



ATHENSA Enduser Pricelist - November 2021



ATHENSA Module/Bundle	Description	ASM (Annual Software Maintenance)	List Price	ASM Renewal
			USD	USD
ATHENSA Integrated "Channel-in-a-Box" Bundles				
Advanced "Channel-in-a-Box" HD Bundle	Includes Advanced Playout (AirBox) + AirBox PRO Option + Advanced Graphics (TitleBox) + Advanced Ingest (CaptureBox)	1st Year ASM is included	\$1,999.00	\$599.00
ATHENSA Playout Products				
Advanced Playout (AirBox) HD	Advanced Playout (AirBox) HD Software: Single-Channel Universal Content Playout with Multi Parallel Output Engine - Two simultaneous outputs (SDI or/and Streaming)	1st Year ASM included	\$1,599.00	\$479.00
STUDIO (Production AirBox) HD	STUDIO (Production AirBox) 4x HD Software: Four-Channels HD/SD player (4 simultaneous SDI outputs)	1st Year ASM is included	\$1,599.00	\$479.00
5xCh. AirBox IP Pump	5xCH AirBox IP Pump (in one dongle) - NO Graphics, MPG2 only	1st Year ASM included	\$3,999.00	\$799.80
10xCh. AirBox IP Pump	10xCH AirBox IP Pump (in one dongle) - NO Graphics, MPG2 only	1st Year ASM included	\$5,999.00	\$1,199.80
Automation Control Options (Per Playout channel)				
Playout (AirBox) PRO option INCLUDED in all new licenses	Playout (AirBox) PRO Option: * GPI & Router Control (Kramer, Leitch, VikinX, Pesa, Quartz, GrassValley Concerto/Acapella, Snell (Serial control only), BMD-Videohub, UMC) * LTC Timecode input for playback triggering * TitleBox Net Control - Control of TitleBox on the same PC or on remote PCs * 2D Video Scaling (Squeeze) of the playlist content * DTMF & SCTE 35 (DTMF part) Decoding for Commercial Insertion * MultiChannel Audio (up to 16 Audio Mono PCM Tracks) INCLUDED	1st Year ASM included	\$599.00	\$119.80
AirBox VTR Control Option	AirBox VTR Control Option - Allows control of up to 2x VTRs via RS422 Sony Protocol	1st Year ASM included	\$1,200.00	\$240.00
VDCP	VDCP - External automation control of AirBox in slave mode via VDCP protocol	1st Year ASM included	\$2,099.00	\$419.80
DTMF Cue-Tone Generator	Cue-Tone Generator and Inserter - DTMF Cue Tone Generator and Inserter	1st Year ASM included	\$699.00	\$139.80
SCTE-35 Cue-Tone Generator	Cue-Tone Generator and Inserter - SCTE-35 Cue Tone Generator and Inserter	1st Year ASM included	\$1,499.00	\$299.80
PlayList Converter	PlayList Converter - Automated conversion from various playlist formats.	1st Year ASM included	ask	ask

Centralized Router/Matrix Control Options (Multiple AirBox to control the same router)

Universal Matrix Controller	Universal Matrix Controller - Provides centralized control of routers (video hubs) and allows multiple AirBox/CaptureBox instances or other applications (e.g. MBM) to share the same routers (video hubs)	1st Year ASM included	\$1,299.00	\$259.80
IP Switch Option	ATHENSA IP Switch - software application for UDP IP switching/ routing between multiple inputs and/or outputs , using commercial-off-the-Shelf hardware * Can be installed on the AirBox/ AdBox server on a separate	1st Year ASM included	\$699.00	\$139.80

PLAYOUT Audio Options (Per AirBox Playout channel)

Playout (AirBox) Automatic Loudness Control	AirBox Automatic Loudness Control - Automatically adjusts audio loudness of media during playback according to ITU-R BS.1770, ATSC A/85, EBU R128 based on media metadata	1st Year ASM included	\$1,399.00	\$279.80
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ATHENSA DOLBY Digital Plus (AC3/E-AC3) Packs & Options

