

Powerful media exchange between  
professional systems

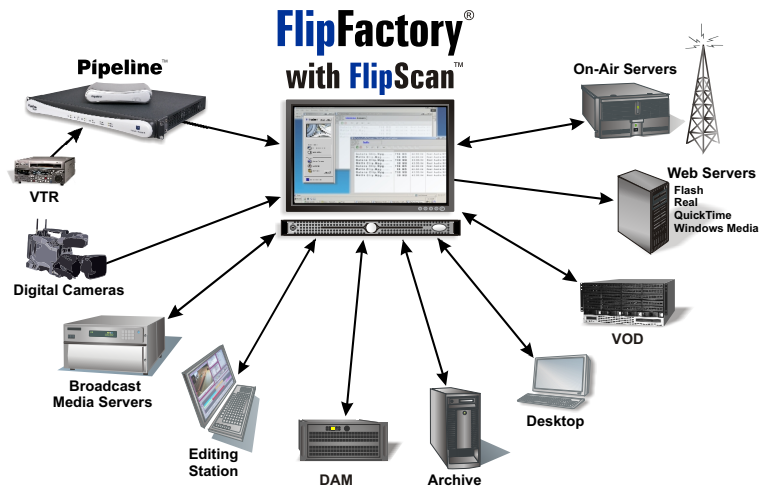
- **Universal File Transfer**  
Seamless media/metadata transfer between leading broadcast servers, NLEs, cable VOD servers, web servers, SANs
- **Extensive Format Support**  
The industry's broadest and deepest file format support
- **Tapeless**  
Replace tape and analog-to-digital conversions with faster, more efficient, metadata-driven, file-based transcoding and delivery solutions
- **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
- **Repurpose Content for New Revenues**  
Automatically transform content for evolving distribution outlets: web, mobile, IPTV, cable VOD
- **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 simplifies media file transfer in today's multi-format, multi-vendor, IT-based video environments. Media are automatically converted and seamlessly transferred with metadata between broadcast servers, edit systems, streaming servers, cable VOD servers, SANs and virtually all other networked digital devices in your facility

**FlipFactory ProSD** is the universal translator that provides the industry's broadest and deepest support for all the major professional video and audio formats, systems and wrapper variants. It can also be used to generate low-res proxies for desktop review, web or mobile formats, and high-res archive formats. In addition, it also integrates with all leading DAM systems.

**FlipFactory ProHD** provides all the benefits of ProSD, plus adds support for HD and MXF. Format support includes leading HD media servers, HD edit systems, MPEG VOD transport streams, H.264, Windows Media & QuickTime. ProHD automatically monitors systems folders, accepts 1080i, 1080p or 720p HD files and delivers them to destination systems. Exclusive MotionResolve® technology upconverts compressed standard definition interlaced 480/576 line content to superior quality 1080i and 720p HD output.

Add value to your workflow with options such as watermarking, subtitling and **FlipScan™**, which automatically scans



and analyzes uploaded source video, audio, and metadata, including user-generated content.

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.

With FlipFactory, your entire workflow is automated: capturing, enhancing, transcoding and media delivery. All digital processing ensures optimal quality is maintained throughout the entire process.

FlipFactory software runs on our recommended Windows servers, 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 all the latest video and audio formats and servers, you can rest assured you'll have a media workflow automation solution that will satisfy your needs today, tomorrow, and beyond.

# Technical Specifications – FlipFactory® ProSD | ProHD

## Formats and Wrappers

### Included in ProSD and ProHD

<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)	

### Included in ProHD, Optional for ProSD

<b>Video</b>	<b>Audio</b>
DNxHD (encode)	MPEG-2 HD 4:2:0, 4:2:2
DVCPro HD	Transport Stream,
HDV	Program Stream
MXF	720p 24,25,30,50,60 fps
VANC Support	1080i 50,60 fields/sec
	1080p 24,25,30 fps

### Optional for ProSD and ProHD

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

## Video, Audio and Graphics Processing

### Included in ProSD and ProHD

<b>Video</b>	<b>Video (cont'd)</b>
Blur	Saturation
Color Rescale	Sharpen
Closed Captioning Synthesis from source or SCC file	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
Media Expansion	Up/Down Sampling
Noise Reduction	<b>Graphics</b>
MotionResolve®	Text, QuickTime or Image single overlay (no timeline)
Standards Conversion	<b>System usage reports for spreadsheets</b>
Up/Down Conversion	
Overlay	

### Optional for ProSD and ProHD

<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

Conform	SDK available for custom integration
IPV SpectreView	
MetaFlip Stylesheets	
Watermarking	
Arbitron	
Philips	

## What's Included in FlipFactory ProSD and ProHD

Professional configuration consisting of: FlipFactory New Media Broadcast and two (user specified) options. FlipFactory ProHD also adds support for HD and MXF.

Includes first year's Annual Maintenance and Support.

Included in ProSD and ProHD	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 Liquid & Vortex	●	●	○	○
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	●	○	●	○

### Also included in ProSD and ProHD Choose 2 of the following:

Choose 2 of the following:	Browse	Monitor	Deliver	Notify
<b>Servers</b>				
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, VOD	●	●	●	○
SeaChange MVL	○	○	○	●
Sony eVTR, MAV70, MAV2000 (decode only)	●	○	●	○
<b>Cameras</b>				
Grass Valley Infinity	●	○	○	○
Panasonic P2	●	●	●	○
Sony XDCAM	●	○	●	○
<b>Non-Linear Editors</b>				
Matrox DigiSuite	○	○	●	○
Autodesk Stone, Smoke, Inferno, Flame, Flint	●	●	●	○
Avid Unity/ISIS/Interplay via Transfer Manager	●	●	●	●

### Optional for ProSD and ProHD

Optional for ProSD and ProHD	Browse	Monitor	Deliver	Notify
<b>Non-Linear Editors</b>				
Grass Valley News Edit, News Browse	○	○	●	○

● Supported ○ Not Supported

**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

## 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