

Discovery Reply™

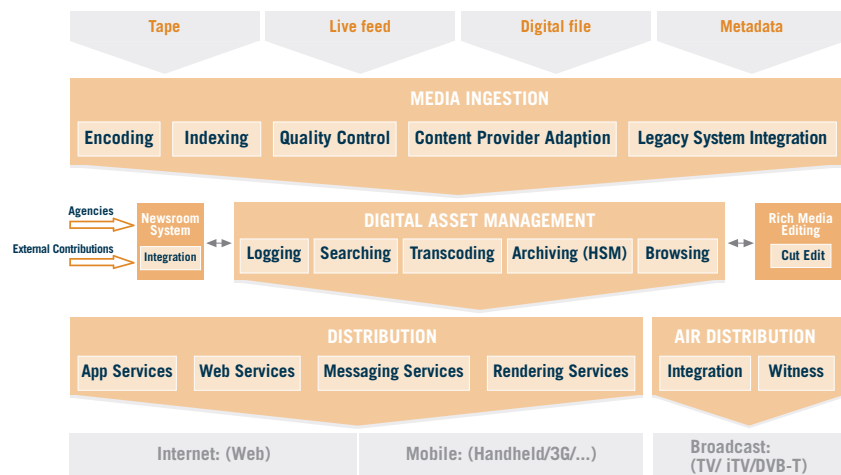
Multimedia

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 companies.
- ▶▶ 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.



Discovery Reply™ Multimedia Architecture

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

- ▶▶ Playout automation systems
- ▶▶ Production & preservation systems
- ▶▶ Digital news production
- ▶▶ DVB-T systems
- ▶▶ iTV
- ▶▶ Web 2.0 systems

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

DATA SHEET

DISCOVERY
Reply **MULTIMEDIA**

DISCOVERY REPLY™ MULTIMEDIA

▶ 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

- Customizable 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 and MXF
- Audio transcoding (BWF, FLAC, WMA, MPEG1, L2 and 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

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