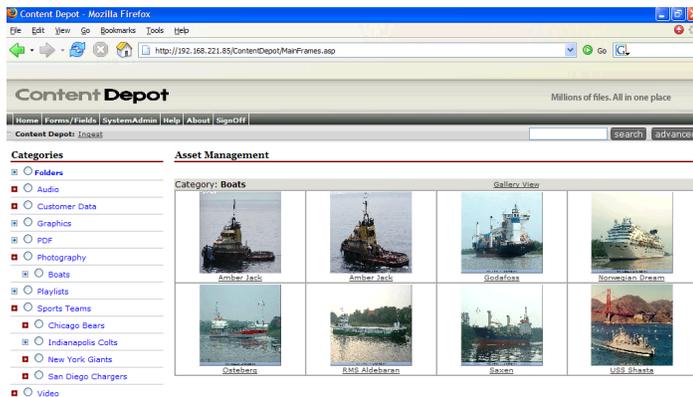


ContentDepot



TELESTREAM



An integrated, end-to-end Video Content Management solution with high-end functionality at an entry-level price

- Highly affordable, flexible, robust media asset management solution
- Accepts tape or digital source files for transcoding to multiple formats
- Quick, easy web-enabled access to media for viewing and reuse
- Seamlessly integrates digitizing, transcoding, indexing, storage, retrieval
- Open, scalable, future-proof solution

Content Depot and Telestream have partnered to provide small to medium-sized enterprises, as well as departments within large enterprises, with an affordable end-to-end solution for video content management. The combined solution is designed to help businesses digitize, transcode, index, store, search, retrieve, and re-purpose their video, audio, and rich media assets.

Meeting the Video Content Management Challenge

Mediaplex, a leading provider of content management applications, and Telestream, a leading media encoding and delivery company, combine the best of their respective technologies to provide a fully integrated, proven, end-to-end media asset management solution.

Telestream's ClipMail Pro accepts video and audio from virtually any video/audio tape format and encodes them to MPEG-1 or MPEG-2 files for network delivery to FlipFactory. Telestream's FlipFactory accepts digital media source files and transcodes them into multiple digital formats, including low-bit rate streaming formats such as Windows Media, QuickTime or Real.

The combined solution provides for crucial metadata entry and content indexing at the time media is encoded. Content Depot stores the rich media assets and allows users to easily search and access media via intuitive web browsers from either PCs or Macs. Telestream's ClipExpress can be used to receive high-quality MPEG files for full-screen viewing on a video monitor or large-screen projector. Additionally, Content Depot offers integration with Microsoft Office products, as well as Quark.

Because the combined solution allows users to create, manage and store multiple versions of rich media assets, it is excellent for businesses that need to create broadcast-quality video in MPEG-2 format and want to enable users in a distributed environment to browse and playback low bitrate versions of the video at their desktops. This solution is also a superb choice for businesses that simply want to digitize or preserve their existing analog video assets and make them available to end-users in browse format from either internal or external locations.

Why Choose the Combination?

With many content management products running well into six figures, the Content Depot/ Telestream video content management solution offers an impressive array of features at a price well below that of many competitors. In addition to the price benefits, this solution is easy to use and maintain. You can choose the level of security control you need. Backup and restore procedures are fully documented and easy to perform. This solution is built on open industry standards with flexibility and scalability to meet your growing needs.

