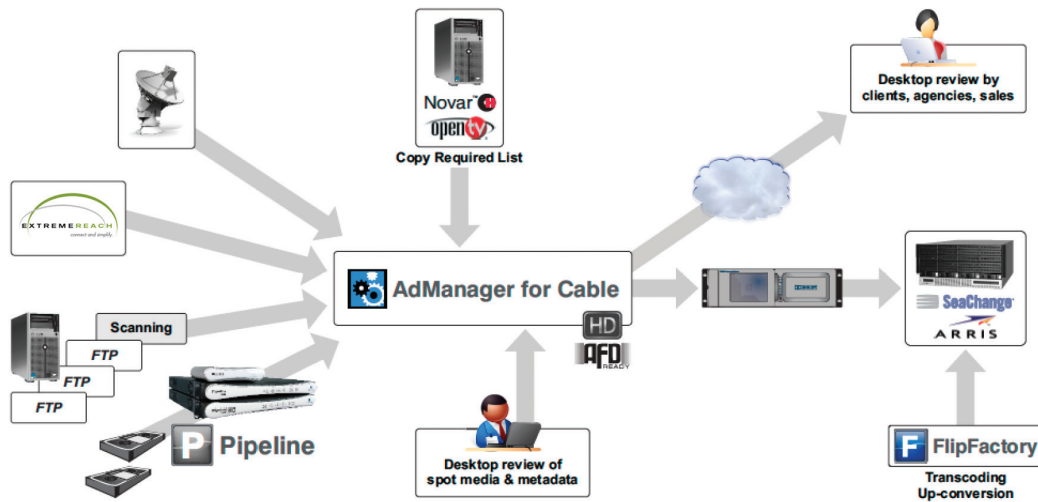


AdManager for Cable SD|HD

Product Sheet



Save time, effort and money

Automate the way you move and manage digital media at your cable facility

Telestream AdManager for Cable™ automates the way cable and cable advertising companies receive and redistribute commercials, syndicated content and other media received from digital delivery services, such as Extreme Reach. With Telestream's world-class FlipFactory® workflow automation engine under the hood, the entire process is automated from ingest to playout, including media receipt, notification, tracking, previewing, reformatting and delivery to destination devices.

Streamline your entire operation

AdManager provides a single collection point for aggregation and review of incoming media. Powerful transcoding automates direct file transfer to ad control systems and edit suites – at whatever bit rate and resolution, from HD to SD, is suitable for your operations. AdManager removes the need for manual intervention, saving time and labor. It reduces the risk of lost revenues due to dropped spots or other errors. And, it preserves media quality throughout the entire process.

Fully automated workflow

AdManager monitors edge servers and local folders for the arrival of new content. If you're starting with tape, use Telestream's Pipeline™ to ingest media with metadata directly into AdManager. Locally-generated promos and ads can also be imported from your facility's edit suites. Your operator is notified as soon as media arrives. Incoming content is transcoded into a low-res proxy format for desktop viewing and consolidated into a single traffic monitoring application. Operators can access metadata, proxies and key frames. AdManager automatically corrects loudness per ITU 1770 and preserves all HD VANC content. Ad manager can automatically match up the incoming commercial's ISCI code or ad ID with the Traffic and Billing dub list and rename to your traffic ad ID. Media are reformatted for delivery directly to your ad insertion's HQ, MVL or other servers or archives.

The smart choice

AdManager is the smart choice for today's complex workflows at cable ad insertion and VOD operations. It integrates with leading indexing and asset management systems. Plus, a well-documented SDK allows you to seamlessly integrate with other solutions to automate any workflow. To receive HD content, just add the HD option.

Scalable and reliable

For critical workflows, add FactoryArray™ which provides 24/7 reliability, auto-failover, configurable

high-priority processing and distributed control to ensure no single point of failure. Flexible and scalable, FactoryArray provides intelligent load balancing across multiple servers –to meet your growing needs.

Best in class customer support

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.

