



## Validate content before it is repurposed

### Automatically scan and filter incoming video, audio & metadata

Today's consumers have taken control of what they want to watch, when they want to watch it, and where they want to view it. This on-demand viewing phenomenon means that content owners must quickly respond to a rapidly changing video environment — managing a variety of source material destined for multiple distribution platforms such as web, mobile, IPTV and VOD. The upside is a new and exciting opportunity for media companies to monetize their content and grow their business.

Along with this opportunity comes the challenge of how to manage, repurpose and distribute the new content. From existing film and television archives to user-generated content and mobile phone videos, the variety of source material that media businesses must manage includes the entire spectrum of video content.

**Telestream** builds on the power of our scalable FlipFactory transcoding products and solutions to enable you to grow your business while streamlining your operations.

#### The new source media challenge

Given the large number of new and legacy digital media formats and standards currently in use — combined with the fact that rich media is increasingly user-generated, comes in huge volumes and carries no quality guarantee or metadata — the ability to validate content before it is repurposed becomes essential for an efficient and cost-efficient workflow.

#### What FlipScan can do for you

- Define filtering rules for screening source content
- Extract metadata for downstream processing
- Integrate pre-scanning and analysis into your FlipFactory workflow
- Dynamically send content to appropriate factories for processing

FlipScan lets you define a set of filtering rules for processing video, audio and metadata for all major rich media formats. Define these rules to filter for nearly any situation by selecting options from a large set of parameters, including: formats, codecs, screen size, bit rate, aspect ratio — and many more.

Each incoming file is scanned and compared to this rule set and either passes or fails. If it fails, the user is automatically alerted to the failure and the reason for it. If it passes, your rules will define where the files will be directed for further processing or distribution. For example, 4x3 content might be directed to a factory that will crop and mask to 16x9 content; while content that is already in the 16x9 format will be forwarded to a different factory that maintains the 16x9 aspect ratio.

#### 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.

## FlipScan Integration

### Extracted Data

#### File Format Information

Bit rate  
Duration  
File size  
File type (e.g. 3GPP, WMV, etc)  
Number of video streams  
Number of audio streams

#### Descriptive Metadata

All extension fields  
Author  
Copyright  
Description

#### Time-based Stream Information

Closed captions  
Image thumbnails

#### General Stream Information

Bit rate  
Codec  
Language  
Stream number

#### Video Stream Information

Aspect ratio  
Frame size  
Frame rate  
Interlace format  
Pixel format  
Television standard

#### Audio Stream Information

Bits per sample  
Channels  
Sample Rate

### Supported File Formats

3GPP	MPEG-1 System Stream
3GPP2	MPEG-2 Program Stream
ASF	MPEG-2 Transport Stream
AVI	MPEG-4
DV	QuickTime
FLV	RealMedia

### Supported Video Codecs

DV25 (DVCPRO)	Motion JPEG A/B
H.263	Photo JPEG
H.264	Real Video 5/G2/8/9
MPEG-1 Video	Sorenson Video Quantizer 3
MPEG-2 Video	VC-1
MPEG-4	VP6 Flash Video 8
MJPEGA/B	Windows Media Video 7/8/9

### Supported Audio Codecs

AAC  
AC3  
AMR  
MP2 (MPEG-1 Audio Layer II)  
MP3 (MPEG-1 Audio Layer III)  
PCM (Raw Audio)  
Windows Media Audio 7/8/9

