



DIVArchive Digital Content Workflow with Integrated FlipFactory Transcoding

The digital evolution in broadcast has led to a new era of complexity, dealing with format compatibility between digital file-based devices. Evolving industry standards have led to a certain level of content interoperability, but each video server, newsroom and editing device still has its own very specific format requirements.

There are several standalone transcoding technologies available on the market, but having an operator sit in front of a user interface manually controlling transcode operations is not an option, as more and more file based devices are integrated.

Front Porch Digital's DIVArchive Content Storage Management (CSM) solution with integrated Teletream FlipFactory transcode functionality brings new capabilities to broadcasters and content providers who need to capture, repurpose, manage, and deliver file-based video content. This tightly integrated solution delivers true interoperability by automating the direct exchange of content between any type of supported broadcast, editing, transmission or new media device.

DIVArchive solves these content compatibility challenges with the tight integration of high bitrate and proxy transcoding technologies from Teletream.

Transcoding as a Fundamental Component of the File Based Workflow

DIVArchive now includes tight integration of transcoding solutions from Teletream as part of the file-based content workflow. Teletream's FlipFactory product is clearly the marketshare leader in transcode technologies, and combines its transcoding with the marketshare leading best of breed in CSM solutions from DIVArchive.

Through this proven integration of scalable nearline and archive storage with transcoding, you no longer need to worry about the particular format of any of the assets in your infrastructure. Simply select an asset in DIVArchive and the desired destination (including your Avid or Final Cut Pro systems), and DIVArchive will take care of the rest. DIVArchive intelligent content management passes requested assets through any of the integrated transcode engines to ensure content compatibility with the desired destination device. If DIVArchive determines that the selected asset is compatible with the desired destination, the transcode step is simply bypassed. Transcode operations can include either a full format/bitrate/GOP conversion or a simple essence rewrap operation.

This "in path", integrated transcode is one of the reasons why DIVArchive continues to increase its dominance in the global content storage management marketplace as the only provider with this breath of functionality.



Advanced Transcode Control via DIVArchive Storage Plans

Storage Plan functionality in the DIVArchive solution can very granularly control the content lifecycle through tiers of storage in addition to transcoding. Content transcoding can occur automatically when assets are captured from source devices or triggered, when requested, for delivery to destination devices. The important fact to note is that all transcoding occurs without any human intervention or monitoring and is a fundamental part of the DIVArchive integrated configurable content policy engine.

Scalable and Fault Tolerant Solution

Building on the incrementally scalable and fault tolerant architecture of DIVArchive, transcoding integration offers the same advanced functionality which customers have come to expect from Front Porch Digital and Telestream. The integrated transcode engine actually resides on the DIVArchive Actor servers, so that content can be transcoded as it is being transferred between devices, without the need for additional copies of the asset to be made. Each of these DIVArchive Actor/Transcoder engines supports multiple parallel transcode operations, so content is reformatted effortlessly as it flows through the system. By adding any number of DIVArchive Actors

to a system, customers gain both incremental system bandwidth as well as inherent N+1 redundancy. By adding DIVArchive Actor/Transcoders to the system, the customer will gain, not only additional bandwidth and redundancy, but also transcoding horsepower. The DIVArchive Manager will seamlessly reroute any transfers or transcode operations in the event of an Actor or Actor/Transcoder engine failure.

Automatic Transfer and Transcode Load Balancing

The DIVArchive Manager intelligently load balances transfer as well as transcode operations as content flows through the system. Utilizing any number of Actors and Actor/Transcoders, transfer and transcode efficiency is always guaranteed. Front Porch Digital will work with customers to fully investigate workflow requirements and recommend the best possible solution.

By combining DIVArchive with these powerful transcoding solutions, customers now have the most powerful, integrated storage management and transcoding solution available in the marketplace.