SERVERS

(Choice of two servers included; additional servers optional)

	Browse	Monitor	Deliver	Notify
360 Systems Image Server 2000, MAXX HD	■		■	
Avid MediaStream	■	■	■	
EVS XT Server, Media Server	■	■	■	
Grass Valley Profile, PDR, K2	■	■	■	
Harris DTP				■
Harris VR Series, Nexio, DVR Series	■	■	■	
Omneon Spectrum, MediaDeck, MediaGrid	■	■	■	
SeaChange BMS/BMC/BML,	■	■	■	
SeaChange MVL, VOD			■	■
SGI Media Server	■	■	■	

CAMERAS (Optional)

Grass Valley Infinity	■			
Ikegami GF	■	■		
Panasonic P2	■	■		
Sony XDCAM	■		■	
Sony XDCAM EX	■			

NON-LINEAR EDITORS (Included)

Adobe Premiere	■	■	■	
Apple Final Cut Pro	■	■	■	
Avid DS, Media Composer, Symphony, Xpress, Xpress DV, iNews, Newscutter	■	■	■	
Avid Liquid & Vortex	■	■	■	
Avid Unity, ISIS	■	■		

NON-LINEAR EDITORS (Optional)

Avid Unity/ISIS/Interplay via Transfer Manager	■	■	■	■
Grass Valley News Edit, News Browse			■	

SYNDICATION CATCH SERVERS (Optional)

Pathfire	■			■
PitchBlue®*	■			■

TRAFFIC AND BILLING (Included)

OpenTV Eclipse				■
Harris Novar				■

SPOT DELIVERY

CATCH SERVERS (Included)

	Browse	Monitor	Deliver	Notify
Adstream	■	■		
AndTransfer	■	■		
Centaur	■	■		
ExtremeReach	■	■		
Fotokem	■	■		
Hula	■	■		
Javelin	■	■		
MIJO	■	■		
On The Spot Media	■	■		
Radiance	■	■		
RapidTransmit	■	■		
SmartJog	■	■		
SpotGenie	■	■		
Spottraffic	■	■		
Yangaroo DMDS	■	■		

OTHER (Included)

Akamai	■	■	■	
Brightcove	■	■	■	
ClipMail	■	■	■	■
ClipMail FTP	■	■	■	■
Email		■	■	■
FTP Folder	■	■	■	
Job Forward			■	■
Local Folder	■	■	■	
Local Storage	■		■	
Metadata/XML		■		■
Network Folder/Samba	■	■	■	
SAN	■	■		
SFTP and FTPS	■		■	
Slate/Spot Analysis			■	■
WebServer	■		■	

Browse: Lets you browse the file system of a supported device

Monitor: Monitors a server for the arrival of new content

Deliver: Automatically delivers Factory jobs to destinations

Notify: Alerts a third-party system that the job is completed and delivered

*Please contact your sales representative before adding PitchBlue® workflow to your AdManager

What's Included in AdManager HD for Cable

Professional configuration consisting of:

FlipFactory ProHD plus media traffic monitoring for commercial delivery services and Traffic & Billing systems. Choose two VOD or ad insertion servers.

New Media Platforms

- 3GP-enabled cell phones
 - Amazon.com
 - Break.com
 - DVD
 - Flash Player
 - iPhone
 - iPod
 - iTunes
 - Playstation 3
 - PSP
 - YouTube
- and more...

MetaFlip Stylesheet option may be required

Formats and Wrappers

See the extensive list on the AdManager for Cable format sheet (also available on our website).

Video, Audio and Graphics Processing

INCLUDED

Video: Blur, Color Rescale, Contrast, Crop, Darken Region, Field Order Conversion, Frame Mode, Gamma Correction, Hue, Inverse Telecine, Keyframe Extraction, Mask, MotionResolve®, Noise Reduction, Standards Conversion, Overlay, Saturation, Sharpen, Source Video Timing, Telecine, Temporal Interpolation, Time Code burn in, Trimming, Up/Down Conversion, Video Fade In/Out

Audio: Channel Mixing, Fade Up/Down, Normalization, Phase Invert, Up/Down Sampling

Graphics: Text, QuickTime or image single overlay (no timeline), Bumpers, Trailers, Stitching

System usage reports for spreadsheets

OPTIONAL

GraphicsFactory:

- Layer-based elements (timeline based)
- Audio Overlay
- Drop Shadow
- Fade-in/Fade-out
- Image Overlay
- QuickTime Overlay
- Text Generation
- Visual Template Creator

Additional Features

INCLUDED

- Closed Captioning Synthesis from source or SCC file
- HD VANC preservation
- ITU BS1770-3 Loudness
- Keyframe Extraction
- Media Expansion
- Time Code burn in
- Trimming Adjustments

OPTIONAL

- Dolby E decode/passthrough
- IPV SpectreView
- Watermarking
- SDK available for custom integration

System Configuration Requirements

Operating System: Windows Server 2003, or Windows Server 2008 R1 or R2

Minimum Server: Dual, Quad Core Processors, 4GB Memory High-speed RAID Storage or SAN recommended Ethernet adapter recommended

Database: SQL 2005 Express, SQL 2005 Standard or SQL 2008 Standard

Client OSs: Windows 7 and Mac OS X