

Pictron Product Guide

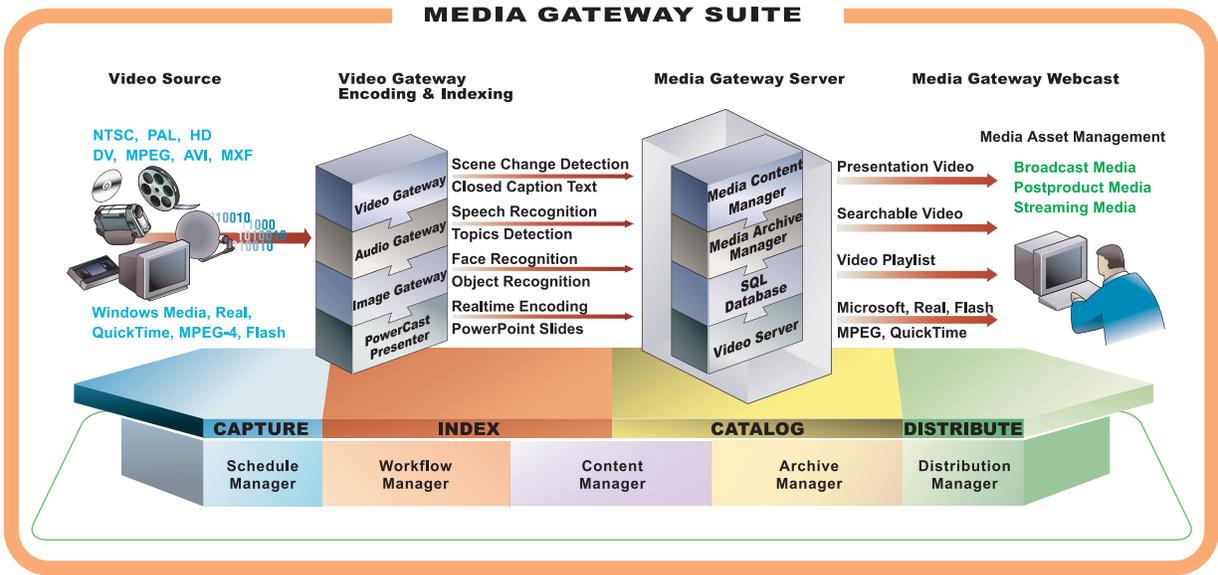


Media Gateway Suite

Enterprise-Scale Rich Media Creation, Indexing, Search, and Management Platform

As streaming media has become main stream, so too has the need to effectively create, index, search, manage, and share this potent medium. To help unleash the power of your media assets, Pictron has developed a comprehensive suite of products and services designed to power the next generation of rich media applications. With its seamless workflow, Pictron Media Gateway Suite automates video encoding, indexing, search, management, and distribution over the Internet and Intranets - enabling enterprise organizations to easily and cost-effectively find, organize, archive, share, and repurpose digital assets. Using its advanced video analysis and artificial intelligence technology, Pictron's software automatically segments and indexes video into meaningful clips based on visual scene changes, speech recognition, and human face recognition to make video searchable and interactive. With a simple Web browser interface, users have unprecedented access to the information they need, when and how they need it.

Pictron Media Gateway Suite brings together rich media production, communication, and management applications into a single, easy-to-deploy enterprise-scale platform. Built on a modular architecture, the Pictron Media Gateway Suite offers an affordable and highly scalable solution for organizations of all sizes. The system architecture is tightly integrated with industry standard databases, video, and web servers to provide a comprehensive end-to-end media asset management solution with seamless automated workflow. And the Media Gateway Suite even integrates nonlinear editing systems, broadcast media servers, and broadband streaming media for unprecedented efficiency in production, broadcast, and Web streaming environments.



▶▶▶ Video Encoding & Indexing

Video Gateway™

Pictron Video Gateway revolutionizes the way video is accessed and used on the Internet and Intranets - transforming unstructured content into highly interactive, searchable video. Video Gateway automatically detects video scene changes, extracts closed caption text and keyframes, and summarizes the video content into a visual storyboard format. It can further encode multiple video streams in Windows Media, Quicktime, Real, or MPEG formats in real-time. Video attributes, annotations, and metadata are cataloged automatically into the database with SMPTE timecode information. Video Gateway offers an easy-to-use drag-and-drop interface to log and catalog video clips during or after live video capture.

Audio Gateway™ and Image Gateway™

Using advanced speaker-independent speech recognition technology, Audio Gateway converts audio signals into a searchable text transcript in real time - eliminating the labor-intensive process of manually annotating text and synchronizing it with digitized video. Pictron Image Gateway brings a new dimension to video search, allowing users to conduct searches based on visual cues. Pictron's proprietary visual recognition technology recognizes human faces, video title text, and user-defined objects from video streams in real time.