Dolby Digital Plus Decoder Pack	2x ATHENSA Dolby Digital (AC3/E-AC3) Decoders per audio stream * 2 Decoders – allowing seamless playback of two consecutive Dolby files in a single audio stream; * For SDI output only DeltaCast video boards are supported	1st Year ASM included	\$1,650.00	\$330.00
Dolby Digital Plus Decoder/Encoder Pack	2x ATHENSA Dolby Digital (AC3/E-AC3) Decoder & 1x Dolby Digital Plus Encoder per audio stream * 2 Decoders – allowing seamless playback of two consecutive Dolby files in a single audio stream; * 1 Encoder per output audio stream * For SDI output only DeltaCast video boards are supported	1st Year ASM included	\$2,150.00	\$430.00
Dolby Digital Plus Decoder	ATHENSA Dolby Digital (AC3/E-AC3) Decoder Option per audio stream * Additional Decoder - for Clip Trimmer Dolby Monitoring / Preview Purposes; * For SDI output only DeltaCast video boards are supported	1st Year ASM included	\$800.00	\$160.00
Dolby Digital Plus Encoder	ATHENSA Dolby Digital (AC3/E-AC3) Encoder Option per audio stream * Additional Encoder Licese per output audio stream * For SDI output only DeltaCast video boards are supported	1st Year ASM included	\$800.00	\$160.00

ATHENSA DOLBY E Options & Packs

Dolby E Decoder Pack	2x ATHENSA Dolby E Decoders per output audio stream * 2 Decoders – allowing seamless playback of two consecutive Dolby files in a single audio stream; * For SDI output only DeltaCast video boards are supported	1st Year ASM included	\$2,000.00	\$400.00
Dolby E Decoder/Encoder Pack	2x ATHENSA Dolby E Decoder & 1x Dolby E Encoder per audio stream * 2 Decoders – allowing seamless playback of two consecutive Dolby files in a single audio stream; * 1 Encoder per output audio stream; * For SDI output only DeltaCast video boards are supported	1st Year ASM included	\$2,700.00	\$540.00
Dolby E Decoder	ATHENSA Dolby E Decoder Option per output audio stream * Additional Decoder - for Clip Trimmer Dolby Monitoring / Preview Purposes; * For SDI output only DeltaCast video boards are supported	1st Year ASM included	\$1,000.00	\$200.00

Dolby E Encoder	ATHENSA Dolby E Encoder Option per output audio stream * Additional Encoder Licese per output audio stream * For SDI output only DeltaCast video boards are supported	1st Year ASM included	\$1,000.00	\$200.00
PLAYOUT Subtitling (Per AirBox Playout channel)				
SubtitleBox	SubtitleBox - Live subtitle insertion during on-air playback; PAC, EBU,SRT and SubtitlePlus subtitling files supported; * Proper Tape ID required for all subtitling files	1st Year ASM included	\$1,199.00	\$239.80
PLAYOUT Redundancy Options				
AirBox Backup Option	ATHENSA Single Backup Manager Option - 1:1 Automatic Redundancy Option * Conditional plugins - allows use of conditions while performing backup switching (e.g. send router switch command only if Live input is not active) * UMC (Universal Matrix Controller) support - provides centralized control of routers (video hubs) and allows multiple AirBox/CaptureBox instances or other applications (e.g. MBM) to share the same routers (video hubs) * UDP Switch Application	1st Year ASM included	\$799.00	\$239.00
Multi Backup Manager Option	ATHENSA Multi Backup Manager Option - N:M Automatic redundancy option * Conditional plugins - allows use of conditions while performing backup switching (e.g. send router switch command only if Live input is not active) * UMC (Universal Matrix Controller) support - provides centralized control of routers (video hubs) and allows multiple AirBox/CaptureBox instances or other applications (e.g. MBM) to share the same routers (video hubs) * ATHENSA IP Switch INCLUDED * ATHENSA UMC INCLUDED	1st Year ASM included	\$2,999.00	\$899.00
ATHENSA Workflow Software Options				
ListBox	ListBox - Standalone Playlist Editor/Scheduler	1st Year ASM included	\$499.00	\$149.00
ATHENSA DataBox mini-MAM	ATHENSA DataBox mini-MAM - DataBox is a highly integrated SQL-based content database for media and content management, allowing instant access to more than 20,000 records simultaneously. Content is classified by many aspects such as type, category, genres, keywords, credits and media. All ATHENSA modules obtain metadata information about visual content from DataBox. This enables many tasks such as logo overlay, archiving/retrieving data and building/conforming on-air playlists, to be simplified or completely automated. Content can be easily searched through	1st Year ASM included	\$999.00	\$299.00

