



Everybody's
watching

Partner Application

Six steps to bulk ingest

With the iCR-Mediaflex Automated Ingest Solution, processing video in bulk just takes six easy steps:

1. Register your tapes in Mediaflex and create ingest tasks.
2. Load your tapes into a FlexiCart.
3. Mediaflex Cart scans the tapes and links them to the titles held on the Mediaflex database.
4. Launch and leave as Mediaflex Cart directs iCR to ingest the content and create digital masters and real-time proxies in whatever format and wrapper you have specified.
5. Move onto your next task with peace of mind while iCR carries out an automated quality control (QC) of the ingested media. If there are any issues they will be flagged and you can review them at the point of ingest, or as a downstream process, whichever is easier.
6. Reload for the next bulk list while you search for ingested content in Mediaflex and iCR repurposes it into the deliverables required for distribution.



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The automatic choice for video ingest

Automated ingest and repurposing from AmberFin and TMD

Does your business need to ingest video by the cartload?

If so, AmberFin® and TMD have joined forces to offer you best-in-class ingest automation and repurposing on generic IT storage systems.

The iCR-Mediaflex Automated Ingest Solution combines the best technologies from two of the industry's leaders in automated workflow.

AmberFin's award-winning iCR allows you to create templates to effortlessly automate repetitive ingest, conversion and transcoding tasks, and is built to be easily integrated into your existing equipment, from storage networks to non-linear editors.

Meanwhile TMD's Media Asset Management and Mediaflex Cart application provide an operational business system featuring device control and workflow management which help you increase efficiency, reduce costs and improve profitability.

Combining the two, and adding in a tape library robot such as a Sony FlexiCart, gives you a uniquely practical, scalable and cost-effective way of ingesting and repurposing video in bulk.

A wealth of standalone applications

AmberFin iCR's versatility and modular architecture means you can use it for standalone applications including:

- **Mastering:** create error-free files that can easily be distributed across multiple consumer devices. AmberFin iCR gives you the highest-quality masters, sub-masters and proxies in the industry, with an integrated QC that can be operated automatically.

- **Production Encoding:** replace tape with files in the high definition (HD) world, solve interoperability issues in new digital HD/standard definition (SD) production systems and optimize use of equipment and staff. AmberFin iCR allows you to benefit from Emmy-award winning techniques to convert between HD and SD formats and bridge the gap between incompatible acquisition and production formats such as P2 and Sony XDCAM.

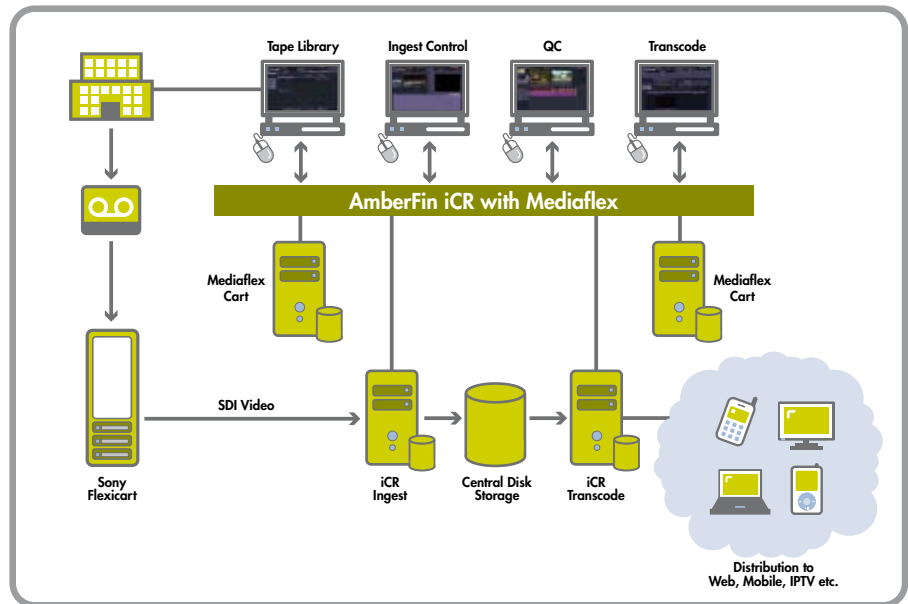
- **Reviewing:** trace and check faults in a failsafe way. Review material on broadcast-quality monitors and automatically create a QC report which detects things the human eye cannot. AmberFin iCR can more than halve the time taken by the traditional manual review process by precisely assessing the quality of digital media files on professional broadcast equipment.

- **Virtual VTR:** benefit from a self-contained recording, storage and playback system incorporating the necessary tools to work seamlessly in a traditional videotape recorder (VTR) environment and bridge video and IT infrastructures. AmberFin iCR fluently converts between any SD and HD file and video formats.

- **Repurposing:** enjoy new revenue opportunities by effortlessly publishing content on new media distribution channels such as the Web, video on demand, IPTV, HD-DVD, mobile phones and portable media players. AmberFin iCR creates smaller files and better quality video whilst saving on distribution costs, with unique enablers for international distribution and automated reformatting to small screens.

AmberFin

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Added flexibility with Mediaflex

Mediaflex helps you to process video more efficiently thanks to the following core elements:

- **Library Manager:** manage any kind of physical media, including video and audio tapes and cartridges, and, using bar codes, track your assets from the library through your entire workflow.
- **Media Asset Manager:** manage the content lifecycle of digital and analogue assets, as well as manage, preserve and make searchable all metadata in the system and generate a wealth of audit information.
- **Mediaflex Applications:** incorporate a number of standard tasks including ingest, quality control and bookings.
- **Workflow Manager:** contains more than 40 configurable tasks for media and broadcast operations, providing workflows which are dynamic, status-driven and will report in real-time as individual tasks complete.
- **i-Mediaflex:** provide Web access to Mediaflex for users outside the main production area and support remote services such as subtitling and requests for content.
- **Service Managers:** allow Mediaflex to connect to other systems such as iCR.

See it for yourself

Want to know more?

To find out now why your business absolutely cannot afford to be without automated ingest and repurposing, contact AmberFin:

info@amberfin.com
www.amberfin.com

Company policy is one of continuous product improvement. Specifications are therefore subject to change without notice.

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