

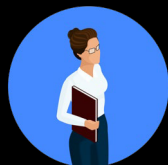
Max Cloud

Broadcasters are increasingly breaking free from traditional models to embrace technologies that support remote access and collaboration across the station group. Migrating production tools to cloud can help broadcasters achieve these goals and drive benefits for virtually every role in the newsroom:



General Manager

Optimize resources and remote workflows and reduce costs with a smaller hardware footprint.



News Director

Avoid news disruptions and protect TV ad revenue by enabling sister stations to fill in for each other if one goes dark.



Chief Engineer

Maintain, secure and operate less hardware.



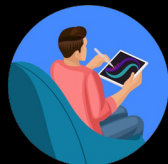
Producer

Accelerate production time with access to show materials from other stations in your group.



Meteorologist

Collaborate with meteorologists across your station group to increase overall output and monetization opportunities, improve quality, and fully leverage your Max investment.



Designer

Collaborate with designers from sister stations to create customizable graphics templates.