TRANSFER (SafeBox)	TRANSFER (SafeBox) - Automated Content Transfer Including: - Automated content replication - Multiple in, Single out - Single in, Multiple out - Multiple in, Multiple out - Automated content removal - Speed and session limiting	1st Year ASM included	\$1,199.00	\$359.00
Quality Control / File Verification				
Quality Control Box (QCBox)	ATHENSA Quality Control Box Software: Quality control analysis and assessment of the quality of the media. Support of multiple quality tests such as: * Correct duration * Continuity (no missing or overlapped frames) * Frozen and black frames * Loudness metering (ITU-R BS.1770-3, ATSC A/85, EBU R128)	1st Year ASM included	\$1,999.00	\$399.80
ATHENSA CG & Graphics Playout				
Advanced Graphics (TitleBox) HD	Advanced Graphics (TitleBox) HD - Interactive CG Playout	1st Year ASM included	\$1,599.00	\$479.00
Advanced Graphics (TitleBoxPrep) Preparation HD	ATHENSA Advanced Graphics (TitleBoxPrep) Preparation License - Full-featured TB Template Creator/Editor with VGA Preview- Additional License for a Graphics Preparation Station (no "Production Video Output" TBPREP)	1st Year ASM included	\$999.00	\$299.00
Graphics LOGO	LOGO HD/SD Generator * Full-featured text captions with user definable font properties per character * Graphics of any file format in a still or "banner" template * Animated graphics including TGA sequence, animated GIF, Flash * Classic or digital clocks and counters * Sequencing of all objects in a slide show for a unlimited flexibility * Each object or slide displays and disappears with a transition * Each slide contains up to 5 graphics and/or text objects * Remotely controllable from ATHENSA AirBox servers for automated logo or title insertion including metadata-driven	1st Year ASM included	\$499.00	\$199.00
TitleBox DashBoard Player	TitleBox DashBoard Player - Editing, manual remote control & execution of TitleBox objects & templates (to be installed on TitleBox CG Server or on remote desktop PC)	1st Year ASM included	\$600.00	\$120.00
TitleBox List Player	TitleBox List Player - CG Template Play List player for TitleBox - manual execution or under 3rd Party Automation (via TB API) (to be installed on TitleBox CG Server or on remote desktop PC)	1st Year ASM included	\$600.00	\$120.00
ATHENSA Ingest				
Advanced 4-ch INGEST (CaptureBox PRO) HD/SD Four Channel License	Four CaptureBox PRO & PRO Option (CBPRO) & MultiChannel Audio (CBAUD) - Four Channel Automated tape and live video Ingest in HD/SD	1st Year ASM included	\$1,199.00	\$359.00
Single-ch INGEST (CaptureBox) HD/SD Single Channel License	Single CaptureBox & MultiChannel Audio (CBAUD) - Single Channel Automated tape and live video Ingest in HD/SD	1st Year ASM included	\$499.00	\$199.00

CaptureBox PRO option	CaptureBox PRO-Option: * GPI Control * Router Control (Kramer, Leitch, VikinX, Pesa, Quartz, GrassValley Concerto/Acapella, Snell (Serial control only), BMD-Videohub, ATHENSA UMC	1st Year ASM included	\$450.00	\$90.00
CaptureBox VDCP Option	VDCP - External automation control of CaptureBox in slave mode via VDCP protocol	1st Year ASM included	\$1,699.00	\$339.80
ATHENSA TimeShiftBox Products for TimeDelay of SD/HD SDI signals				
TimeShiftBox HD/SD	TimeShiftBox HD /SD Delayed Playback Application in HD/SD	1st Year ASM included	\$999.00	\$299.00
Dual Channel TimeShiftBox HD/SD	Dual Channel TimeShiftBox HD - Dual Channel Delayed Playback Application in HD	1st Year ASM included	\$1,799.00	\$539.00
HD/SD TitleBox CG for TimeshiftBox	HD TitleBox CG & Graphics Payout for HDTSB	1st Year ASM included	\$1,299.00	\$389.00
Dual Channel HD/SD TitleBox for TimeShiftBox	Dual Channel HD TitleBox CG & Graphics Payout for HDTSB-2C	1st Year ASM included	\$1,999.00	\$599.00
ATHENSA Collaboration Products				
SocialMediaBox	NEW!SocialMediaBox Software ATHENSA client/server application for integrated social media content management using SQL-based data storage. It supports multi-user access and multiple outputs - access for 3 users - 3 outputs	1st Year ASM included	\$2,199.00	\$439.80
SocialMediaBox – Additional User/Channel	NEW!Social Media Box one additional user and one additional output	1st Year ASM included	\$380.00	\$76.00
SocialMediaBox – 10 Channels Upgrade Package	NEW!Social Media Box 10 channels upgrade package (includes 10 additional outputs and 10 additional users)	1st Year ASM included	\$3,700.00	\$740.00
Multi Payout Manager – Local	Multi Payout Manager Software – Local ATHENSA AirBox Remote control via WEB browser - up to 5 users - Single AirBox Instance (Installed on same Server)	1st Year ASM included	\$500.00	\$100.00
Multi Payout Manager – Local - Playlist Editor Option	NEW!Playlist Editor Option for MPM Local Allows offline playlist creation, editing and remote file uploading - up to 5 users - Single AirBox Instance (Installed on same Server)	1st Year ASM included	\$250.00	\$50.00
Multi Payout Manager – 8 Channels	Multi Payout Manager Software – 8 Channels ATHENSA AirBox Remote control via WEB browser - up to 15 users - 8 AirBox Instances *Requires Windows 2012 Server OS	1st Year ASM included	\$1,200.00	\$240.00
Multi Payout Manager – 8 Channels - Playlist Editor Option	NEW!Playlist Editor Option for MPM 8 Channels Allows offline playlist creation, editing and remote file uploading - up to 15 users - 8 AirBox Instances	1st Year ASM included	\$600.00	\$120.00

