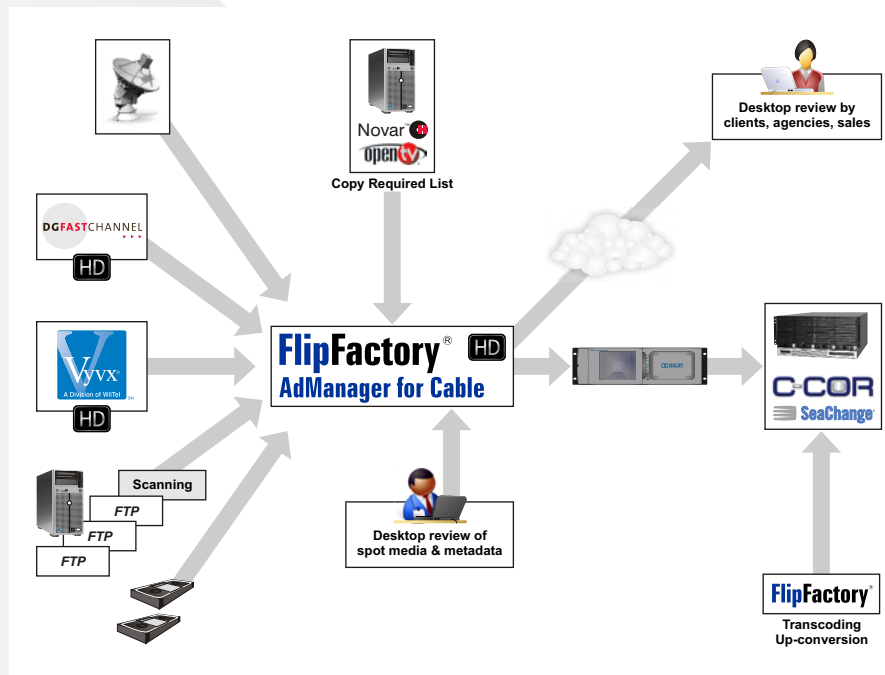


FlipFactory[®] AdManager for Cable

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

- Automate ingest-to-plaintext**
Simplify receipt and redistribution of commercials, VOD content and other digital media
- Single Collection Point**
Receive and track media from digital delivery services such as DG FastChannel, Vyvx, broadcast ClipMails, or local services such as internal production or agencies
- Best in Class Factory Automation**
Hands-free processing; simply set rules for where to look for source files, what to do with them, and where to deliver them
- Flexible Tape Ingest**
Optional real-time ingest from tape and live feeds directly into FlipFactory
- Extensive Format Support**
From HD to SD to proxies*: the industry's broadest and deepest file format support
- Enterprise-grade Scalability & Reliability**
Set up factories once for consistent, high-quality output results every time; scale across multiple servers; add 24/7 reliability for critical workflows



FlipFactory AdManager is changing the way cable companies move and manage commercials and long-term content received from digital media delivery services. This powerful workflow application automates the entire process of media receipt, notification, tracking, previewing, reformatting and delivery to destination devices. It also provides a single collection point for aggregation and review of incoming media.

AdManager picks up where digital delivery services leave off. 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. This eliminates manually encoding to the correct digital format or dubbing to tape, manually adding the T&B commercial ID, manual delivery of the file to its needed destination, as well as the need to train operations personnel on different delivery services' receiving systems.

Commercials, promos, and even long-form content can be received from edge servers located at your facility. The system can also be used to track and move content initially received on tape. Plus, locally-generated promos and ads can be imported from your facility's edit suites.

The Workflow

This powerful automation system monitors edge servers and local folders for the arrival of new content. Your operator is

notified as soon as media arrives. Incoming content is localized and transcoded into a low-resolution proxy format for viewing and QA, and consolidated into a single traffic monitoring application. Operators can access metadata, proxies, key frames and audio analysis.

AdManager can automatically match up the incoming commercial's ISCI code or ad ID with the T&B dub list and rename to your traffic ad ID. Media are reformatted for delivery directly to your ad insertion's HQ, MVL or any other video server on your company network, as well as to archives for later retrieval.

FlipFactory AdManager is the smart choice for today's complex digital media workflows at cable ad insertion and VOD operations. It integrates with leading indexing and asset management systems and provides a scalable platform to meet your growing digital media ingest needs. To receive HD content, just add the HD option.

Flexible and scalable, FlipFactory provides intelligent load-balancing across one or more servers—to meet your growing needs. For critical workflows, add **FactoryArray™** for rock-solid 24/7 reliability, auto-failover, configurable high-priority processing and distributed control to ensure no single point of failure.

Technical Specifications – FlipFactory® AdManager

What's Included in FlipFactory AdManager

Professional configuration consisting of FlipFactory ProSD plus media traffic monitoring for commercial delivery services and two (user specified) VOD or ad insertion servers. Also includes advanced processing features such as audio level analysis, key frame extraction and trimming adjustments.

Includes first year's Annual Maintenance and Support.

