Opsomai integrates Episode Engine into transcoding module and cloud services

Episode Engine expands video/audio format choices, integrates easily into Opsis Media Workflow Manager and offers scalability with server cluster

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David Clemenceau
CEO of Opsomai

Background

When high-profile companies such as GDF SUEZ, Gaumont Pathe Archives and SNCF want to put their media catalogs online, they turn to Opsomai of France, a recognized leader in media asset management platforms, and its go-to product, Opsis Media. Opsomai developed Opsis Media to enhance and secure online access to video and multimedia catalogs, allowing clients to offer on-demand access to their rushes, media, news sites, video and audio services.

The Opsis Media software package typically transcodes incoming video formats such as MPEG-1/2/4, IMX, DV or HDV into H.264 versions for on-demand web and mobile device browsing. The software includes a workflow manager that allows customers to cluster multiple servers on a network to optimize the processing power of their workflow. The Opsis Media Workflow Manager is based upon modules, which initially included an open source transcoding tool.

One key benefit for media holders is that the Opsis Media software package can be purchased and hosted directly on the user's own system, or it can run on Opsomai's cloud service platform, adding flexibility, security, and cost savings for clients.

The Challenge

In 2008, the national French gas provider, GDF SUEZ approached Opsomai with a request that Opsis Media support professional video formats like Apple ProRes. Shortly thereafter, The Picture Factory, a documentary image bank, had a similar request for Opsis Media to offer transcoding and on-demand delivery of multiple professional formats including both Apple ProRes and DNxHD.

In addition, other large companies were beginning to use Opsis Media for corporate video production. These companies work with multiple production houses, so needed Opsis Media to accept any video format, from Avid or Final Cut Pro to archiving formats like JPEG 2000. Several

customers were also asking for more complex output settings, such as letterbox and other non-standard formats.

Opsomai needed to quickly upgrade its transcoding module. The solution would need to conform with the clustering capability of Opsis Media Workflow Manager, and ideally that solution would also function within its growing cloud platform service.

The Solution

In order to quickly make the transcoding upgrades they needed, Opsomai turned to Telestream and its Episode Engine software product. Episode supports video formats ranging from Flash, WMV, and H.264 to MPEG-2, Avid and Final Cut Pro proprietary formats plus up to 16 tracks of audio. Episode Engine works with both Mac and PC and is designed to integrate easily with other transcoding technologies, like Opsis Media.

"We knew we could easily integrate Telestream's Episode Engine due to its XML-based settings and command-line interface," said Opsomai CEO David Clemenceau. "Settings were easy to test with Episode's graphical user interface before we automated them in Opsis Media Workflow Manager. Also, Episode Engine enables scalability with our clustered servers."

Episode allowed Opsomai to add many features to its Opsis Media software that are extremely beneficial for high-end video transcoding. Episode includes an extensive set of high-quality filters that allow users to fine tune their media encoding, actually improving the output quality through the transcoding process. Unlimited batch processing and automated transcoding in Episode Engine integrate fully into Opsis Media's functionality. And unlimited parallel encoding in Episode Engine allows Opsis Media users to create multiple output files simultaneously, saving valuable time.

The Result

Opsis Media is now able to provide top-of-the-line transcoding with even more features than anticipated. For example, archive-holder Ina.fr needed to convert 8 MB/s MPEG-2 archival files to 15 MB/s MPEG-2 files to send to Apple's iTunes Store®. With Episode Engine, Opsis Media is able to produce the 15 MB/s files in a single step with even better quality than the original, thanks to its filters.

Episode Engine has integrated so seamlessly and reliably into the Opsis Media cloud-service platform that it was used to transcode all film submissions for the Festival International de l'Image Institutionnelle et Corporate in Le Creusot, France. The festival celebrates films, videos, DVDs and interactive programs produced for corporate communication purposes. All entries were submitted to the festival online, and Episode transcoded them for viewing on computers in the screening rooms and large-screen projection in movie theaters.

"Episode Engine was a natural choice for our transcoding module," adds Clemenceau. "It has expanded Opsis Media's format offerings and has integrated seamlessly with our clustering capabilities and cloud-service platform. We can count on Episode to automatically transcode our clients' media to the highest quality."

For more information: www.telestream.net   www.opsomai.com

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