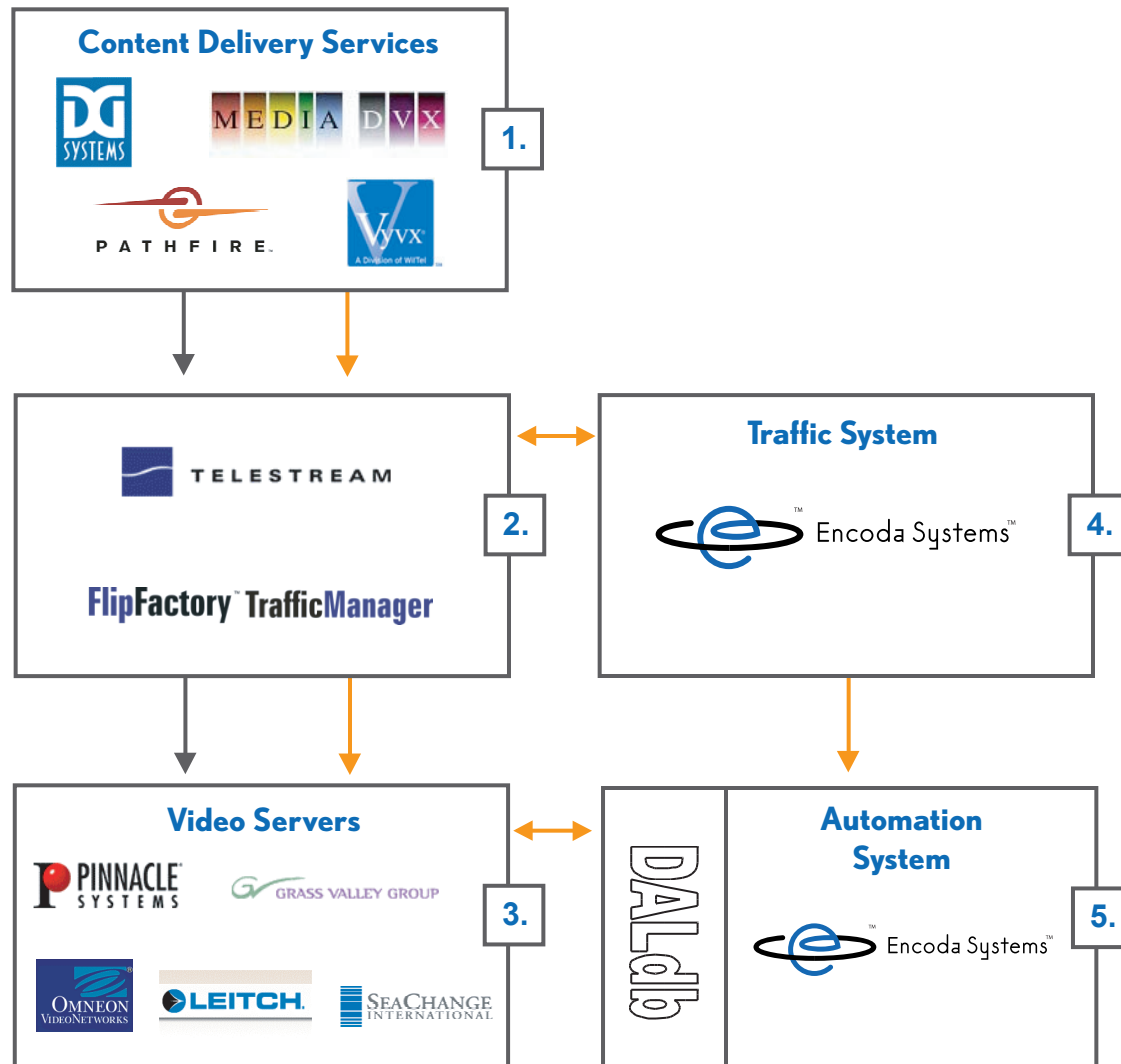


INTEGRATED METADATA FLOW



1.

- Material with embedded metadata arrives at the broadcast facility via a variety of services, in a variety of formats.
- This material and metadata typically resides on several different "edge servers," with no native connection into your broadcast video servers or critical systems, such as traffic and automation.

2.

- Telestream flips the video format to match that required by your server equipment.
- Telestream captures metadata and places it onto your video servers in Encoda's own material metadata format, enabling later recognition and retrieval of the material and all of its metadata by Encoda D-Series Automation.

3.

- Encoda has methods in place today for storage and retrieval of metadata on all major video server platforms.
- Telestream has the ability today to encode Encoda-compatible metadata on Pinnacle MediaStream.
- Similar capability may be added in the future for other manufacturers.

4.

- Telestream can utilize standard electronic dub list files generated by Encoda traffic systems to capture metadata from traffic, and recognize which material will be needed on your video servers for future broadcast.
- Because Telestream is reading traffic data, title mismatches between traffic and automation are eliminated.

5.

- Because of its revolutionary metadata-centric architecture, Encoda D-Series Automation is continually reading metadata from your video servers rather than relying on a separate, disconnected database.
- Unlike other automation system databases, which are a metadata repository unto themselves, Encoda DALdb database provides a virtual image of the actual content of your video servers and the metadata embedded with each clip.

Advantages:

- Reduced manual effort
- Reduced chance of inconsistent metadata across systems
- Because Encoda DALdb database itself is not essential to system operation, there is no chance of database corruption affecting on-air integrity.