Formats and Wrappers

Included

Video

- 3GPP
- AVI
- Avid OMF/MJPEG (decode)
- Avid QT/MJPEG
- DNxHD (decode)
- DPX/Cineon (decode)
- DV25/50, DVCPPro25/50
- H.264/AVC
- MPEG-1 System Stream
- MPEG-2 DVD Elementary Stream
- MPEG-2 SD 4:2:0,4:2:2 Transport Stream, Program Stream to 50Mbps
- MPEG-4
- Packet Video (encode)
- QT Apple Video, Sorenson, DV, Avid MJPEG, Media 100 MJPEG, MJPEG A/B, MPEG-4, H.264, IPV FMA
- Real (encode)
- VC-1
- Windows Media (incl. WM HD)

Audio

- AAC (decode)
- AAC-LC
- AC-3, 5.1
- AMR
- AIFF
- EZMovie
- MP3
- MPEG-1 Layer 2
- PCM
- Qdesign
- Qdesign Music 2
- Qualcomm
- Real Audio (encode)
- Uncompressed
- WAV
- WMA

Optional

Video

- Avid OMF & AAF/MXF for DV25, DV50, IMX via TransferManager
- Avid OMF/MJPEG (encode)
- DVCPPro HD
- DNxHD (encode)
- Flash 8 (encode)
- HDV
- IMX
- MXF
- MPEG-2 HD 4:2:0, 4:2:2 Transport Stream, Program Stream
- 720p 24,25,30,50,60 fps
- 1080i 50,60 fields/sec
- 1080p 24,25,30 fps

Video, Audio and Graphics Processing

Included

Video

- Blur
- Color Rescale
- Contrast
- Crop
- Darken Region
- Field Order Conversion
- Frame Mode
- Gamma Correction
- Hue
- Inverse Telecine
- Mask
- MotionResolve™
- Standards Conversion
- Up/Down Conversion
- Noise Reduction
- Overlay
- Saturation

Video (cont'd)

- Sharpen
- Source Video Timing
- Telecine
- Temporal Interpolation
- Trimming
- Video Fade In/Out

Audio

- Channel Mixing
- Fade Up/Down
- Level Analysis
- Normalization
- Phase Invert
- Up/Down Sampling

Graphics

- Text, QuickTime or image single overlay (no timeline)

Optional

Graphics

- Layer-based elements (timeline based)
- Audio Overlay
- Drop Shadow
- Fade-in/Fade-out
- Image Overlay
- QuickTime Overlay

Graphics (cont'd)

- Text Generation
- Visual Template Creator

Stitching

- EDL Creator
- XML Support

Additional Features

Included

- Closed Captioning Synthesis & Conversion
- Keyframe Extraction
- Media Expansion
- Time Code burn in

Optional

- IPV SpectreView
- System usage reports for spreadsheets
- VANC Support
- Watermarking
- Arbitron
- Phillips
- SDK available for custom integration

Servers	Browse	Monitor	Deliver	Notify
Choice of two servers included; additional servers optional				
360 Systems Image Server 2000	●	○	●	○
Accom Abekas 6000	●	○	●	○
C-COR SkyVision, HQ	○	○	●	○
EVS XT Server, Media Server	●	●	●	○
Grass Valley Profile, PDR, K2	●	●	●	○
Harris VR Series, Nexio, DVR Series	●	●	●	○
Omneon Spectrum, MediaDeck, MediaGrid	●	●	●	○
Avid MediaStream	●	●	●	○
Quantel sQ Server	●	○	●	○
Scott Studios SS Video XT & LE	●	●	●	○
SeaChange BMS/BMC/BML	●	●	●	○
SeaChange MV.L, VOD	○	○	●	●
SGI Media Server	●	●	●	○
Sony eVTR, MAV70, MAV2000 (decode only)	●	○	●	○

Cameras	Browse	Monitor	Deliver	Notify
Optional				
Grass Valley Infinity	●	○	○	○
Panasonic P2	●	●	●	○
Sony XDCAM	●	○	●	○

Non Linear Editors	Browse	Monitor	Deliver	Notify
Included				
Accom Stratosphere	●	●	○	○
Adobe Premiere	●	●	●	○
Apple Final Cut Pro	●	●	●	○
Autodesk Stone, Smoke, Inferno, Flame, Flint	●	○	○	○
Avid DS, Media Composer, Symphony, Xpress, Xpress DV, iNews, NewsCutter	●	●	●	○
Avid Liquid & Vortex	●	●	●	○
Avid Unity, ISIS	●	●	●	○
Matrox DigiSuite	○	○	●	○
Media 100 i & iFinish	●	○	●	○
Optional				
Autodesk Stone, Smoke, Inferno, Flame, Flint	●	●	●	○
Avid Unity/ISIS/Interplay via Transfer Manager	●	●	●	●
Grass Valley News Edit, News Browse	○	○	●	○

Spot Delivery Catch Servers	Browse	Monitor	Deliver	Notify
Included				
Adstream	●	●	○	○
Centaur	●	●	○	○
DG FastChannel	●	●	○	○
SmartJog	●	●	○	○
MIJO	●	●	○	○
On The Spot Media	●	●	○	○
Pathfire	●	●	○	○
Spottraffic	●	●	○	○
Vyxx	●	●	○	○

Syndication Catch Servers	Browse	Monitor	Deliver	Notify
Optional				
Pathfire	●	○	○	●

Other	Browse	Monitor	Deliver	Notify
Included				
Akamai	●	●	●	○
ClipMail	●	●	●	●
ClipMail FTP	●	●	○	●
Email	○	●	●	●
FTP Folder	●	●	●	○
Job Forward	○	○	●	●
Local Folder	●	●	●	○
Local Storage	●	○	●	○
Network Folder	●	○	●	○
Network Folder (Samba)	●	●	●	○
Secure FTP	●	●	●	○
Slate/Spot Analysis	○	○	●	●
WebServer	●	○	○	○
Metadata/XML	○	●	○	●
Optional				
Video Charger	○	○	○	●
Video Logger	○	○	○	●

● Supported ○ Not Supported

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

Deliver: Automatically delivers Factory jobs to destinations

Monitor: Monitors a server for the arrival of new content

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

System Requirements

Operating System: Windows Server 2003, XP Pro
 Minimum Server: Dual, Quad Core Processor, 4 GB DDR Memory, SATA hard drives
 Dual 100/1000 Ethernet