



Maximize the value of your video assets

Automate transcoding and delivery to web and mobile platforms

Telestream FlipFactory® New Media is the powerful, cost-effective content repurposing solution that automates high-volume media encoding for distribution to new media platforms: web, mobile, IPTV, and video websites such as YouTube and iTunes.

Save time, effort and money

Source media and metadata files are automatically ingested, transcoded to any number of video, audio, metadata and wrapper formats, and simultaneously delivered to multiple distribution servers – allowing you to enjoy immediate savings in time, effort and money.

Format support you won't outgrow

Transcode from virtually any source format to a broad range of new media formats: WMV/VC-1, H.264, Flash 8 & 9, 3GPP, MPEG-2, MPEG-4, Real, QT, MP3, AAC, WAV, WMA, AMR-NB and more. With ongoing support for evolving formats, you can rest assured you'll have a content repurposing solution that you won't outgrow.

Monitor and decode from broadcast servers

The FlipFactory New Media Broadcast model offers all the encoding and file transfer capabilities of FlipFactory New Media, plus it adds the ability to monitor and decode media from broadcast servers.

Auto-publish media with metadata

Exclusive MetaFlip™ technology included in FlipFactory allows you to associate important metadata with your media, automatically publish it to content aggregators and video websites, plus generate usage reports.

Consistent, hands-free processing

FlipFactory is your professional media processing factory. Set up factories once for consistent, high-quality output results every time. Simply set rules for where to look for your sources files, what to do with them and where to deliver them. FlipFactory automatically monitors folders for the arrival of new content, enhances media with pre-processing filters for high-quality output, transcodes and delivers your media – and sends you notifications.

Scalable, reliable server software

FlipFactory runs on your favorite Windows 2003 or 2008 or server. Since it's fully scalable, processing can take place on one or multiple load-balanced servers providing high-volume processing to meet your exact

media workflow needs. For ultimate reliability in critical workflows, add FactoryArray™ to ensure continuous, uninterrupted 24/7 job processing.

Enhance your workflow

FlipFactory also offers the option to ingest media from tape or live sources using Pipeline™, analyze source media and metadata, including user-generated content, using FlipScan™ or brand and monetize your video assets by adding graphic overlays and subtitling using GraphicsFactory®. A well-documented SDK, included with Flipfactory, allows you to seamlessly integrate with all leading DAM systems and other third-party solutions to automate any workflow application.

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.

Included

NON-LINEAR EDITORS	Browse	Monitor	Deliver	Notify
Adobe Premiere	■	■	■	
Apple Final Cut Pro	■	■	■	
Avid DS, Media Composer, Symphony, Xpress, Xpress DV, iNews, Newscutter	■	■	■	
Avid Unity, ISIS, Interplay	■	■	■	
OTHER				
Akamai	■	■	■	
Brightcove				■
ClipMail	■	■	■	■
ClipMail FTP	■	■	■	■
Email		■	■	■
FTP Folder	■	■	■	
Job Forward			■	■
Local Folder	■	■	■	
Local Storage	■		■	
MetaFlip Engine		■		■
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

*Broadcasting encoding not available in any FlipFactory New Media product

Optional

CAMERAS	Browse	Monitor	Deliver	Notify
Grass Valley Infinity	■			
Ikegami GF	■	■		
Panasonic P2	■	■		
Sony XDCAM	■			■
Sony XDCAM EX	■			
NON-LINEAR EDITORS				
Avid Liquid & Vortex	■	■	■	
Avid Unity/ISIS/Interplay via Transfer Manager	■	■	■	■
Grass Valley New Edit, News Browse			■	

FlipFactory New Media Broadcast adds:

Servers

SUPPORT FOR MONITORS AND DECODERS ONLY*	Browse	Monitor	Deliver	Notify
360 Systems Image Server 2000, MAXX HD	■			
Avid MediaStream	■	■		
EVS XT Server, Media Server	■	■		
Grass Valley Profile, PDR, K2 Summit, Solo	■	■		
Harris VR Series, Nexio, DVR Series	■	■		
Omneon Spectrum, MediaDeck, MediaGrid	■	■		
SeaChange BMS/BMC/BML, VOD	■	■		
SeaChange MVL				■

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 FlipFactory New Media 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 bum 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

- Quick Time-based file stitching
- Bumpers and Trailers

OPTIONAL

- Closed Captioning Synthesis from Source or SCC file
- Conform
- IPV Spectre View
- Media Expansion
- MetaFlip Stylesheets
- 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