



# Episode Podcast

## Integration with Podcast Producer

*Adds video and audio format support to Apple's Leopard Server Podcast Producer for all popular platforms and mobile devices.*

### Features

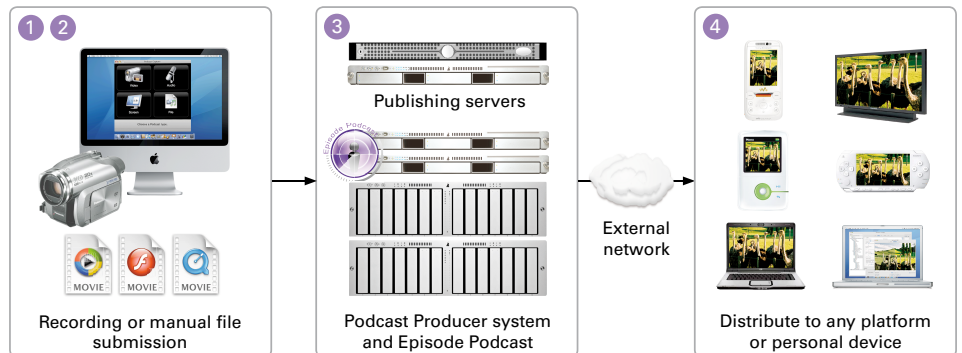
- Multi-format video and audio support in and out, including all leading formats on the market.
- Enables distribution of the media to everyone, regardless of preferred platform or personal device.
- Seamlessly integrates with Podcast Producer's Xgrid architecture. Automatic media generation in different formats through the Podcast Producer workflow.
- Fully scalable
- Future-proof solution with formats continually being added
- Encoding algorithms ensure highest quality
- Easy-to-use Episode application for managing encoding settings
- Over 600 settings templates created by encoding experts
- Includes extensive media processing options such as watermarks, bumpers, trailers, color correction, resize, crop, metadata, quality enhancement, and more...
- Easy to set up with workflow examples included with the software

Episode Podcast allows Podcast Producer to accept any popular file format in a workflow and repurpose the media for access regardless of platform or personal device chosen.

Episode Podcast addresses a growing need for educators to provide all students, whether PC or Mac users, with anytime, anywhere access to content on mobile and personal devices. Episode Podcast enables Podcast Producer to repurpose media to all leading distribution formats, including Windows Media, Flash 8, MP3, 3GPP, VC-1, H.264 and many more.

### How does Episode Podcast work with Podcast Producer?

Episode Podcast seamlessly integrates with the Podcast Producer Xgrid architecture.



From a user point of view, Episode Podcast simply adds the ability to handle more formats in a Podcast Producer workflow.

- 1 Podcast Capture is used to record audio, video or screen activity. Podcast Capture can also be used to submit a file into a Podcast Producer workflow. Episode Podcast allows users to submit QuickTime files as well as any other leading format.
- 2 Select a Episode Podcast-enabled workflow in Podcast Capture to process a non-QuickTime file.
- 3 The file is submitted to the Podcast Producer system including the Xgrid cluster. The Xgrid cluster processes the media according to the workflow selected in Podcast Capture and publishes the content. Episode Podcast allows Podcast Producer to repurpose the media to any leading format.
- 4 Use your preferred platform or personal device to view the media.

### Why deploy Episode Podcast?

Episode Podcast extends Podcast Producer to a format agnostic solution, allowing formats like Windows Media, Flash 8, MP3 and many more to be processed within the Podcast Producer system. Today's students use their own laptops and media devices for learning. Episode Podcast gives university IT departments the ability to distribute the

## Format support

A few examples:

- Audio: MP3, WMA, AAC
- Web: Flash 8, Windows Media 9 (VC-1, WMA Pro, WMV, Intellicstream MBR), H.264, all QuickTime formats
- Streaming/Mobile: Windows Media 9, Flash 8, 3GPP, 3GPP2, MP4 (MPEG-4, H.264, AMR, AAC)
- Apple TV: H.264
- iPod: H.264, MPEG-4, AAC
- IPTV/Video On Demand: H.264, MPEG-2, VC-1
- HD DVD: VC-1, H.264, MPEG-2

