



Vista partners with Snell Advanced Media to provide customers with a comprehensive suite of Content Delivery Services



Channel Origination Technical Core

Vista's technical core is composed of the Morpheus automation systems, ICE Channel-in-a-Box and Momentum Workflow/Asset Management Systems from Snell Advanced Media (SAM).

A u t o m a t i o n :

- Morpheus automation system delivers robust and resilient content distribution, is scalable to multi-channel and multi-screen playout and is a perfect solution for national broadcasters, sports, network origination, central casting, business continuity and OTT.

P l a y o u t :

- ICE Channel-in-a-Box has an extensive toolset to manage playout operations, including single channel, multi-channel, multi-region, and multi-platform environments. ICE integrates all the operational, technical, regulatory, and commercial functionality required for broadcast playout environments.

M e d i a A s s e t M a n a g e m e n t :

- Momentum delivers flexibility, expansion capabilities, and ease of manipulation, a media asset management tool required to thrive in your dynamic and ever-changing workflow.
- Offering intelligent, flexible automation and control at every stage in the media chain, from ingest, cataloging, QC and editing to transcoding and multi-platform delivery.





Vista By - the - Numbers

Vista Studios is a **full-service**, independent production facility with state-of-the-art Studios, Sound Stages, Control Rooms and Production/ Executive Offices on-site. All strategically located in **Silicon Beach** with total 4K capabilities

- Vista Studios can produce in any standard, up-to and including 4K, allowing clients to produce in the highest standard available
- Our technical core is powered by the high-performance portfolio of Snell Advanced Media (SAM) to provide Vista's clients with exceptionally flexible, productive and efficient workflows
- Vista specializes in multi-camera productions
- 30,000 SQF facility, 17,000 SQF of stages
- 24/7 production facility with "End-to-End" production service solutions

Why Productions use Vista Studios

- Deep, longstanding relationships throughout the industry; technical vendors and system operators
 - Focus on supporting multi-camera live, encode, transcode, play-out/file delivery and post production
 - New distribution services and expertise based in IP delivery of files & signals
- Total Solution Provider — "End to End" service model configured to client needs
 - Cost effective, outsourced solutions provider for content creators — One-Stop Shop!
- Vista Management has over 30 years of broadcast news and live network sports experience

Vista Studios Services

Vista Studios offers **top-of-the-line services** in support of content creation, management and distribution

- 4K-IP Technical infrastructure
- 4 Sound Stages — Low velocity studio AC, production grade power
- 4 Production Control Rooms/Audio Control Rooms — Complete compliment of 3D DVE & scalable M/E resources AES67/Dante IP audio infrastructure...
- Remote Studio Production & Live Production Services — Choice of 4 production zones/stages, production offices with optional lighting, camera, and/or jib between both studios. Encode, 4K control rooms, VO, graphics, UPS, generator and choice of stage (green screen, hard set, or insert stage)
- Production Equipment Services — Cameras, teleprompters, encode, video library, media asset management and archiving
- Channel Origination — 24/7 NOC, ingest, QC, playback, multiple formats, channel branding, baseband or IP signal delivery
- Fiber Transmission — Inbound and/or outbound, 24/7/365 monitoring & Live event switching. Full path diversity
- Streaming Services — Real-time streaming for TVE, SVOD, OTT and VOD
- Post-Production — Craft edit suites/edit workstations, ingest, transcode, live ingest editing, media asset management, logging, LMS archiving all on a shared storage platform
- Facility amenities — VO, makeup & green room, kitchen, conference room, ethernet & broadband, telecommunications, parking, janitorial, security
- Telecom/IT — Full service IT department on-site



Silicon Beach

THE destination for your next project and your new home for creative excellence

- Newest high-tech area with industry-leading companies. Playa Vista is fast becoming the Southern California hub of Silicon Valley or otherwise known as “Silicon Beach”. A growing number of tech’s biggest players including: Google, Facebook, Yahoo, Electronic Arts & YouTube have located offices in the area as their gateway to Hollywood’s entertainment

- Accessible — in the heart of LA and just 3 miles from LAX Vista Studios is located in the heart of Playa Vista where you will find Runway and Concert Park with a lineup of restaurants, coffee houses, theaters and trendy destinations. The neighborhood is close to major freeways and the beach it’s a 5 minute ride to Los Angeles International Airport



Management Team Expertise & Experience



- **Randall Heer, Founder & Partner, CEO** — Randall Heer is a New Media, Broadcast and Production Technologies Executive responsible for successful live event broadcast/remotes, studio production and channel origination operations for over thirty years. Randall’s career highlights include an Emmy Award for Technical Excellence for his work on Fox NFL Sunday. Randall served as the Manager of Engineering for HD expansion of Discovery Networks and was the leader as Engineer-in-Charge for launches of 13 Fox Cable networks. Randall formerly served as the V.P./General Manager of 3555 Hayden Studios.



- **Frank Gianotti, Founder & Partner, CMO/CRO** — Frank has over 20 years of experience in multiple facets of the entertainment business as a Producer, S.V.P. of Business Development, and Senior Management. His core area of focus is in Content Creation, Brand Development, Production, New Media and Broadcast Television. Formally, as Head of Business Development at 3555 Hayden Studios he developed an extensive roster of broadcast & studio clients including; Comedy Central, Current TV, Al Jazeera America, Direct TV, CJ Entertainment, Fox, Sony, Shine America, Qyou and MTV Networks.



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