FRONT PORCH DIGITAL
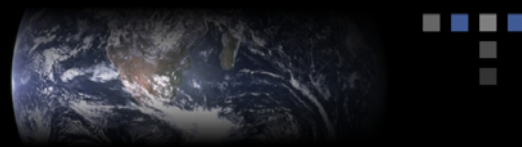
TELESTREAM

DIVArchive Digital Content Workflow with Integrated FlipFactory Transcoding

The digital evolution in broadcast has led to a new era of complexity dealing with format compatibility between digital file based devices. SMPTE specifications have led to a certain level of interoperability, but each video server, newsroom and editing device has its own very specific format requirements.

There are several stand-alone transcoding technologies available in the market, but having someone sitting in front of a user interface manually controlling these transcode operations is not an option as more and more digital devices are integrated.

Front Porch Digital's DIVArchive with integrated Telestream FlipFactory transcode functionality brings new capabilities to broadcasters and content providers who need to capture, convert, manage, and deliver digital video content. This solution delivers true interoperability by automating the direct exchange of digital video between broadcast video servers and broadcast, VOD or streaming servers.

DIVArchive solves these compatibility challenges with the tight integration of high bitrate and proxy transcoding technologies from Telestream.

Transcoding as a Fundamental Component of the Digital Content Workflow

DIVArchive now includes tight integration of transcoding solutions from Telestream in addition to its own BitScream product as part of the digital content workflow. Telestream's FlipFactory product is clearly the market share leader in transcode technologies and combines its transcoding with the market share leading, best of breed in storage management solutions from DIVArchive.

Through this tight storage, archive and transcode integration, you no longer need to worry about the particular format of any of the assets in your infrastructure. Simply select an asset in DIVArchive and the desired destination (including your Avid Unity systems) and DIVArchive will take care of the rest. DIVArchive intelligent content management passes requested assets through any number of integrated transcode engines to ensure content compatibility with the desired destination. If DIVArchive determines that the selected asset is compatible with the desired destination, the transcode step is simply bypassed. Transcode operations can include either a full format/bitrate/GOP conversion or a simple essence rewrap operation.

This "in path", integrated transcode is one of the reasons why DIVArchive continues to increase its dominance in the global storage and archive management marketplace as the only provider with this breath of functionality.

Advanced Transcode Control via DIVArchive Storage Plans

Storage Plan functionality in the DIVArchive solution can very granularly control automation content migration through tiers of storage in addition to transcoding. Content transcoding can occur automatically when assets are captured from source devices or when requested for delivery to destination devices. The important fact to note is that any required or requested transcoding occurs without any human intervention or monitoring and is a fundamental part of the DIVArchive integrated content workflow.

Scaleable and Fault Tolerant Solution

Building on the incrementally scaleable and fault tolerant architecture of DIVArchive, transcoding integration offers the same advanced functionality which customers have come to expect from Front Porch Digital. Their integrated transcode engine actually resides on the DIVArchive Actor servers so that content can be transcoded as it is being transferred between devices without the need for additional copies of the asset to be made. By adding DIVArchive Actors to a system, customers gain both incremental system bandwidth and also inherent N+1 redundancy protection. By adding DIVArchive Actor/Transcoders to the system, the customer will gain not only additional bandwidth and redundancy but also transcode horsepower. The DIVArchive Manager will automatically and seamlessly reroute any transfers or transcode operations in the event of an Actor or Actor/Transcoder engine failure.

Automatic Transfer and Transcode Load Balancing

The DIVArchive Manager intelligently load balances transfer as well as transcode operations as content flows through the system. Utilizing any number of Actors and Actor/Transcoders, transfer and transcode efficiency is always guaranteed. Front Porch Digital will work with customers to fully investigate workflow requirements and recommend the best solution.

Choice of Transcode Solutions

Front Porch Digital's latest DIVArchive release now includes support for Telestream's market leading FlipFactory solution, offering the industry's broadest and deepest file format transcode support available. To provide an alternative, Front Porch Digital continues to develop upon and offer its own transcoding product, BitScream, to customers who have specific requirements not satisfied by the FlipFactory application. During the pre-sales process, the Front Porch Sales Engineering team will work with the customer to fully define your transcoding requirements and ensure that the best transcoding solution is provided as part of the DIVArchive infrastructure.

By combining DIVArchive with these powerful transcoding solutions, customers now have the most powerful integrated storage management and transcoding solution available in the marketplace.