Multi Playout Manager – 16 Channels	Multi Playout Manager Software – 16 Channels ATHENSA AirBox Remote control via WEB browser - up to 25 users - up to 16 AirBox Instances *Requires Windows 2012 Server OS	1st Year ASM included	\$2,000.00	\$400.00
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Multi Playout Manager – 16 Channels - Playlist Editor Option	NEW! Playlist Editor Option for MPM 16 Channels Allows offline playlist creation, editing and remote file uploading - up to 25 users - up to 16 AirBox Instances	1st Year ASM included	\$1,000.00	\$200.00
Multi Playout Manager – 32 Channels	Multi Playout Manager Software – 32 Channels ATHENSA AirBox Remote control via WEB browser - up to 50 users - 32 AirBox Instances *Requires Windows 2012 Server OS	1st Year ASM included	\$3,100.00	\$620.00
Multi Playout Manager – 32 Channels - Playlist Editor Option	NEW! Playlist Editor Option for MPM 32 Channels Allows offline playlist creation, editing and remote file uploading - up to 50 users - 32 AirBox Instances	1st Year ASM included	\$1,550.00	\$310.00
Multi Playout Manager – Enterprise	Multi Playout Manager – Enterprise Software: ATHENSA AirBox Remote control via WEB browser - more than 50 users - more than 32 AirBox Instances *Requires Windows 2012 Server OS	1st Year ASM included	ask	ask
ATHENSA ScheduleBox Single Channel	ATHENSA ScheduleBox Software: Advanced Scheduling System with WEB access * Single Channel * Up to 10 users *Requires Windows 2012 Server OS	1st Year ASM included	\$5,999.00	\$1,199.80
ATHENSA ScheduleBox 5 Channels Upgrade Package	ATHENSA ScheduleBox 5 Channels Upgrade Software Package: Advanced Scheduling System with WEB access * 5 Channels Channel * 10 additional users per channel ## Requires SchB-1	1st Year ASM included	\$5,999.00	\$1,199.80
ATHENSA SubTitle Preparation & Burn In Products				
SubtitlePlus Lite	SubtitlePlus Lite - Text translation and editing, subtitle page preparation, subtitle layout, timecode alignment, file playback	1st Year ASM included	\$280.00	\$56.00
SubtitlePlus Personal	SubtitlePlus Personal - Same as Lite, plus Video-In and file-to-file & VGA Burn-in	1st Year ASM included	\$299.00	\$59.80
SubtitlePlus Professional	SubtitlePlus Professional - Same as Personal, plus most import/export capabilities	1st Year ASM included	\$1,999.00	\$399.80
SubtitlePlus Burn-in	SubtitlePlus Burn-in - Similar to Professional, plus hardware platform support for burn-in	1st Year ASM included	\$2,999.00	\$599.80
SubtitlePlus DVD	SubtitlePlus DVD - Same as Professional, plus DVD subtitle export for DVD authoring software	1st Year ASM included	\$2,199.00	\$439.80
SubtitlePlus Cinema	SubtitlePlus Cinema - Same as Professional, plus Film Export capabilities	1st Year ASM included	\$2,599.00	\$519.80
SubtitlePlus Player	SubtitlePlus Player - Burn-in station for ready projects, player-only, no editing capabilities, single channel	1st Year ASM included	\$1,499.00	\$299.80
SubtitlePlus Full	SubtitlePlus Full - Full blown SubtitlePlus bundle with all plug-ins available	1st Year ASM included	\$3,999.00	\$799.80

