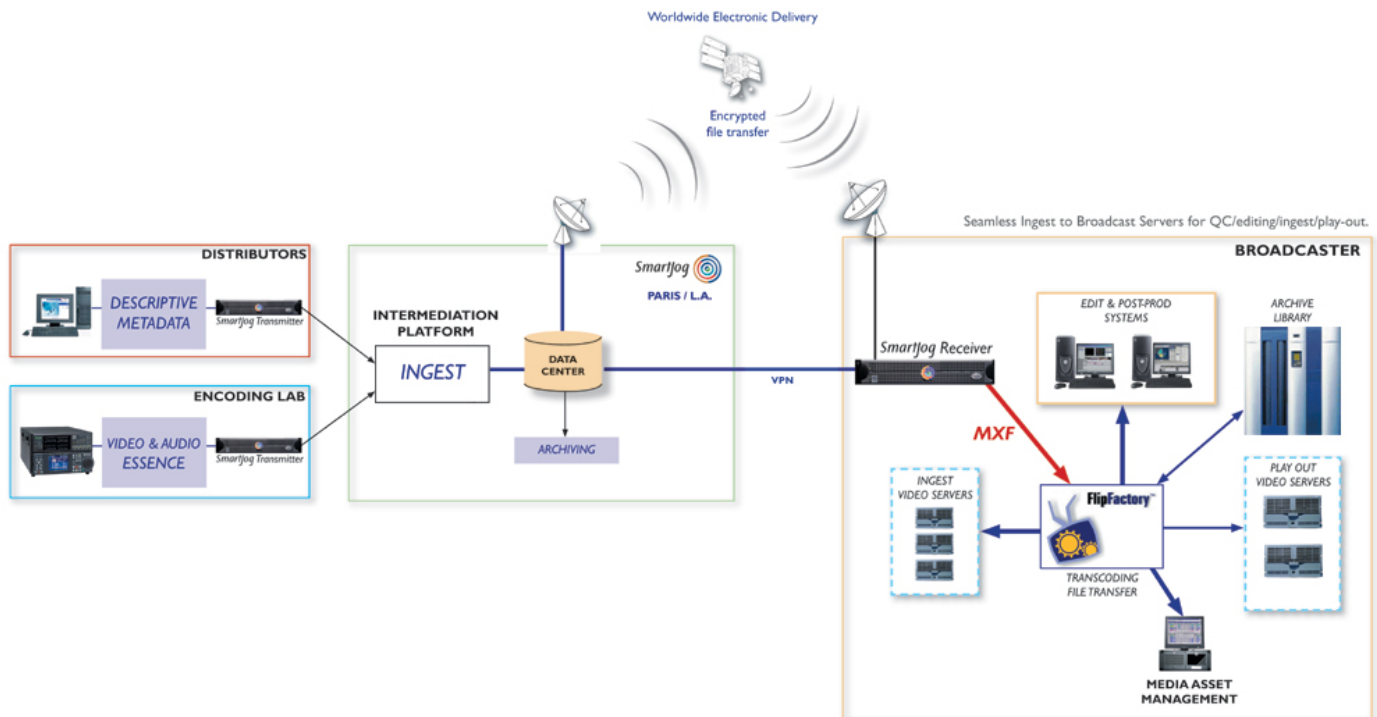## SmartJog   TELESTREAM

A seamless program delivery and ingest solution for broadcasters and post production labs worldwide

- Tapeless, end-to-end workflow from program acquisition to on-air broadcast

- Cost-effective solution: store, manage, forward and ingest TV programs as digital assets

Telestream and SmartJog have partnered to provide content owners and creators with an efficient and cost-effective workflow solution – from program acquisition to on-air broadcast. SmartJog offers worldwide digital distribution of screening, broadcast and post production material through a secure network combining electronic storage, terrestrial & satellite transmissions. Telestream enables automated ingest and a tapeless workflow in the broadcaster's digital environment, effortlessly moving media and metadata to destination systems: editing suites, media asset management systems and broadcast servers.

