Simplify Content Preparation and Delivery in Multiplatform Environments

The integration of GV STRATUS with Telestream Vantage® benefits media organizations seeking to capture new opportunities in multiplatform environments. Content can be prepared and then delivered for multiple use cases with just one set of tools for production professionals.
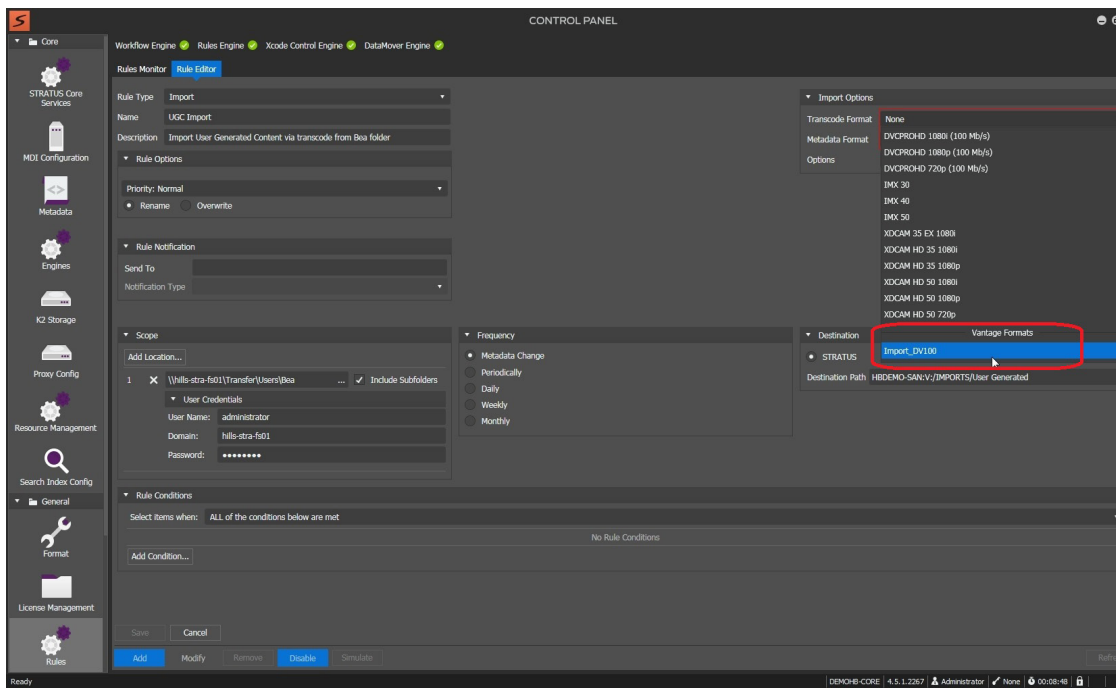
To facilitate and automate the tasks of importing multiformat media, ready for production and processing for multiplatform delivery, GV STRATUS® Video Production & Content Management System from Grass Valley®, a Belden Brand, integrates with Telestream Vantage to seamlessly transcode files before or after the production process. This can be done either by user request or by automated workflow rules.

The combined solution:

- Integrates capabilities to seamlessly manage the processing and delivery of content to digital platforms
- Offers flexibility in setting up transcode profiles within Vantage which can then easily be applied to the workflow within GV STRATUS
- Enables easy-to-create GV STRATUS workflow rules with different requirements to transcode on import or export of media
- Is transparent to the user, who can simply invoke workflows by modifying clip properties or send a transcode request from GV STRATUS to Telestream Vantage
- Allows users to add metadata, segment their assets and automatically prepare and publish them to an external FTP location

Why Choose the Combination?

Grass Valley and Telestream have worked closely together to seamlessly integrate GV STRATUS' powerful asset management and content production capabilities with the full power of Telestream's Vantage media processing platform to transcode content according to client needs. Our integration is not based around watched folders, but via RESTFul API calls, which allows recalling and invoking transcoding profiles from GV STRATUS to Vantage from the asset management tool set. Users no longer need to access two different user interfaces to perform production and transcoding operations.

Example of an import rule set up on GV STRATUS Control Panel

We have a long standing and successful partnership providing a robust and proven solution. The flexibility of Telestream Vantage transcoding capabilities combined with the powerful GV STRATUS asset management toolset and workflow rules provides the ideal solution for media organizations looking to quickly and easily produce content from disparate sources and to multiple platforms.