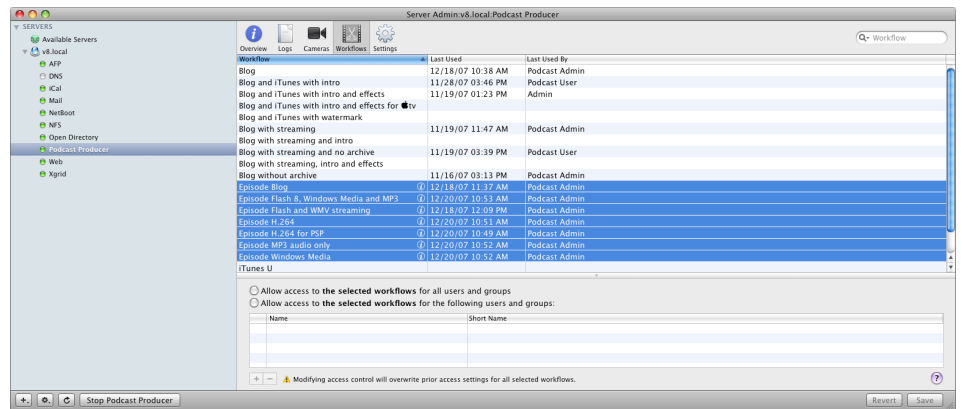
Episode Podcast Pro adds:

- Streaming/Mobile: MP4 (HE-AAC)
- Broadcast: Windows Media 9 (WMA Pro surround sound), GXF, AMC,
- Transport Streams (.ts), 3GPP multi-bitrate

content in any format for all students to access, regardless of their platform or mobile device preferences. Providing access to the content for the broad masses also gives universities the ability to ensure an established reputation around the globe.

## Universal workflows

In a community where user generated content is growing rapidly, users can have content produced on any platform and in any format. Episode Podcast allows Podcast Producer to accept all popular formats on the market as input to an automated workflow. For archives of multimedia content in various formats, Episode Podcast helps you ingest your legacy content into the same Podcast Producer workflows, leveraging your architecture investment. Episode Podcast seamlessly integrates with Podcast Producer, requiring no additional hardware. Episode is just another encoding task to be executed in the Podcast Producer Xgrid architecture. With Episode Podcast you can leverage the same automated Podcast Producer workflow whether processing a QuickTime or a non-QuickTime file.



## Full scalability

In a scalable Podcast Producer system, Episode Podcast can be installed on shared storage. This lets you scale the Xgrid cluster independent of Episode Podcast deployment. Episode Podcast allows as many concurrent jobs as specified in the purchased license, regardless of the number of nodes in the cluster. Episode Podcast can be deployed in a single server Podcast Producer setup as well as in a high-volume, high-performance, Podcast Producer cluster setup. To scale up Episode Podcast and increase the encoding capabilities, simply purchase an additional license and update the license file stored on the shared storage. No new installation is required.

## Easy-to-use application for managing settings

Episode Podcast ships with Episode, an application for managing the encoding settings. Episode is known for its easy-to-use interface, which includes more than 600 settings templates created by encoding experts. This allows the user to quickly get started without any encoding knowledge. Episode also provides the ability to easily customize your encoding settings according to your specific needs. Hundreds of options are provided to fine-tune the quality or add features to your media.

## Future-proof solution

Telestream makes the complexity of the format world manageable. With over ten years of encoding expertise, Telestream has set the standard with the world's leading media and entertainment companies, corporations, and government institutions. Telestream continually adds support for new formats evolving in the marketplace. Together with Episode Podcast, Podcast Producer ensures a future-proof solution that will continue to support new video and audio formats in an open and flexible workflow.

## Media customization

Some examples of operations that Episode Podcast allows you to perform on your media

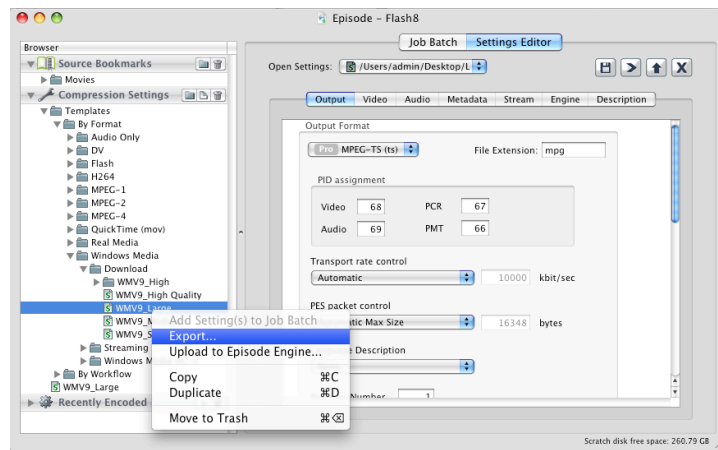
- Watermark
- Color adjustment filters  
improve the visual quality of less-than-perfect source material
- Advanced audio filtering including normalize, balance, equalizer, volume balance, fade in/out, high/low pass, and other advanced features
- Color preprocessing filters  
Black and white restoration, HSV and gamma correction, noise removal, image sharpening—ensuring the highest quality
- Bumpers and trailers  
Add intro and outro movies to your content
- Picture-in-Picture  
Add a watermark to your content as a picture, animation or even as a movie
- Support for metadata
- Support for timecode
- 2 pass encoding for maximum quality
- Hinting (streaming) according to IETF, ISMA and 3GPP standards
- Resizing and resampling  
Gives the best quality for small screen, low-bandwidth display devices
- Frame-rate conversion  
NTSC to/from PAL: 3:2 pulldown, 2:2 pulldown

## How to deploy Episode Podcast

The setup of Episode Podcast in a Podcast Producer environment is easy and straightforward: simply install your software and license, create your settings and manage your workflows.

