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# Metadata System for Agility 2G

Package and distribute metadata for content production and video networks

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**Avalon** is a metadata packaging and distribution system for content production and video networks with an integrated metadata processing and video production system.

When distributing to major video platforms systems, properly encoded video is only half the battle. Properly formatted metadata is the cornerstone to delivering a comprehensive media package.

**Avalon** is a metadata packaging and distribution system for content production and video networks with an integrated metadata processing and video production system that provides:

- Seamless integration with existing metadata sources
- Comprehensive metadata enhancement and validation
- Painless distribution to Mobile, Internet and VOD destinations
- Integrated video and metadata processing by a single system

## Next Generation Metadata System

Over the last several years, Velocity has provided highly-regarded metadata and workflow management solutions. Key elements of its metadata management have been blended with the strengths and reliability of Agility 2G to create a content production and packaging system with delivery to multiple distribution outlets.

### Content Production and Packaging

Content can be highly customized for delivery with automated packaging of metadata, videos, images and other content files for distribution to meet the requirements of each distribution outlet.

### Delivery to Multiple Outlets

Distribute simultaneously to YouTube™, iTunes™, and cable operators. Avalon transcodes multiple media and metadata formats from a single source file and automates delivery to multiple outlets in each target output format. Don't have all the metadata required? No problem. Missing data can be input before creating the packages.

### Affiliate Distribution Module (ADM) Framework

Avalon supports the most popular distribution outlets through its flexible ADM framework. Telestream supports many industry standard specification formats (CableLabs, MRSS), as well as outlet-specific formats such as:

- Brightcove
- iTunes
- MobitV
- GoPublish
- iTunes Podcast
- QuickClips
- Hulu
- MSN
- Yahoo MediaRSS
- IB Systems

### Highlighted Features

**Configurable ADMs:** ADM configuration allows customers to tweak provided ADMs to adjust for unique business needs.

**Custom ADMs:** A .NET API is provided to implement unique packaging and metadata format requirements for new distribution location. Custom ADMs can be used and configured in the same way as default ADMs.

**Monthly Transmission Plans:** Produce and distribute monthly transmission plans to your partners and fulfill them easily with Avalon. Avalon produces standard Microsoft Excel™ documents with complete metadata definitions, billing IDs and content IDs of all planned and committed titles. When content is available for distribution, resubmit the job and Avalon produces all of the titles, complete with media, metadata and stills.

**Customized API:** Adaptation to custom workflows and navigating ever-changing format specifications is critical to business success. Avalon can be programmed through a service oriented architecture (SOA) web services API to create customized workflows to address evolving business needs. In short, it grows with you!

**Customizable GUI:** When distributing to a wide variety of outlets, the number of metadata elements required can explode dramatically. Agility 2G empowers users to customize values so they are only inputting data that is absolutely needed.

**Centralized System Status and Logging Consoles:** Status, event, error, and user interaction events are logged to a centralized utility. Administrators can access all logging data from a browser at any time to determine the overall health of the system.

**Reduced Workflow Complexity:** Avalon is accessible through a new web based user interface. This utility provides a simple and intuitive interface for all administration, submission, status and management tasks, which runs in Internet Explorer or Firefox browsers to provide qualified users with remote access to all systems functions.

**Encoding Variants:** Avalon creates packages with multiple bit-rate versions of an asset. Avalon automatically transcodes to all required bit-rates and create a package XML file reference all version of the asset.

### Additional Features & Benefits include:

- Automated packaging and delivery of media products to your customers directly from your production system maximizes revenue and reduces costs by eliminating costly, slow and error-prone manual processes.
- Respond quickly to support sales to new distribution partners with customized metadata templates.
- Standard media and metadata profiles for a wide number of common distribution outlets gets content into the correct formats...fast.
- Web Services SOA API provides for customization to meet vital business requirements.
- Web interface makes the system remotely accessible from a suitable web browser.
- Extensible framework allows for easy customization of existing profiles, or creation of new profiles.