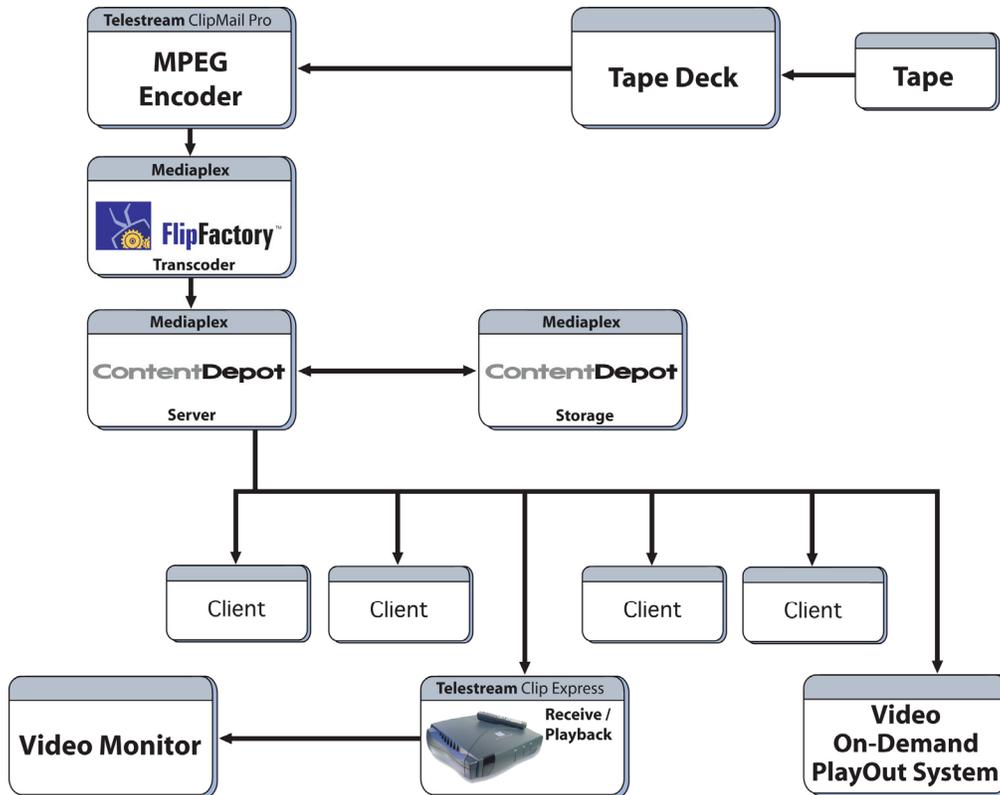
About Mediaplex

Mediaplex, an application service provider, has years of experience in the content management arena in addition to media buying, production and financial and advertising applications. Content Depot is fully integrated with leading software and hardware makers, using technologies from such companies as Microsoft, Apple, Adobe, Quark and Telestream.

About Telestream

Telestream products have set the standard with the most demanding media companies in the world for the encoding and delivery of broadcast-quality video and streaming media via IP networks. Telestream's ClipMail MPEG appliances and FlipFactory transcoding automation software solve the challenge of getting media into the asset management system and converted into formats needed to meet various workflows. Simple, fast and reliable are reasons why video professionals worldwide rely on Telestream technology.

Diagram depicting a typical Video Content Management solution



A typical workflow

Telestream's ClipMail Pro attaches to a tape deck to digitize and encode source media into high-resolution MPEG-2 files and to enable metadata entry. The Mediaplex Content Depot plug-in allows you to index the video during the encoding process. These are then sent to the Telestream FlipFactory application, running on a Windows server, for simultaneous transcoding of the MPEG-2 video into multiple digital file formats including low bitrate streaming formats such as QuickTime, Windows Media and Real. Digital source files can also be submitted directly to FlipFactory from an Avid or other nonlinear editor.

FlipFactory allows you to extract keyframes from the video, which creates a storyboard of the video asset.

Once the MPEG-2 video has been transcoded and keyframes extracted, these files are packaged with the metadata and loaded into Content Depot. You can then search Content Depot for the assets you wish to review and re-purpose. Content Depot's web-based interface allows users on both PCs and Macs to search and retrieve assets with equal ease of use. With Content Depot's new QuickTime playlists, you can create a list of QuickTime videos and play them back as one continuous video stream. After you review the videos, you can download them from Content Depot and deliver them to a low-cost Telestream ClipExpress receiving system for playout on a video monitor, or output digital files directly to an Avid editor.

Partner products:

Content Depot supports audio, video, graphics, documents, HTML and text files, including MPEG-1, MPEG-2, MPEG-4, Windows Media, QuickTime, AVI, MP3, Word, Excel, PowerPoint, JPEG, TIFF, EPS, Shockwave and Quark.

Content Depot requires a dual processor server running Windows 2003 Server as the operating system. Storage can be local, SAN or NAS. Content Depot uses Microsoft SQL Server 2003 for its database.

Telestream ClipMail Pro supports all the professional tape formats, encodes approval-quality MPEG-1 up to master-quality MPEG-2 50Mbps I-frame video.

Telestream FlipFactory supports MPEG-1, MPEG-2, MPEG4, MJPEG, DV, AVI, QuickTime, Windows Media, RealVideo, Avid JPEG & OMF, Flash animation, MP3, WAV, RealAudio, Clipstream Java video & audio formats, and more.

Telestream ClipExpress is ideal for receive/playback of high-quality MPEG files for creative review on large-screen monitors and includes easy-to-use hand-held control.