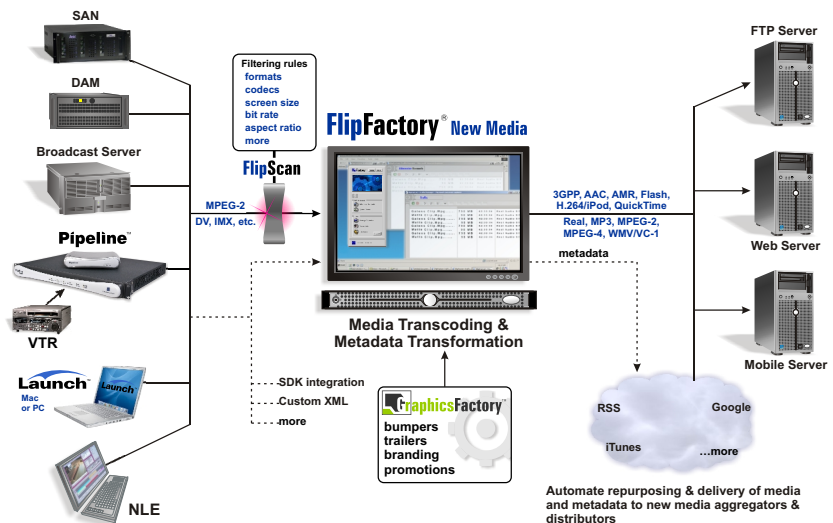


## New Media &amp; New Media Broadcast

Automate high-volume transcoding and delivery to web, mobile, DVD & podcast platforms

- **Automated Content Repurposing**  
Accepts source media and metadata from content providers; delivers to distribution, aggregator servers
- **Extensive Transcoding Support**  
Automatically transcodes from virtually any source format, including broadcast servers and NLEs, to equally broad range of new media formats
- **Outputs Popular Mobile and Web Formats**  
WMV/VC-1, H.264, Flash, 3GPP, MPEG-2, MPEG-4, Real, QT, MP3, AAC, WAV, WMA, AMR-NB
- **Transform Metadata with MetaFlip™**  
Associate metadata with your media and auto publish to podcast; generate usage reports
- **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
- **Scan User-generated Content**  
Screen, analyze & process incoming content with FlipScan™
- **Flexible Tape Ingest**  
Optional real-time ingest from tapes or live feeds directly into FlipFactory
- **Tailor your Assets for Different Outlets**  
Integrate optional automated graphics assembly into your workflow to brand, localize, personalize media
- **Enterprise-grade Scalability and Reliability**  
Set up factories once for consistent, high-quality output results every time; scale across multiple servers; add 24/7 reliability for critical workflows



With advances in PC, broadband, and mobile technologies, the adoption of TV to web, mobile, and personal media players is now a reality. Distribution to video websites, DVD, and mobile devices such as Apple's iPod offer new opportunities or revenue generation.

However, these opportunities also bring new challenges. For content providers, it's how to effectively repurpose existing media assets for new markets and deliver them to distribution channels. For content distributors and aggregators it's how to ingest content from a variety of sources and create output files appropriate for distribution. FlipFactory New Media addresses both needs.

**FlipFactory New Media** is a file-based content repurposing automation solution for new media distribution markets. Source media and metadata files are automatically ingested, transcoded to any number of video, audio, metadata and wrapper formats, and delivered to distribution servers – ready for ultimate distribution to new media users.

**FlipFactory New Media Broadcast** offers all the file transfer capabilities of FlipFactory New Media plus the ability to monitor and decode from broadcast servers.

The **FlipScan™** option automatically scans and analyzes uploaded source video, audio and metadata, including user-generated content. Validate and process it according to workflow rules you define, including: formats, codecs, screen size, bit rate, aspect ratio, and much more—to meet nearly any situation.

The **GraphicsFactory®** upgrade option automatically adds branding, localization, personalization, including splicing, bumpers, trailers, and overlays. Customize media per region, per aggregator, per source file. High-volume encoding and personalization have never been easier.

FlipFactory software runs on our recommended Windows server, or we offer it pre-installed on a server.

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.

With ongoing support for evolving mobile and web formats, you can rest assured you'll have a content repurposing solution that meets your needs today, tomorrow, and beyond.



# Technical Specifications – FlipFactory® New Media & New Media Broadcast

## What's Included in FlipFactory New Media and New Media Broadcast

First year's Annual Maintenance and Support.

