



## Save time, effort and money

Automate receipt and distribution of digital media at your TV facility

**Telestream TrafficManager™** automates the way TV stations move and manage commercials and syndicated content received from digital media delivery services such as Extreme Reach. With Telestream's world-class FlipFactory® workflow automation engine under the hood, TrafficManager automates the entire process from media ingest to playout, including reformatting and delivery to any number of destination platforms.

### New revenue opportunities

Generate new business revenues by repurposing your on air spots for multi-platform distribution to websites, video kiosks, video billboards, 24-hour cable news channels and more. With TrafficManager, 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.

### Hands-free processing

TrafficManager provides a single collection point for ingest, aggregation and review of incoming media. Powerful transcoding automates direct file transfer from catch servers to video servers and edit suites – at whatever bit rate and resolution, from HD to SD, is suitable for your operations. This eliminates dubbing to tape and the need to manually process content.

Commercials, promos, and long-form content can be received from digital delivery services. If you're starting with tape, use Telestream's Pipeline™ to ingest media with metadata directly into TrafficManager. Locally-generated promos and ads can also be imported from your station's edit suites.

### Fully automated workflow

TrafficManager monitors edge servers and local folders for the arrival of new content. Your operator is notified as soon as media arrives. Incoming content is transcoded into low-resolution proxies for desktop viewing and QA. Operators can access metadata, proxies and key frames. TrafficManager automatically corrects loudness per ITU 1770 and preserves all HD VANC content.

TrafficManager can automatically match up the incoming commercial's ISCI code or Ad ID with the traffic dub list and insert your House ID. Media are reformatted for delivery directly to your station's on-air server, distribution servers or to archives for later retrieval. Notification is also sent to your station automation system, telling it that content is ready for playout.

### The smart choice

TrafficManager is the smart choice for today's TV stations. It transcodes between all major professional formats, integrates with leading indexing and asset management systems and provides a scalable platform to meet expanding needs. A well-documented SDK allows you to seamlessly integrate with third-party solutions to automate any workflow.

### Options for any workflow

Analyze source media and metadata, including user-generated content with FlipScan™. Brand and monetize your video assets with GraphicsFactory®.

### Rock-solid reliability

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.

"The beauty of the new technology is the advanced level of automation and operational efficiency it provides us."

– Neil Keaveney, TG4 Ireland

"A great leap forward took place when the station installed the TrafficManager, which combines FlipFactory transcoding with tools to manage the flow of metadata."

– George Krug, VP of network ops,  
Lifetime Television

"TrafficManager provides a localization point for receiving, identifying and managing distribution of media within Hallmark Channel. From ingest to on-air, Telestream provides the complete end-to-end tapeless solution that we needed."

– Mark Stolnitz, VP of Facility Operations,  
Hallmark Channel

"TrafficManager provides a practical solution for broadcasters transitioning to digital operations."

– Broadcast Engineering, March 2012

## What's included in TrafficManager

Professional configuration based on FlipFactory ProHD, plus media traffic monitoring for commercial delivery services and automation systems.

### New Media Platforms

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

MetaFlip Stylesheet option may be required

### Formats and Wrappers

See the extensive list on the TrafficManager 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

# Technical Specifications

TrafficManager  
Product Sheet

## Choice of two servers included; additional servers optional

<b>SERVERS</b>	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, VOD	■	■	■	
SeaChange MVL			■	■
SGI Media Server	■	■	■	

## Optional

<b>CAMERAS</b>	Browse	Monitor	Deliver	Notify
Grass Valley Infinity	■			
Ikegami GF	■	■		
Panasonic P2	■	■		
Sony XDCAM	■		■	
Sony XDCAM EX	■			

## Included

<b>NON-LINEAR EDITORS</b>	Browse	Monitor	Deliver	Notify
Adobe Premiere	■	■	■	
Apple Final Cut Pro	■	■	■	
Avid DS, Media Composer, Symphony, Xpress, Xpress DV, iNews, Newscutter	■	■	■	
Avid Unity, ISIS, Interplay	■	■		

## Optional

<b>NON-LINEAR EDITORS</b>	Browse	Monitor	Deliver	Notify
Avid Unity/ISIS/Interplay via Transfer Manager	■	■	■	■
Grass Valley New Edit, News Browse			■	
Avid Liquid & Vortex	■	■	■	

## Included

<b>BROADCAST AUTOMATION</b>	Browse	Monitor	Deliver	Notify
Avid/Sundance				■
Crispin				■
Floral				■
Harris				■
MicroFirst				■
Nverizon				■
Omnibus				■
Pro-Bel				■
ProTrack				■
VCI				■

## Included

<b>SPOT DELIVERY CATCH SERVERS</b>	Browse	Monitor	Deliver	Notify
Adstream	■	■		
AndTransfer	■	■		
Centaur	■	■		
DG	■	■		
ExtremeReach	■	■		
Fotokem	■	■		
Hula	■	■		
Javelin	■	■		
MIJO	■	■		
On The Spot Media	■	■		
Radiance	■	■		
RapidTransmit	■	■		
SmartJog	■	■		
SpotGenie	■	■		
Spottraffic	■	■		
Yangaroo DMDS	■	■		

## Optional

<b>SYNDICATION CATCH SERVERS</b>	Browse	Monitor	Deliver	Notify
Pathfire	■			■
PitchBlue**	■			■

## Included

<b>OTHER</b>	Browse	Monitor	Deliver	Notify
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 a PitchBlue® workflow to your trafficManager