▶▶▶ Media Asset Management

Media Gateway Server™

This complete web-based media asset management platform allows users to search, manage, edit, publish, present, and interact with video using a Web browser. Video assets are ingested automatically from postproduction or broadcast systems through watch folders or manually through Video Gateway application. Proxy videos in various formats are generated automatically and intelligent video/audio analysis modules are used to index video based on scene change keyframes,

speech transcript, or face ID. Video editors, corporate gurus, and others can search video clips based on text, visual content, or database information. Results are ranked by relevance with representative video frame, text transcript, visual storyboard, and database attributes displayed. Users can browse the visual storyboard and navigate to specific video clip locations by specifying the key frame or text transcript line. Webmasters can customize their search and video player HTML templates to match the look and feel of their websites. System administrators can manage users, groups, privileges, and asset access rights through the built-in account management module or the optional LDAP interface. Content producers can quickly edit video clips online and assemble a playlist based on multiple clips and export it as an EDL to Avid or Final Cut Pro. Pictron Media Gateway Server provides an open architecture supporting standard relational databases such as Microsoft SQL, Oracle, and MySQL. Users can easily develop custom applications on top of the Media Gateway Server platform based on Web Services and XML protocols.

Media Content Manager™

Media Content Manager manages hundred of digital asset types - from documents and images, to presentations and illustration graphics. It provides a scalable, enterprise-wide content management architecture that integrates automated media indexing, account management, workflow, media transformation, thumbnail previewing, and media distribution. An automated “watch folder” imports existing media assets, regardless of content type. Metadata associated with each asset is extracted and stored in the database. Thumbnail and Preview images of each asset are automatically generated for fast browsing and previewing. From any standard web browser, users can search and retrieve media assets anytime, anywhere based on keywords, metadata, and full text searches. They can download assets or open them through native applications - even convert media format or resolution before delivery.

Media Archive Manager™

Pictron Media Archive Manager is a comprehensive policy-based automated media archive service that provides integrated hierarchical storage management. Based on usage statistics, media retention policies, and business rules, Pictron Media Archive Manager intelligently moves data among online, near-line, and offline storage. And Pictron Media Archive Manager interfaces with numerous robotic tape libraries and DVD jukeboxes either directly or through data mover middleware.

Rich Media Presentation

Media Gateway Webcast™

Media Gateway Webcast is an enterprise-scale software platform that empowers users to easily produce compelling live or on-demand rich media presentations. Media Gateway Webcast delivers streaming video synchronized with PowerPoint slides, HTML Web pages, Flash presentations, text transcript, graphics, and other rich media content. These rich media presentations are fully interactive with live questioning and answering, interactive polling, quiz, and links to related documents. Media Gateway Webcast streamlines the entire webcast lifecycle workflow from webcast event scheduling, setup, announcement, user registration, to live webcast production control, and post-webcast report and analysis. During the live webcast, Media Gateway Webcast automatically records and indexes the entire presentation with synchronized interactive events to provide an on-demand presentation in searchable format right after the webcast. Users can search on-demand presentations based on speech text, human faces, and database information automatically indexed with Pictron Media Gateway Suite software, or document content associated with PowerPoint slides, HTML Web pages, and PDF documents. Recorded webcasts can also be archived to a CD, DVD, or designated Web site.

Media Gateway Webcast™

- Live or On-Demand Streaming Video in Windows Media, Real, QuickTime, and MPEG
- Synchronized PowerPoint Slides, HTML Web Pages, and Text Transcript



- Related Documents and Speaker Information
- Live Questioning and Answering, Interactive Polling, and Quiz
- Search PowerPoint Slide Content or Text Transcript
- Automatically Generated Table of Content

▶▶▶ **Postproduction Integration**

Post Production Media Manager™

Pictron Post Production Media Manager seamlessly integrates production assets produced by Apple Final Cut Pro and Avid nonlinear video editing systems into a unified media asset management system under Pictron Media Gateway Server. Directly interfacing with Final Cut Pro and Avid NLE systems, the Post Production Media Manager automatically imports metadata from Final Cut Pro and Avid projects, indexes the video and generates a proxy video when any new production media is ingested through these editing systems - whether on an individual editing workstation, Avid Unity, or Xsan. Users with account access privilege can now search postproduction media on the Pictron Media Gateway Server with a standard Web browser interface and playback proxy video with synchronized storyboard keyframes and text transcript anywhere, anytime. Using the Media Gateway Server application Web browser interface, users can search video clips, build playlists, and export playlists to Avid and Final Cut Pro EDL Formats. Video editors can drop the exported EDL file to Avid or Final Cut Pro and it becomes a Bin in the project for immediate video editing session.

▶▶▶ **Broadcast Integration**

Broadcast Media Manager™

Designed to meet the specific needs of broadcasters, Broadcast Media Manager automatically generates proxy video directly from digital broadcast media residing on Omneon Media Server and other broadcast servers. Working in conjunction with Pictron Media Gateway Suite products, the Broadcast Media Manager automatically indexes video using automatic scene change detection, closed caption extraction, speech recognition, and face recognition to generate storyboard key frames, text transcript, and face ID during the proxy video generation process. Pictron Broadcast Media Manager can directly interface with leading broadcast automation systems such as Sundance, Crispin, NVerzion and others. New broadcast media ingested through the automation system or broadcast server is automatically indexed and published to the Media Gateway Server. Users can search video clips based on traffic or automation information and preview proxy video clips through a Web browser interface anywhere on the network. With Pictron Media Archive Manager, broadcast media can be automatically archived and restored based on business rules, policies, and broadcast schedules.