The Import Process

GV STRATUS performs a file import from an external file location into K2 production storage, deploying Vantage transcoding first. At the top of this page is an example of an import rule set up on GV STRATUS Control Panel which transcodes media to DV100 before importing to K2 storage. These rules are fully flexible and configurable by the end user. Multiple rules following different profiles can be set up.
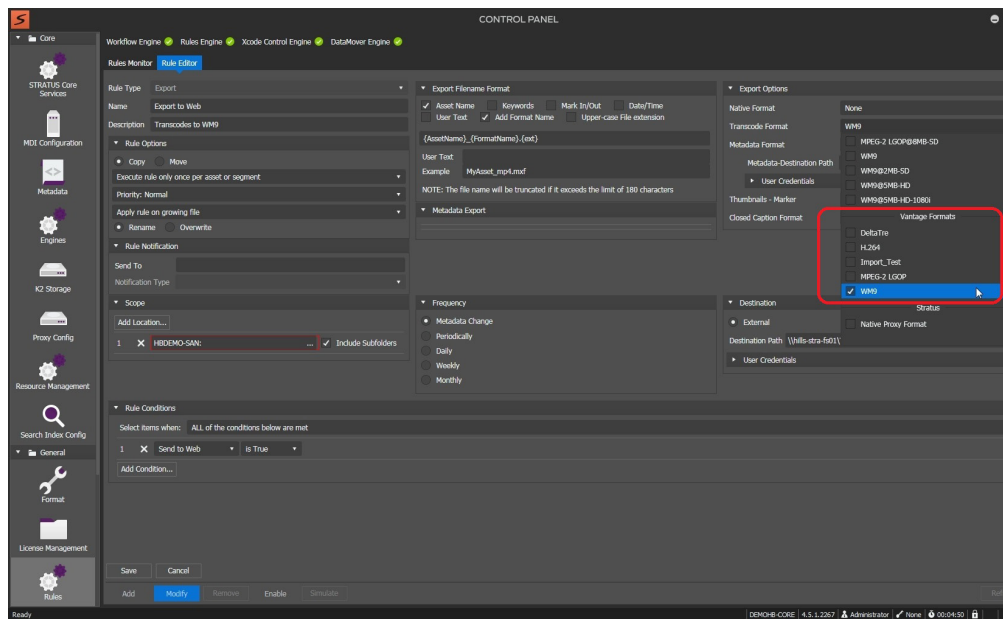
The Export Process

GV STRATUS performs a file export from K2 production storage to an external destination, deploying Vantage transcoding first.

Pictured on the next page is an example of an export rule set up on GV STRATUS Control Panel which transcodes media to Windows Media 9 before exporting to an external destination which will in turn publish to a website.

Customer Example

One of Grass Valley's current customers, a live sports production facility, uses this integrated solution between GV STRATUS and Telestream Vantage to automatically send edited sports packages to their webpage and YouTube channel. Workflow rules within the GV STRATUS asset management system are set up so that final edited packages, prepared by video editors daily using Grass Valley's EDIUS non-linear editor, are automatically sent to Telestream Vantage at 2:00 am each morning, transcoded into different formats, and exported to the relevant file destination so that the Content Management System can upload to the website and YouTube channels. This is totally transparent and no users need to be involved in this workflow.

telestream

Example of an export rule set up on GV STRATUS Control Panel

About Grass Valley and GV STRATUS

GV STRATUS offers a full set of production tools in one application – designed for simplicity, efficiency and speed – because exceptional, highly creative content starts with an efficient, flexible workflow.

GV STRATUS lets you better manage entertainment, on-air operations and news production media work-flows to stay competitive. Since GV STRATUS' task-driven tools operate in a variety of environments, and can be specifically tailored for each user's job function, you'll increase efficiencies and enable more effective collaboration throughout the entire production lifecycle.

The GV STRATUS Video Production & Content Management System from Grass Valley, a Belden Brand, is the most complete and versatile application environment for nonlinear media production. Developed to adapt to the rapidly changing business, operational and technology needs of the modern media enterprise, GV STRATUS is a flexible, evolvable software-centric approach that changes the way creative talent works together to efficiently produce rich, high-value content.

About Telestream and Vantage

Since its beginnings in 1998, Telestream has been a pioneer of video over IP, solving the challenges of moving, transforming, and exchanging multiformat media across standard IT networks. The company has helped guide the journey from simple transcoding and islands of file-based workflow automation to the consolidation of file-based media workflows. They have been there every step of the way with innovative solutions, helping customers save money, streamline operations, reach broader audiences, and generate new revenue from their media. Telestream is located in Nevada City, California.

Vantage is a scalable, software-enabled media process-ing platform that manages all media services from the camera to the point of distribution. This allows content owners, producers, and distributors to quickly, easily, and cost-effectively ingest, edit, transform, package, monetize, and distribute their media assets. Vantage utilizes the latest technologies to deliver pristine quality, exceptional processing speeds, plus the industry's most intelligent and scalable workflow automation system.

For more information:

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