



Save time and money

with FlipFactory workflow automation applications

Telestream FlipFactory® is the fast, powerful, scalable way to automate media workflows between all major video and audio file formats and transfer media and metadata files between all major professional systems.

Save time, effort and money

Anyone who creates and distributes lots of digital media will love FlipFactory – and enjoy immediate savings in time, effort and money.

FlipFactory eliminates tedious manual transcoding, cumbersome handling of tape and the need for digital-to-analog conversions just to get your media to its destinations. FlipFactory allows you to automatically reformat your media between virtually any file format or wrapper, enhance your media and move your media to destination systems – seamlessly, effortlessly, all-digittally.

Consistent, hands-free processing

FlipFactory is your professional media processing factory. Set up factories once for consistent, high-quality output results every time. Simply set rules for where to look for your sources files, what to do with them and where to deliver them.

From ingest to playout, FlipFactory automatically monitors folders and systems for the arrival of new content, enhances media with pre-processing filters, transcodes your media into virtually any digital output format, delivers your media to destination servers and systems, and sends you notifications.

Models and options for any workflow

FlipFactory is a vital tool for the world's leading broadcasters, major media companies, enterprises and service providers as well as smaller corporations and production companies. We have models and options to meet any digital workflow requirement, including publishing to the web or mobile devices, exchange between professional/broadcast systems, commercial ingest at broadcast and cable facilities and integration with content management systems.

FlipFactory also offers the ability to ingest media from tape or live sources, analyze source media and metadata including user-generated content, add branding to monetize your assets, plus add graphic overlays and subtitling.

Peace of Mind integration

With a well-documented software development kit, FlipFactory seamlessly integrates with third-party solutions to automate any workflow application. In fact, FlipFactory is the most integrated transcoding engine in the media and entertainment industry.

Scalable, reliable server software

FlipFactory runs on your favorite Windows 2003 or 2008 server. Since it's fully scalable, processing can take place on one or multiple load-balanced servers providing high-volume processing and redundancy to meet your exact media workflow needs.

For ultimate reliability in critical workflows, add Factory Array™ to ensure continuous, uninterrupted job processing. FactoryArray extends any FlipFactory product from a single server to an array of servers working together to process jobs in the most efficient and secure manner possible. Failover protection and database mirroring combine to ensure that no single point of failure will ever bring your system down.

Best in class customer support

Customers rely on our proven expertise in transcoding and workflow automation to meet their challenging multiformat workflow needs. You can rest assured that our highly-skilled technical team will be available to provide the quick and comprehensive support and guidance you need to fully leverage the power of your Telestream product.

Some kind words about our product

"The beauty of the FlipFactory technology is the advanced level of automation it provides."

- Kal Hassan, Director of Engineering, WLS-TV

"FlipFactory provides a vastly more efficient multi-format, file-based workflow compared to the more conventional, time-consuming process of manually receiving and digitizing tapes into servers."

- Jonathan Aroesty, ProQue, LLC partner

"Telestream is recognized as the market leader in transcoding."

- Tim Claxton, senior product manager, Getty Images

"This provides substantial workflow efficiencies as well as a reduction in our operating costs."

- Marc Amiot, head of IT, Eurosport International

"The SDK feature is fantastic."

- Andy Measham, Managing Director of Services, Perform

"FlipFactory allows us to integrate at a much lower level."

- Phil Miller, technical lead for media services, BBC

"This provides substantial workflow efficiencies as well as a reduction in our operating costs."

- Marc Amiot, Head of IT, Eurosport International

"It is a workhorse; we've never had to power it down."

- Marco Rivera, chief technology officer, Azteca America

"Telestream demonstrated a real dedication to answering our questions and ensuring that we felt comfortable with the integration between our transcoding platform and our web content management system."

- Michael Lynch, video technology manager, News Digital Media

Products to meet any digital media workflow requirement

FlipFactory® New Media

Automate media encoding for distribution to new Media platforms: web, DVD, mobile, iPod and other portable devices.

FlipFactory® Pro SD | HD

Automatically convert and transfer media and metadata files between professional digital systems: broadcast servers, editing systems, streaming servers, cable VOD servers, SANs, DAMs, archives and more.

Solutions

TrafficManager™ SD | HD

Automates the way TV stations manage and move commercials and syndicated content received from digital delivery services. From ingest to playout, Traffic-Manager automates the entire process of media receipt, notification, tracking, previewing, reformatting and delivery to destination devices.

AdManager for Cable@ SD | HD

Automates the way cable and cable advertising companies receive and redistribute commercials, VOD content and other digital media. The entire process is automated from ingest to playout: receipt, notification, tracking, previewing, reformatting and delivery to destination devices.

