that the right content is received correctly and is supplied to the splicer in the correct timeframe.

Campaign Manager also ensures that this content is delivered to air and then provides comprehensive reports and statistics to all those involved – broadcaster, network operator and content provider - once the content has been aired.

Richard Lhermitte, VP of Sales and Marketing with ENENSYS, said, “Campaign Manager is an important addition to AdsEdge as it fills a very real gap in the market. We are responding to a consistent issue that we have discovered while providing local content insertion. We have used our vast experience to develop a technologically elegant solution, one that provides peace of mind when it comes to accurate – and monetizable – content insertion.”

**About ENENSYS:**

Founded in 2004, ENENSYS Technologies designs and manufactures innovative professional hardware and software solutions enabling efficient video delivery over broadcast and telecoms networks.

The Broadcast Networks division of ENENSYS Networks develops equipment for digital Terrestrial TV, Targeted Content Insertion and Switches and IP Transport. Products are designed for use in the distribution network between encoding/multiplexing and transmission, facilitating signal distribution over a wide variety of networks. Focused on innovation, the company has acquired 22 patents to protect its intellectual property.

For more information,  
visit [www.enensys.com](http://www.enensys.com).

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