ATHENSA SubTitle DVB Products				
ATHENSA DVB Subtitle Server	1x SubTitle DVB Server – Automated DVB subtitle insertion * Provides a single channel DVB subtitling with 1x Language Package (10 additional subtitle languages regardless of channel assignment) * Can be upgraded up to 256 channels and 4096 subtitle streams on its ASI or Ethernet output, sent to a multiplexer with the appropriate data inputs. *Requires an Ethernet connection or a DELTA-ASI card	1st Year ASM included	\$5,999.00	\$1,199.80
Channel Package	Channel Package: Additional subtitling channel with up to 10 subtitle languages, regardless of channel assignment	1st Year ASM included	\$2,999.00	\$599.80
Language Package	Language Package: Ten additional subtitle languages regardless of channel assignment	1st Year ASM included	\$1,999.00	\$399.80
ATHENSA DVB Products				
ATHENSA DVB Muxer	ATHENSA DVB Muxer Flexible DVB multiplexing engine Basic functionality: 5x UDP inputs, expandable up to 255 inputs; Unlimited outputs. Sample applications: Generates Multiple Program Transport Stream (MPTS) output from multiple SPTS or MPTS inputs; PID filtering & remapping; Data insertion (i.e. subtitles, TeleText); PSI/SI generation; Retimestamping. 1x PSI / SI generator – System information generator	1st Year ASM included	\$1,999.00	\$399.80
Additional input for DVB Muxer	Additional input: UDP input (SPTS, MPTS, or data)	1st Year ASM included	ask	
PSI/SI Generator	PSI/SI Generator: Generates PAT & PMT tables on UDP or ASI Output	1st Year ASM included	ask	
ATHENSA Upgrades from Old PlayBox Licenses				
Old PlayBox "Channel-in-a-Box" SD/HD License Upgrade to ATHENSA Advanced "Channel-in-a-Box" HD License	PlayBox -> ATHENSA Upgrade SD -> HD Upgrade	Single One-Time Cost	\$1,299.00	N/A
Old PlayBox AirBox SD/HD License Upgrade to ATHENSA Advanced "Channel-in-a-Box" HD License	PlayBox -> ATHENSA Upgrade SD -> HD Upgrade AirBox only -> "Channel-in-a-Box" Advanced Bundle Upgrade	Single One-Time Cost	\$1,499.00	N/A
Old PlayBox TitleBox SD/HD License Upgrade to ATHENSA Advanced "Channel-in-a-Box" HD License	PlayBox -> ATHENSA Upgrade SD -> HD Upgrade TitleBox only -> "Channel-in-a-Box" Advanced Bundle Upgrade	Single One-Time Cost	\$1,499.00	N/A
Old PlayBox CaptureBox SD/HD License Upgrade to ATHENSA Advanced "Channel-in-a-Box" HD License	PlayBox -> ATHENSA Upgrade SD -> HD Upgrade CaptureBox only -> "Channel-in-a-Box" Advanced Bundle Upgrade	Single One-Time Cost	\$1,699.00	N/A
Old PlayBox AirBox SD/HD License Upgrade to ATHENSA Advanced PLAYOUT HD License	PlayBox -> ATHENSA Upgrade SD -> HD Upgrade	Single One-Time Cost	\$1,099.00	N/A

Old PlayBox TitleBox SD/HD License Upgrade to ATHENSA Advanced GRAPHICS HD License	PlayBox -> ATHENSA Upgrade SD -> HD Upgrade	Single One-Time Cost	\$1,099.00	N/A
Old PlayBox CaptureBox SD/HD License Upgrade to ATHENSA Advanced INGEST HD License	PlayBox -> ATHENSA Upgrade SD -> HD Upgrade	Single One-Time Cost	\$899.00	N/A
ATHENSA Multiple Year ASM Discount Policy				
Two Years ASM Package	20% additional discount over the standard One Year ASM price will be provided to any ATHENSA dealer/client who orders 2x years of ASM within the initial Purchase Order	-		
Three Years ASM Package	33% additional discount over the standard One Year ASM price will be provided to any ATHENSA dealer/client who orders 3x years of ASM within the initial Purchase Order	-		

Notes:

- 1) SubTitlePlus UGRADES between bundles - the difference in the price
- 2) Prices are in USD, EX WORKS Athensa US Office and do not include any local taxes or VAT
- 3) ASM for all products for the first year is included into the price of the product.