Providing a more efficient, tapeless workflow

Together, Telestream and SmartJog remove the potential logistical mine field of tape duplication, shipment, QC, editing and ingest. This time-consuming, physical process is replaced with a faster, more efficient digital workflow solution, with increased audio/video quality and enriched metadata – all at a lower final cost to customers.

SmartJog technology allows content owners to deliver digital files from one or more locations, via satellite and fiber, to any number of locations across the globe. SmartJog is the leading *store-and-forward* service for the international broadcasting industry, specifically enabling distributors to send TV programs and feature films directly to broadcasters and post-production facilities worldwide. Sending programs electronically over a secure private network eliminates the need to create tapes and the associated physical tasks of shipping, tracking, customs clearance, and quality-control. In addition, SmartJog provides managed international transfers of post production reference material.

By linking post-production facilities, distributors and broadcasters electronically, SmartJog offers the ability to store, manage, and forward TV programs as digital assets, as well as direct, digital transfer from their IT systems in a fully secure electronic environment.

At the broadcaster's end, SmartJog's receiver integrates with Telestream's FlipFactory file transfer solution to eliminate costly logistics, tedious lay-back to tape, material rejection, and digital-to-analog conversions. Instead, SmartJog automatically uploads broadcast files and associated metadata to FlipFactory which automatically reformats media into the exact formats used by the broadcaster's digital environment, and then effortlessly moves media and metadata to destination systems, including edit systems, media asset management systems and broadcast servers. The result is an enhanced and cost-effective tapeless, end-to-end workflow – from program acquisition to on-air broadcasting.

Why choose the combined solution

SmartJog and Telestream facilitate a seamless digital workflow from the original content to the final licensee:

- SmartJog provides electronic delivery of acquired long-form programming purchased by the TV station from leading international distributors
- Telestream provides automated, digital interfacing with broadcasters' legacy systems

Programming is a lengthy and time-consuming process for senders and recipients. Now, SmartJog and FlipFactory streamline this process with a simple *click, deliver and ingest* solution, which enables broadcasters to operate in a fully automated digital environment. Tape handling processes are eliminated. Plus, constant follow-up and tracking options throughout the encoding and digital transfer process enable problems to be detected immediately.

About SmartJog

SmartJog is the industry leader for international content delivery across the audiovisual Industry. Based on award-winning technology, SmartJog has developed a fully secure "extranet" which brings together the leading distributors, broadcasters and technical facilities worldwide. SmartJog offers cost savings to both distributors and broadcasters. Its business model is based on a per delivery basis. Media groups access SmartJog-provided connectivity without the need to invest in transmission capabilities themselves, all with a SmartJog rate card that is cheaper than the most competitive existing tape duplication and delivery costs.

Smart Jog Receiver details

Hardware: 2U 19" rackable industrial chassis, redundant power supply, Intel mono-processor Motherboard, 512 Mo RAM, 5 x 73 Go "hot-swap" RAID 5 protected disk storage, 2 onboard NIC, 1 PSTN modem, 1 DVB satellite downlink PCI card, 1 RS232/RS422 converter, 1 MPEG-2 VELA Cineview Pro XLe card

Software: Linux Debian 3.0r1, RBC IP/DVB multicast software, Cipher-ng and its private key for file decryption, VCM for remote control of the decompression board from a controller using the VDCP protocol, Software for Receiver administration and SNMP supervision

About Telestream

Telestream products have set the standard with the world's leading media and entertainment companies for the access and exchange of high-quality video via IP networks. The company's video delivery appliances, powerful workflow automation applications and reliable customer service have gained Telestream a worldwide reputation as *the industry standard* for universal media access, encoding, and delivery. Telestream's FlipFactory software applications provide automated transcoding between digital formats and file transfer between professional video systems.

Customer front-end: www.smartjog.com intermediation platform with strong authentication (USB key, PIN code)

Telestream FlipFactory details

Input/output format support: Extensive video and audio format support. See datasheet or website for latest details.

System requirements:

Windows™ 2003, XP Pro; Dual, DualCore Xeon 1.6 GHz Woodcrest Processor 4GB DDR Memory; SCSI hard drives; Dual 10/100 Ethernet