



Telestream and Avid Workflows for News Applications

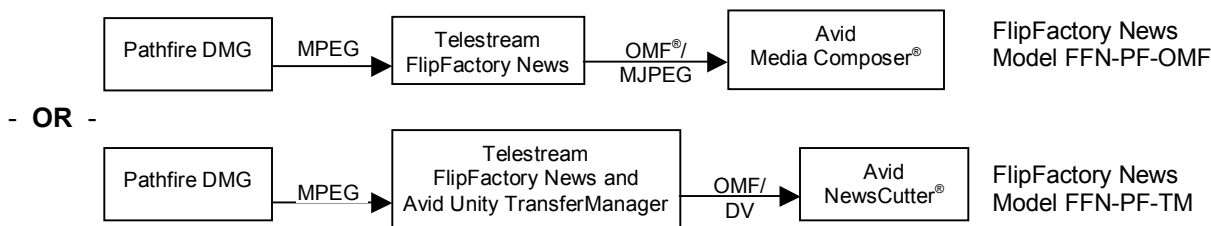
Applications with Pathfire Source Content

Customers using the Pathfire Digital Media Gateway (DMG) to receive news stories from ABC NEWSone and/or CNN can now use Telestream's FlipFactory® to automatically transcode and deliver (flip) media to an Avid® editing system or Avid Unity™ storage.

Telestream offers various FlipFactory models to accommodate different workflow needs, depending on the editing and on-air systems the content is being delivered to. Also, FlipFactory allows ingest of media from a range of other devices such as legacy servers, edit systems, remote ENG laptops running Telestream's Launch™ personal IP delivery application, and Telestream's ClipMail MPEG delivery appliances. And, FlipFactory enables publishing of media into streaming formats for the Web.

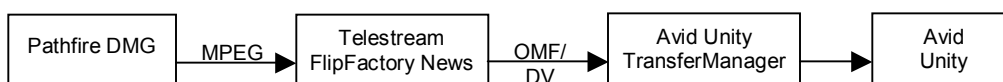
For small to medium news configurations (without Media Browse™) ingesting Pathfire source content, the FlipFactory News model is appropriate as described below. If Media Browse is deployed, the FlipFactory NewsManager is ideal.

Small configuration: Avid editors with local storage Telestream FlipFactory News



Workflow: Via Pathfire UI, user drags & drops selected news story onto the Avid icon, which initiates delivery of the file to the FlipFactory server for transcoding and delivery. FlipFactory either encodes with OMF/MJPEG files for delivery to Media Composer systems or encodes with OMF/DV25 and utilizes TransferManager to deliver to a DV-based editing system.

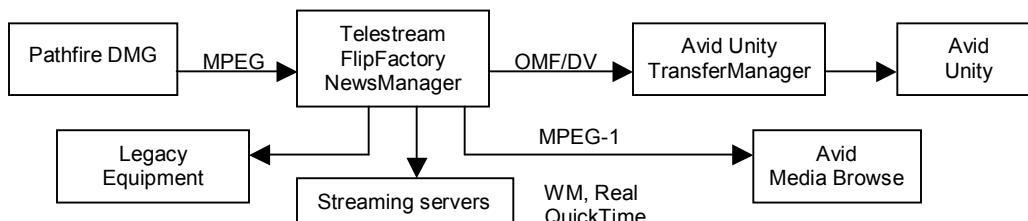
Medium configuration: Avid Unity for News Telestream FlipFactory News (FFN-PF-TM)



Workflow: Via Pathfire UI, user drags & drops selected news story onto the Avid icon, which initiates delivery of the file to the FlipFactory server for transcoding and delivery. FlipFactory encodes with OMF/DV25 and utilizes TransferManager to deliver to Unity for DV-based editing.

Large configuration: Avid Unity for News and Media Browse FlipFactory NewsManager with Pathfire (FFNM-PF-Avid)

Note: FlipFactory transcoding and delivery is bi-directional



Workflow: Via Pathfire UI, user drags & drops the selected news story onto the Avid icon, which initiates delivery of the file to the FlipFactory server for transcoding and delivery. FlipFactory encodes with OMF/DV25 and utilizes TransferManager to deliver the high res to Avid Unity. FlipFactory also encodes a low res proxy in IPV MPEG-1 format and delivers to Media Browse. FlipFactory communicates the location of the high-res file in the Avid Unity for frame accurate proxy editing in the Media Browse. Note, that an alternate large news configuration might consist of a Grass Valley newsroom system with the Media Browse system. In this case, FlipFactory NewsManager would flip the Pathfire content in MPEG-2 onto Profile for the high-res and the low-res MPEG-1 onto Media Browse.



