

Discovery Reply

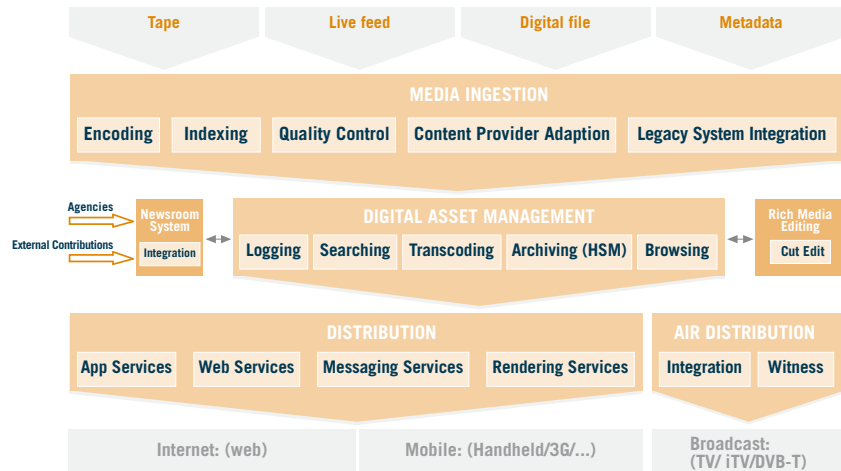
Multimedia

Discovery Reply Multimedia is an integrated media asset management solution that supports the complex processes of ingest, documentation, cataloguing, editing, processing and management of digital contents and media. Frame-accurate production of the same content transcoded in multiple formats, automation of the video encoding and distribution chains, as well as management of information flows, add up to provide an advanced solution for digital media management.

With *Discovery Reply Multimedia*, personalized "Business Rules" can be modeled and configured based on the customer's workflow specific needs, thus favoring the interaction among workgroups and cross-departments and cutting down on the total cost of digital assets management and their time-to-market.

MAIN FEATURES

- ▶▶ Centralized processing and access to heterogeneous multimedia contents organized into logical containers (assets). Single integrated environment for managing the asset's life-cycle.
- ▶▶ Web application based on multi-layers architecture, each devoted to specific functionalities and services. With its flexible structure enabling customization and scalability, this architecture meets the specific needs of broadcasting and media company.
- ▶▶ Based upon open standards (XML, Web Services, SOAP) integrates easily with third-party solutions.
- ▶▶ "Control Console" for the management of the following processes: ingestion, cataloguing and logging; video editing, archiving, system monitoring and configuration; integration with playout systems.
- ▶▶ Automatic fault-tolerance support guaranteed by a distributed architecture.



DATA SHEET

DISCOVERY
Reply **MULTIMEDIA**

Discovery Reply Multimedia provides ready-for-deployment solutions for:

- ▶▶ Playout Automation Systems
- ▶▶ Production & Preservation Systems
- ▶▶ Digital News Production
- ▶▶ Web 2.0 Systems
- ▶▶ DVB-T Systems
- ▶▶ iTV

Discovery Reply Multimedia provides basic features as:

- ▶▶ Media ingestion
- ▶▶ Asset cataloguing and annotation
- ▶▶ Storyboard
- ▶▶ User friendly search, browse and preview
- ▶▶ Rough-cut editing and Video conforming
- ▶▶ Workflow management and orchestration
- ▶▶ Broadcast device control automation
- ▶▶ Digital content automatic quality control

Discovery Reply Multimedia fits every needs through:

- ▶▶ Asset concept and object model definition
- ▶▶ Customizable metadata scheme
- ▶▶ Customizable menu item
- ▶▶ Distributed media processing
- ▶▶ Customizable Business Rules

DISCOVERY REPLY MULTIMEDIA

▶▶▶ RELEASE 2.4 NEW FEATURES

Full Rhozet Carbon Coder integration
 Sony Vegas editor integration
 Integrated Flash Image Viewer
 Priority-based workflow engine enhancement
 Integrated Silverlight player
 More generic Web Services exposed (SearchWebServices, SonyVegasServices, AssetServices)

▶ USER INTERFACE

Web based browser
 PC-based video preview
 Folder-based assets cataloguing
 User-definable custom metadata
 Fuzzy logic and full-text search
 Stop words
 Versioning
 Custom search profiles
 Multiple language support
 Metadata editing
 Syntax check

▶ INGEST

Multiple channels ingest
 Digital file importing
 VTR control
 Synchronous timecode based ingest of multiple formats
 On-demand, scheduled, recurrent and batch ingest
 VDCP-compliant devices control
 Automatic router control
 Low resolutions real time or batch coding
 GUI controlled

▶ EDITING

Audio & video
 Rough-cut desktop editing and EDL creation
 EDL import/export
 Hires conforming
 Jog & shuttle device support

▶ ARCHIVING

HSM integration and SAN/NAS support
 Automatic or manual GUI-supported material migration

▶ WORKFLOW MANAGEMENT

Customisable and pre-packaged workflows
 XML-based workflow definition language
 Triggerable events and customisable actions
 Process or user based interaction workflow
 Automatic user task assignment and tracking

▶ LOGGING AND PROCESSING

Automatic scene change detection and keyframes extraction
 Frame/Scene-based video annotation
 Automatic audio & video quality control (black frames, silences detection)
 Pattern recognition
 Multi-layered annotation
 Many-to-many objects relationship

▶ TRANSCODING

Batch conversion between MPEG2, MPEG1, WM, MPEG4, DVCPRO ,DV, FLV, MXF
 Audio transcoding (BWF, FLAC, WMA, MPEG1 L2, PCM)

▶ ADMINISTRATION, MONITORING AND RESOURCE CONTROL

Strong user authentication policies
 Role-based access to assets, devices, functions and folders Ingestion lines, services, end-points activation and configuration
 Active Directory integration Single sign on

▶ INTEGRATION

Playout system integration via standard and proprietary protocols
 HSM integration Open to 3rd parties via API Integration with 3rd parties via Web Services and XML data exchange
 Newsroom system integration via standard protocols and proprietary interface NCRS integration MOS-compliant systems integration SYSLINK-compliant systems integration MOG Solutions MXF technology support

▶ DELIVERY

Remote publishing
 Print-to-tape
 Print-to-DVD
 NLE
 Videoservers
 Automatic segmentation



Reply is a leading Consultancy, Systems Integration, Application Management and Business Process Outsourcing company, specialized in the creation and implementation of solutions based on new communication networks and digital media. Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain, thanks to its knowledge of specific solutions and a consolidated experience addressing the main core issues of the various industrial sectors. Reply's model is based on a network structure composed of subsidiary companies, each focusing on specific lines of offer.

Reply [REY.MI] is listed in the Star segment of the Italian Stock Exchange.

For further information on Reply and its products please visit the corporate website: www.reply.eu

Reply S.p.A.

Corso Francia, 110
 10143 TURIN - Italy
 phone +39.011.7711594
 fax +39.011.7495416

www.reply.eu

2009 Reply S.p.A. All rights reserved. Reply and the corporate logo are trademarks or registered trademarks of Reply S.p.A. throughout the world. All other company and product names are used for identification purposes only may be trademarks of their respective owners. Reply cannot guarantee completion of any future products or product features mentioned in this document, and no reliance should be placed on their availability.