



FlipFactory™ Notify Plug-in for Virage VideoLogger®

Transcoding, publishing, managing, and indexing made easy

Telestream's new plug-in for Virage VideoLogger makes transcoding, indexing and distributing your media assets to the web an easy and automated process.

Imagine taking source video, simultaneously transcoding it into multiple streaming formats and bit rates, automatically sending all the output files to the appropriate streaming servers and/or distribution networks.

Now imagine adding the ability to remotely control Virage's VideoLogger to index your media just the way you want it, including capturing closed caption data embedded with in an MPEG2 source file. With Telestream's FlipFactory and VideoLogger Plug-in transcoding, indexing and distributing your media to the web just got easier.

Two Powerful Tools

Virage VideoLogger® is a powerful, next-generation version of the award-winning video indexing software. Cost-effective, 24x7 production-proven and scalable, it is the critical next step to any video production, distribution or broadband strategy.

- ▶ Automatically indexes video content by visual scene changes, spoken words, audio types, recognized faces and speakers, and on-screen text, all of which is time-synchronized to the encoded video
- ▶ Produces a browseable storyboard of images based on video keyframes
- ▶ Supports the addition of editorial annotation to specific moments in the video
- ▶ Provides the foundation for creating and maintaining a dynamic, video-rich web site

Telestream FlipFactory™ is powerful automation software designed from the ground up with one purpose in mind: to take the drudgery of media encoding and delivery off your back, and put it where it belongs—on the network.

- ▶ No more tedious manual processing!
- ▶ No more expensive, inconvenient outsourcing!

Now, you can automatically transcode source video into multiple streaming formats and bit rates, and send it to FTP and streaming servers, distribution networks and individual mailboxes. FlipFactory doesn't care how many source files you have, how many output formats you need, or how many destinations will have to be served.

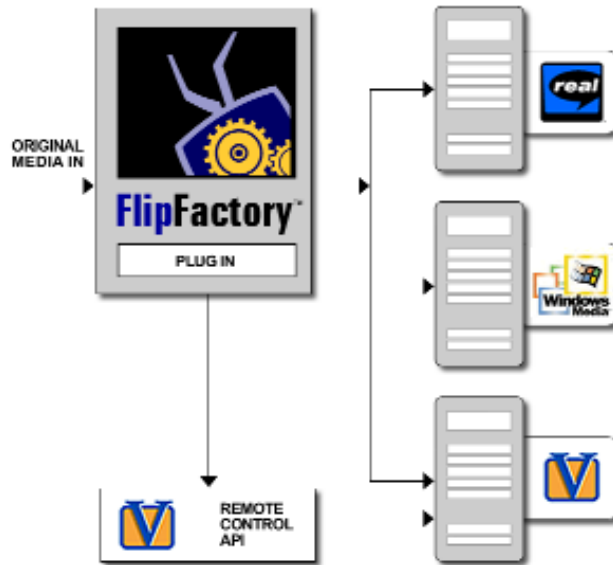
- ▶ Automate the entire encoding process—from content acquisition, to pre-processing, encoding and distribution to Internet media servers
- ▶ Eliminates multiple steps, providing encoding for multiple formats in a faster-than-real time process.
- ▶ Captures closed caption data from digital MPEG2 inputs during the encode process and passes this as metadata to the Virage VideoLogger for indexing.

The powerful combination of FlipFactory and VideoLogger helps establish order in the chaos of video content management, production and publishing to the Web. Intelligently and automatically capturing, indexing and encoding video, Virage VideoLogger with FlipFactory encoding and distribution creates tremendous workflow efficiencies and transforms all your video content into highly accessible and valuable assets.



How it works

1. On FlipFactory™ create a “factory” that includes all of the versions (Real, Windows, QuickTime, etc.) that you want to distribute. In FlipFactory™ each version is known as a “product” of the factory. In VideoLogger® terms these are referred to as “proxies”.



2. For each product specify the “destination” server that will actually stream the media to the viewer. One of the products in the factory is delivered to the VideoLogger® workstation. This version can be the original media or a transcoded version.
3. On the factory, select the Virage VideoLogger® plug-in as the “notification” method. Enter the address of the VideoLogger workstation, label set metadata and the destination of the extracted metadata (database, VDF file, HTML pages, etc.).
4. Submit the original media to the factory. FlipFactory™ creates all of the required versions, strips off and delivers them to the appropriate streaming servers and to the VideoLogger™. When all of the versions have been delivered, the plug-in takes control of the VideoLogger® and indexes the content.
5. The extracted metadata is automatically saved to a file or directly to a database. The metadata includes links to all of the other versions created by FlipFactory™.

Real World Example

A news agency has several breaking stories it needs to quickly index and publish to the web, making them searchable content. The agency sends the original digital media file to FlipFactory, where the Factory strips off the closed captioning data, transcodes the original file into Real and Windows Media formats, and then delivers them to a content distribution network's streaming server. Simultaneously the original media is sent, along with an indexing notification and the closed caption metadata, to the VideoLogger server where the Telestream Plug-in remotely commands VideoLogger to index the content and store all the metadata in a location available for web searching. The news agency presents this data on the web with URLs to searchable media in multiple formats. All this is done automatically.