Applications without Pathfire Source Content

FlipFactory can be used to ingest news content into Avid editing and newsroom environments from a broad range of input sources, including:

- Telestream Launch™ application for Mac or PC, or Telestream ClipMail MPEG appliance
- ENPS SNAPfeed, Reuters WNE service, or BitCentral's MediaPipe News delivery service
- Legacy video servers such as Grass Valley Profile, Pinnacle, Leitch, SeaChange, & Sony
- Legacy editing systems, including Media 100, Adobe Premiere, Final Cut Pro, Pinnacle, etc.
- Any network or FTP-accessible server

In addition, FlipFactory can repurpose news content into streaming formats for the Web. FlipFactory can also be used to deliver content from other manufacturers' broadcast servers and edit systems to Avid edit systems, providing a universal exchange capability with legacy equipment. For delivery to other systems, Avid users can utilize the ProEncode™ application, drag & drop, folder monitors or the Telestream submit user interface.

Small configuration: Avid editors with local storage FlipFactory Pro with TransferManager Plug-in or OMF Encode Option

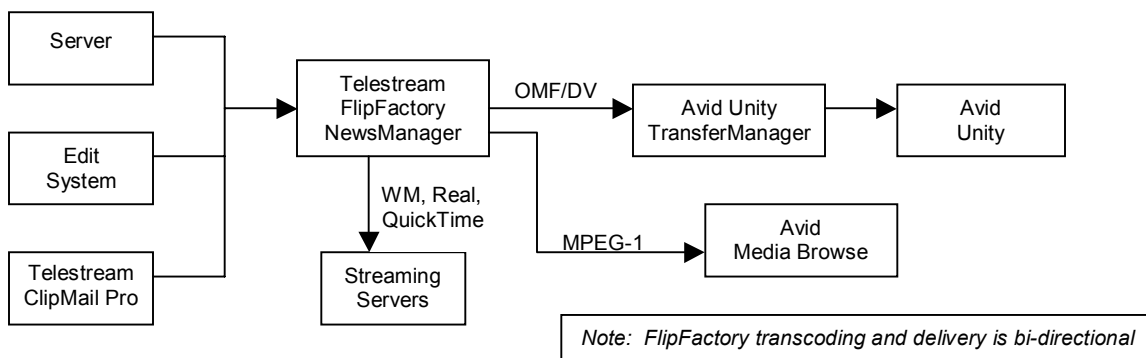
Workflow: User submits a file for transcoding, or a folder monitor automatically detects arrival of new content to be transcoded. The source file is localized to the FlipFactory server, and a pre-configured factory either encodes with OMF/MJPEG for delivery to Media Composer system or encodes with OMF/DV25 and utilizes TransferManager to deliver to a DV-based editing system.

Medium configuration: Avid Unity for News FlipFactory Pro with TransferManager Plug-in Option

Workflow: User submits a file for transcoding or a folder monitor automatically detects arrival of new content to be transcoded. The source file is localized to the FlipFactory server, and a pre-configured factory encodes with OMF/DV25 and utilizes TransferManager to deliver to Avid Unity for editing with the NewsCutter system.

Large configuration: Avid Unity for News and Media Browse FlipFactory NewsManager (FFNM-Avid)

Workflow: User submits a file for transcoding, or a folder monitor automatically detects the arrival of new content to be transcoded. The source file is localized to the FlipFactory server. A pre-configured factory encodes with OMF/DV25 and utilizes TransferManager to deliver the high-res to Avid Unity. FlipFactory also encodes a low-res proxy in IPV MPEG-1 format and delivers to Media Browse. FlipFactory communicates the location of the high-res file in Avid Unity for frame-accurate proxy editing in the Media Browse system.



Using FlipFactory with ProEncode

Whether you have Pathfire content or not the Avid ProEncode feature provides a valuable interface tool, allowing Avid Unity MediaNet customers to easily send media to FlipFactory for transcoding and delivery to broadcast servers, streaming servers and other systems. ProEncode is a broker application, providing Avid users with an interface that integrates media submission seamlessly with their Avid environment. In addition, ProEncode comes with an Avid Unity client license, which provides fast access to all the media on the Avid Unity network. The ProEncode tool includes the Avid DV codec, enabling FlipFactory to transcode Avid DV files into other formats.