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MINICK Adopts Episode Engine for Mobile Video Encoding

Background

MINICK is a leading mobile services provider that develops and operates mobile applications for network operators such as Vodafone, T-Mobile, Telefonica, and Swisscom, for entertainment companies including MTV, Channel 4, and Universal Music, as well as for corporate clients in mobile marketing. MINICK is owned by Swisscom Mobile, a daughter company of Swisscom, Switzerland’s leading telecommunications and mobile network operator. Carriers, entertainment companies and mobile marketing players alike, choose MINICK for its long track record of successfully managed mobile projects and MINICK’s platform for its efficiency, reliability and flexibility.

The Challenge

MINICK needed a server-based solution which could encode a wide range of video input and output media file formats for mobile devices and which could easily integrate with the MINICK CMS and mobile delivery system.

The Solution

Telestream’s Episode Engine Pro server-based encoding applications were selected by MINICK because of their ability to manage a wide range of formats and integrate with other systems in a cost-effective manner.

“Episode met our requirements exactly in terms of input and output format flexibility, compatibility with MINICK systems and reliability,” said Rasmus Joergensen, Director of International Products and Projects for MINICK. “Getting out-of-the-box software helped us focus on our core competencies while leaving the codecs to the pros.”

Four Episode Engine Pro systems are installed with the MINICK platform at the company’s hosting center in Hamburg, Germany, where they handle media encoding into mobile formats for more than 60 content providers worldwide. As their business services continue to grow for mobile operators and entertainment companies, MINICK is taking full advantage of Episode’s scalability by adding more Episode Engines to their workflow. MINICK’s internal content producers also use Episode desktop applications to encode content ranging from 30-second clips to full-feature films.

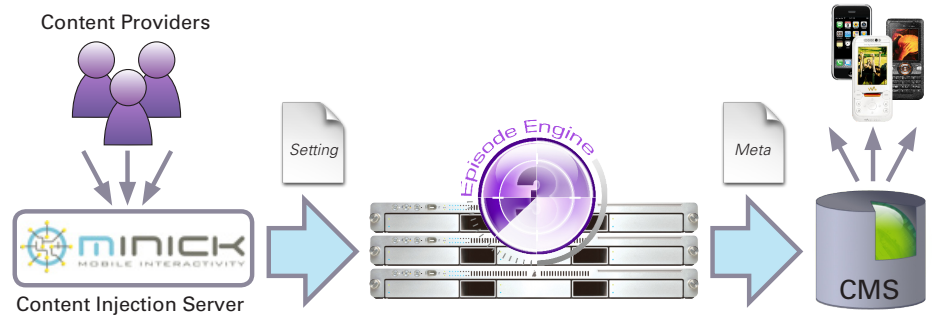
Telestream’s Mac-based Episode Series desktop and server-based applications feature a wide range of standard definition and high definition video and audio file formats, optimized codecs, multi-thread processing, hundreds of filters and fine-tuning compression capabilities to provide superior picture quality and exceptionally fast conversion speeds.

The Episode Workflow

Three Episode Engine Pros run on a mixed cluster setup of PowerPC and Intel Xserve machines. One runs in standalone mode and is dedicated to a single project. Content providers can upload content and metadata to the MINICK Content Injection Server through a GUI or an XML based machine-2-machine interface. The Injection Server

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evaluates the content and the metadata, chooses the right encoding settings and distributes the files to the different encoding systems. The Episode Engine logs are constantly monitored by the Injection Engine and finished files are automatically picked up and injected into the MINICK CMS along with the provided metadata.



The Results

“Episode provides huge advantages for us in terms of our flexibility in handling a wide range of input sources and in being able to deliver top quality video to our customers and their end users,” adds Joergensen. “Working hand-in-hand with the MINICK platform, Episode technology helps us deliver a complete solution for managing, encoding, distributing and selling video content which can be managed directly by content providers and end users alike.”