### Manage settings

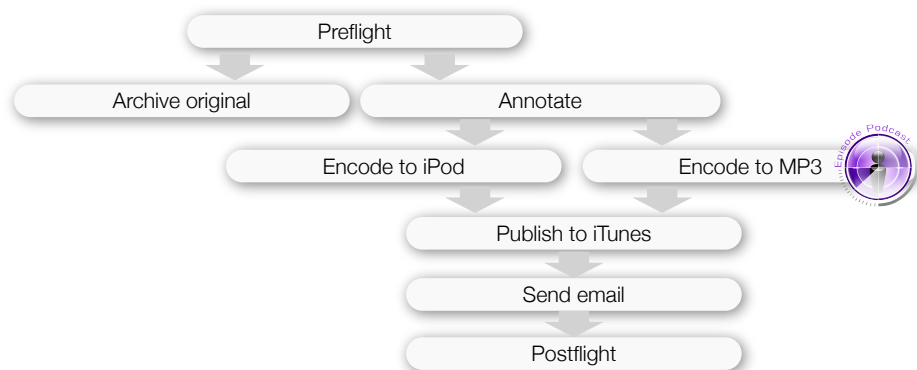
Select a setting template or create your own customized setting in the Episode application and export it to shared storage for access by Episode Podcast. The setting defines how to process the media: which format to transcode to and what operations to be performed on the media, such as color correction, resizing, normalizing, etc.



### Manage workflows

A workflow contains different tasks that define how to process and publish your media. Episode Podcast is a Unix command line application that can simply be added as another task in any Podcast Producer workflow. Episode Podcast takes the following arguments to an encoding task: settings specification, source file (the file to transcode), output file (and where to place the output), intro and outro movies, watermark and metadata. Episode Podcast ships with several example workflows that show how to add Episode Podcast encoding tasks into a Podcast Producer workflow. To customize your workflow, copy and modify an existing workflow by adding, removing or modifying the parameters of the tasks.

As shown in the illustration below, an Episode Podcast encoding task can easily be integrated into your Podcast Producer workflow as just another task in the task specifications.



### Example workflows

The example workflows provided with Episode Podcast include:

- Episode Blog

This workflow is the Podcast Producer default *Blog* workflow where the iPod audio encoding task is exchanged for an Episode encoding task for MP3. Also, the H.264 encoding task is replaced by Episode's H.264 encoding.

- Episode Flash and WMV streaming

This workflow is based on the Podcast Producer workflows *Blog with streaming and no archive* and *Submit for Approval*. It includes Windows Media and Flash 8 settings suitable for streaming, and retains the output files for reviewer approval.

- Episode H.264 for PSP

This workflow encodes the input media for distribution to Sony Play Station Portable.

- Episode H.264

This workflow provides an Episode encoding of H.264 since Episode also handles all QuickTime formats. Thus you have the opportunity to apply any of the Episode media operations available in the Episode settings application to your QuickTime media. The Episode application provides you with a user interface to fine-tune your H.264 encoding parameters to match the desired output quality. Also, using Episode Podcast to encode H.264 gives you an input format agnostic workflow.

- Episode MP3 Audio Only

This workflow encodes to MP3, a standard format supported by the majority of digital audio players.

- Episode Multiple Formats

This workflow defines encoding tasks for encoding to Flash 8, Windows Media and MP3. The settings used in the Windows Media and Flash 8 encoding tasks provide a quality suitable for distribution on the web or to a mobile device, whether captured from a camera or from the screen.

- Episode Windows Media

This workflow generates a Windows Media file, suitable for distribution on the web.

Read more about the example workflows in the Episode Podcast Administrator's Guide.

### Summary

Telestream's Episode Podcast server-based application provides easy and seamless integration with Podcast Producer. By providing a format agnostic extension to Podcast Producer, it enables content owners to reach out to a broader audience, including PC and Mac users, as well as video and audio access on MP3 players, a broad range of multi-media enabled mobile phones, Sony PSP and other personal media devices.

#### For more information

For more information about Telestream and Episode Podcast visit [www.episodepodcast.com](http://www.episodepodcast.com)

For more information about Apple's Leopard Server and Podcast Producer visit [www.apple.com/server/macosx/](http://www.apple.com/server/macosx/)