Options

FactoryArray™

Provides continuous, uninterrupted job processing for critical workflows. FactoryArray extends any FlipFactory product from a single server to an array of servers working together to process jobs in the most efficient and secure manner possible. Load balancing, failover protection and database mirroring combine to ensure that no single point of failure will ever bring your system down.

FlipScan™

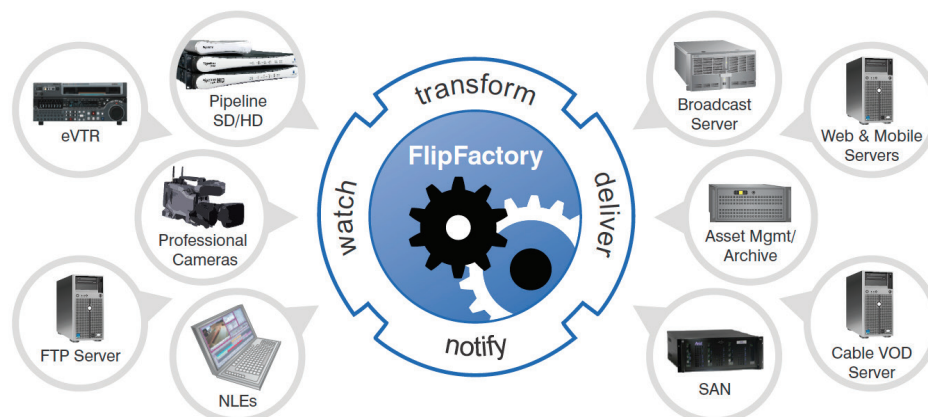
Automatically scan and analyze uploaded source video, audio and metadata, including user-generated content.

GraphicsFactory™

Automate graphics tasks in file-based workflows: enables quick and easy configuration and assembly of text, audio, drop shadows, image and QuickTime layers for one or many jobs.

Pipeline™

Shared, network-accessible SDI encoding device. Provides realtime, frame-accurate ingest from VTRs or live feeds directly into FlipFactory.



Technical Specifications

FlipFactory
Brochure

FlipFactory Products at a Glance

	New Media	New Media Broadcast	ProSD	ProHD	TrafficManager HD	AdManager for Cable HD
Encode/Decode web based formats including HD	■	■	■	■	■	■
Encode mobile formats (H.264, AAC, AMR, 3GPP)	■	■	■	■	■	■
Monitor Folders: FTP, local, network & more	■	■	■	■	■	■
Deliver: FTP, local, network & more	■	■	■	■	■	■
Notify: email, XML & more	■	■	■	■	■	■
Generate proxies	■	■	■	■	■	■
Full automation of new media workflows	■	■	■	■	■	■
MetaFlip metadata transformation engine	■	■	■	■	■	■
SDK Toolkit	■	■	■	■	■	■
QuickTime-based file stitching	■	■	■	■	■	■
Encode MPEG-2 SD, DV25/50 (NTSC, PAL)	■	■	■	■	■	■
MotionResolve® standards conversion	■	■	■	■	■	■
Monitor/Browse/Decode: NLEs	■	■	■	■	■	■
Encode/Deliver: NLEs	■	■	■	■	■	■
Monitor/Browse/Decode: Broadcast servers	□	■	■	■	■	■
Encode/Deliver: Broadcast servers	□	□	■	■	■	□
Closed Caption Synthesis from source or SCC files	□	□	■	■	■	■
Full automation of broadcast workflows	□	□	■	■	■	■
Full automation of cable workflows						■
Monitor/Browse/Decode: Cameras	□	□	□	□	□	□
Encode/Deliver: Cameras	□	□	□	□	□	□
Encode to HD and MXF				■	□	□
MotionResolve up conversion to HD broadcast & cable formats				■	□	□
Factory Array						
Load balance jobs between servers	■	■	■	■	■	■
No single point of failure, failsafe operation	□	□	□	□	□	□
Automation job recovery	□	□	□	□	□	□
Full automation of commercial/spot workflows					■	■
Monitor commercial catch servers					■	■
Match spots to traffic dublist					■	■
Deliver: VOD servers, ad insertion servers					□	■
Notify automation systems					■	□
Pathfire syndication			□	□	□	□
PitchBlue syndication			□	□	□	□
Full automation of news workflows						
Monitor news catch servers						
Deliver: news editing systems						
Graphics Factory						
Multiple overlays of text, audio, images, QT movies	□	□	□	□	□	□
Fade in/out layer by layer	□	□	□	□	□	□
Create once (template) apply to many	□	□	□	□	□	□
Overlay open subtitles using Screen Subtitling option	□	□	□	□	□	□
Tape ingest from VTRs or SDI sources with Pipeline	□	□	□	□	□	□
FlipScan filtering of incoming media	□	□	□	□	□	□

You choose the hardware **or** we offer software pre-installed on a server. ■ Included □ Optional



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