### Formats and Wrappers

#### Included

<b>Video</b>	<b>Audio</b>
3GPP	AAC-LC
AVI	AIFF
Avid OMF/MJPEG (decode)	AMR
Avid QT/MJPEG	EZMovie
DNxHD (decode)	MP3
DPX/Cineon (decode)	MPEG-1 Layer 2
DV25/50, DVCPro 25/50	PCM
H.264/AVC	Qdesign
MPEG-1 System Stream	Qdesign Music 2
MPEG-2 DVD ES	Qualcomm
MPEG-2 SD 4:2:0, 4:2:2	Real Audio (encode)
TS & PS to 50Mbps	Uncompressed
MPEG-4	WAV
Packet Video (encode)	WMA
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)	

#### Optional

<b>Video</b>	<b>Audio</b>
Avid MXF (decode)	AC-3, 5.1
Avid OMF & AAF/MXF for DV25, DV50, IMX via Transfer Manager	
Avid OMF/MJPEG (encode)	
Flash 8 (encode)	
IMX	

### Video, Audio and Graphics Processing

#### Included

<b>Video</b>	<b>Video (cont'd)</b>
Blur	Sharpen
Color Rescale	Source Video Timing
Contrast	Telecine
Crop	Temporal Interpolation
Darken Region	Time Code burn in
Field Order Conversion	Trimming
Frame Mode	Video Fade In/Out
Gamma Correction	<b>Audio</b>
Hue	Channel Mixing
Inverse Telecine	Fade Up/Down
Keyframe Extraction	Normalization
Mask	Phase Invert
Noise Reduction	Up/Down Sampling
MotionResolve®	<b>Graphics</b>
Standards Conversion	Text, QuickTime or image single overlay (no timeline)
Up/Down Conversion	<b>System usage reports for spreadsheets</b>
Overlay	
Saturation	

#### Optional

<b>Graphics</b>	<b>Stitching</b>
Layer-based elements (timeline based)	EDL Creator
Audio Overlay	XML Support
Drop Shadow	
Fade-in/Fade-out	
Image Overlay	
QuickTime Overlay	
Text Generation	
Visual Template Creator	

### Additional Options

Closed Captioning Synthesis from Source or SCC file	Watermarking
Conform	Arbitron
IPV SpectreView	Philips
Media Expansion	SDK available for custom integration
MetaFlip Stylesheets	

### System Configuration 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

Included	Browse	Monitor	Deliver	Notify
<b>Non-Linear Editors</b>				
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 Unity, ISIS, Interplay	●	●	●	○
Media 100 i & iFinish	●	○	●	○
<b>Other</b>				
Akamai	●	●	●	○
ClipMail	●	●	●	○
ClipMail FTP	●	●	○	●
Email	○	●	●	●
FTP Folder	○	●	●	○
Job Forward	○	○	●	●
Local Folder	●	○	●	○
Local Storage	●	○	●	○
Network Folder	●	●	●	○
Network Folder (Samba)	●	●	●	○
Slate/Spot Analysis	○	○	●	●
WebServer	○	○	●	○
MetaFlip Engine	○	●	○	●
Secure FTP	●	○	○	●

Optional	Browse	Monitor	Deliver	Notify
<b>Cameras</b>				
Grass Valley Infinity	●	○	○	○
Panasonic P2	●	●	○	○
Sony XDCAM	●	○	●	○
<b>Non-Linear Editors</b>				
Autodesk Stone, Smoke, Inferno, Flame, Flint	●	●	●	○
Avid Liquid & Vortex	●	●	●	○
Avid Unity/ISIS/Interplay via Transfer Manager	●	●	●	○
Grass Valley News Edit, News Browse	○	○	●	○
Matrox DigiSuite	○	○	●	○

### FlipFactory New Media Broadcast adds:

Servers	Browse	Monitor	Deliver	Notify
<b>Support for monitors and decoders only*</b>				
360 Systems Image Server 2000	●	○	●	○
Avid MediaStream	●	○	●	○
Accom Abekas 6000	●	○	●	○
C-COR Sky/Vision, HQ	○	○	○	○
EVS XT Server, Media Server	●	●	●	○
Grass Valley Profile, PDR, K2	●	●	●	○
Harris VR Series, Nexio, DVR Series	●	●	●	○
Omneon Spectrum, MediaDeck, MediaGrid	●	●	●	○
Quantel sQ Server	●	○	●	○
Scott Studios SS Video XT & LE	●	●	●	○
SeaChange BMS/BMC/BML, VOD	●	●	●	○
SeaChange MVL	○	○	●	○
Sony eVTR, MAV70, MAV2000 (decode only)	●	○	●	○

● 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

\*Broadcasting encoding not available in any FlipFactory New Media product.



### Pricing

FlipFactory New Media: \$4,995  
FlipFactory New Media Broadcast: \$6,995