



TELESTREAM



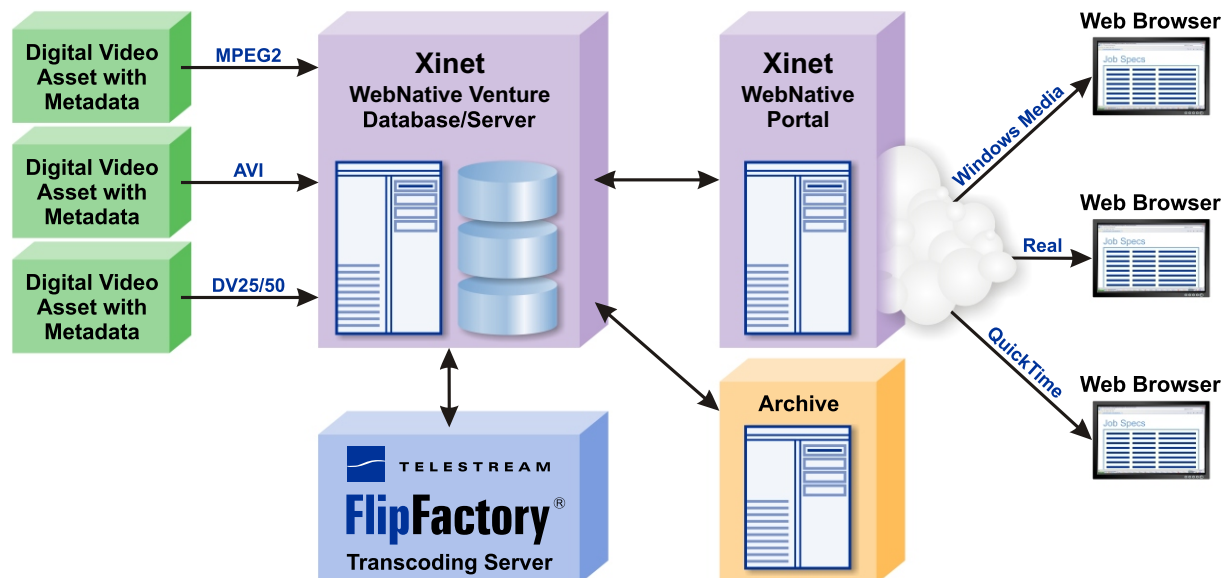
## Powerful digital asset management solution hosts video previews

- One easy-to-use interface for all media and document files
- View a wide range of consumer and professional video file formats
- Access key frames for content identification and browsing
- Add metadata to video assets, making identification even simpler
- Enabled by Xinet WebNative Venture and Telestream FlipFactory

Today's creative professionals require that professional video footage reside along with high-resolution graphic images and documents in their digital asset management system. By integrating with Telestream's FlipFactory server-based video transcoding software, Xinet® WebNative® Venture with Video Support meets their needs by allowing users to search, browse, and distribute previews of commercials, video news releases, motion graphics or any other video creative. The combined solution is ideal for:

- **Advertising agency account and creative management teams** who view and distribute previews of broadcast, point-of-sale, and out-of-home video creative to colleagues and clients
- **Corporate marketing communications and retail users** who maintain in-house files of video creative – as reference archives or as components of sales presentations
- **Interactive design houses** responsible for maintaining files of motion graphics and video – running entire sites through Xinet WebNative Portal

This product integration gives users easy connectivity between Xinet WebNative Venture and Telestream servers, allowing them to bring extensive FlipFactory video file processing into their DAM systems.



### How it works:

A dedicated Telestream FlipFactory® server is connected to a Xinet DAM server system. Video assets placed on the Xinet WebNative Venture server are identified and processed by the site's FlipFactory system. Once files have been processed, WebNative Venture ingests and stores small and large previews of key frames in the system's database for easy identification and browsing. When users log in via Xinet WebNative Portal, they can access video key frame previews within their web-browsers, along with many other preview options available to them from this workflow.



Integration with FlipFactory allows system users to see previews of virtually any professional video format, including:

- AVI
- Avid OMF/MJPEG
- Avid QT/DNxHD, QT/MJPEG
- DV25/50, DVCPro 25/50
- H.264/AVC
- MPEG-1 System Stream
- MPEG-2 DVD Elementary Stream
- MPEG-2 SD 4:2:0, 4:2:2 Transport Stream, Program Stream to 50 Mbps
- MPEG-4
- QT Apple Video
- VC-1
- Windows Media

Encode-only support is included for Flash with On2, Packet Video and Real formats in the base FlipFactory product. Additional professional video formats are available from Telestream as add-ons to the base FlipFactory product.

Preview frames of video files can be viewed through Xinet WebNative Venture or Xinet WebNative Portal gallery interfaces. Administrators can customize their needs, including select intervals for preview frames (e.g. one frame per 10 seconds, one frame per minute, etc.). They can set a maximum number of preview frames which will be stored in the WebNative Venture database for each asset. In addition, WebNative Venture users can apply metadata to stored video assets to facilitate search and job tracking. Video file previews and metadata are available for on-line review even if the asset is archived.

### **About Xinet and Xinet WebNative**

Xinet, Inc. is a leading developer of high-performance server software applications for graphics and media professionals. The Xinet WebNative product suite is a dynamic digital asset management environment that dramatically streamlines the collection, access, production, distribution and archiving of graphic media for advertising, publishing and corporate communications.

Integration of Xinet WebNative Venture previews with Telestream FlipFactory video files enables users to add another dimension to their asset management services. It gives users the same easy access to video assets which they've had for image and layout files. This cross-platform system accelerates the creative and production workflow by breaking down barriers between staff, vendors and clients — providing powerful tools that can be used anywhere, any time. Whether your digital asset management needs are local or global, for an extended workgroup or enterprise-wide, Xinet solutions fit your needs today and can scale as you grow.

### **About Telestream and FlipFactory**

Telestream is the leading global provider of multiformat media encoding and delivery solutions for media and entertainment companies, corporations, and government institutions. Telestream's products streamline digital media workflows, enabling convenient, cost-effective video/audio access and exchange in today's multi-vendor, IT-centric video environments.

Telestream's enterprise-class FlipFactory workflow automation products can be found at the heart of the world's most demanding broadcast, cable and production facilities. Server-based FlipFactory software applications automate media ingest from a variety of sources, conversion to a wide range of video or audio file formats, media/metadata exchange between systems, and delivery to destination systems. FlipFactory provides the industry's broadest file format support — from HD to mobile and everything in between.

Telestream products are extremely popular within many of the main markets which Xinet already serves. FlipFactory integration with the core Xinet WebNative products is in high demand, as customers are eager to add video capabilities to their digital asset management workflow.

### **Technical Requirements:**

Sites must have Xinet WebNative Venture to run Video Support. For extended flexibility, sites can add Xinet WebNative Portal, a Web-hosting package which allows businesses to host secure, highly-customizable DAM portals powered by WebNative Venture. To receive previews of professional video formats, customers must connect their Telestream FlipFactory server to a Xinet WebNative Venture system running on any of the server platforms which Xinet supports.

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