

ACTUS

Monitor. Verify. Repurpose.



Clip Factory

All-in-one content repurposing and delivery

In a nutshell

Clip Factory is the one-stop-shop solution to content repurposing for the new media platforms of Internet and mobile. It comes as one of three alternative products:

- **Quick Export** → Simple clips for compliance
- **Clip Factory Lite** → Frame accurate, cut into parts
- **Clip Factory Pro** → Automation, effects, distribution to Social Media, Profiles

Main Features

- ❖ Advanced cut-to-cut editing,
- ❖ Cutting segments into parts.
- ❖ Frame Accurate
- ❖ Ability to include or exclude each part.
- ❖ Customized metadata assignment per part and per segment.
- ❖ Export to multiple destinations (FTP, Network Share, YouTube, and Internal Catalog/mini-MAM).
- ❖ Automation of clips creation
- ❖ Web application – no client software required!

Justification

Clip Factory is an alternative to various combinations of capture and encoding, video editing, transcoding and delivery solutions – integration that is complicated and expensive. Clip Factory incorporates video recording, content extraction, editing, metadata application, transcoding, and delivery management into a single streamlined solution.

Main Applications

- ❖ Preparation of content for Catch-TV, WebTV, VOD and mobile platforms.
- ❖ Distribution of video content across departments in the organization and outside of it.

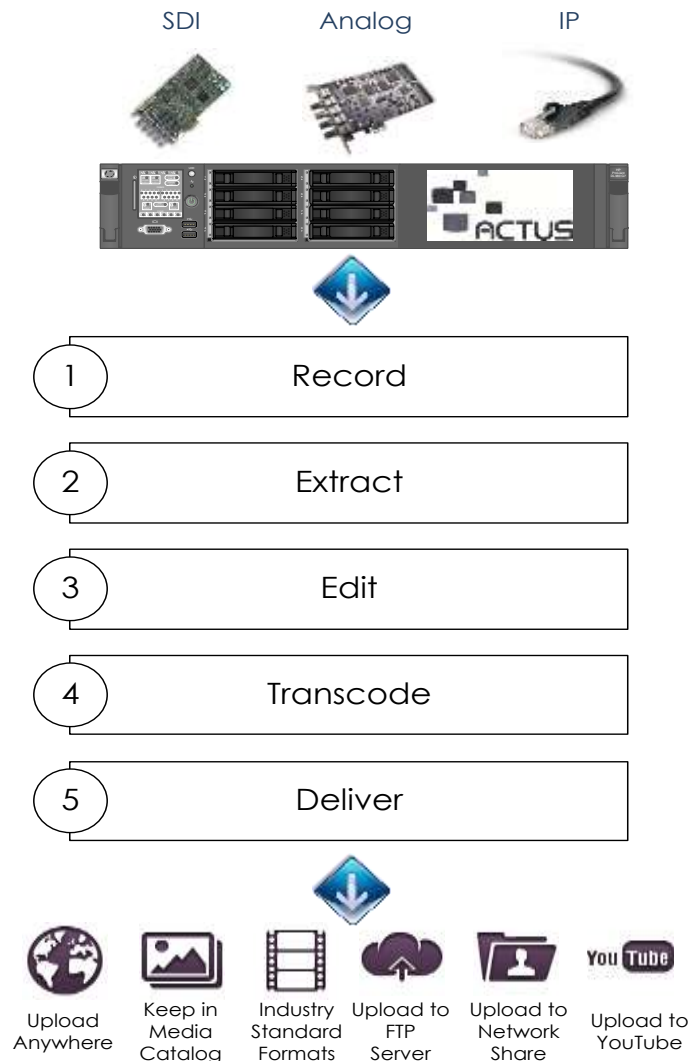
Workflow

In order to accomplish this “all-in-one” approach to content production and delivery, Clip Factory harnesses the available linear feed in order to capture and record the video at any required quality, from any type of interface – whether it is analog, SDI or IP transport (1). Once the content is available, Clip Factory allows you to extract the content using a powerful streaming web-player (2), allows you to edit the content and assign all required metadata information (3), transcode the

clip into various industry standard formats and frame sizes (4), and then delivers the content to its designated destination, providing constant update on delivery status (5).

The Clip Factory is a web application. No need to install any client software and can be accessed from any connected workstation inside the organization or even from a remote location.

With Actus Clip Factory your content is ready for be viewed within minutes and in a single intuitive user interface.



Highlighted Features

Advanced editing engine

Using Clip Factory's advanced editing mode, you can mark parts you want to keep, or remove from the segment. This can easily remove advertisement breaks and promos, or join several clip-parts together into a single media clip.

As you can see in [Images 1/2], the clear graphical interface intuitively shows you the parts which will be kept and which will be removed, once the clip is exported to your desired destination.

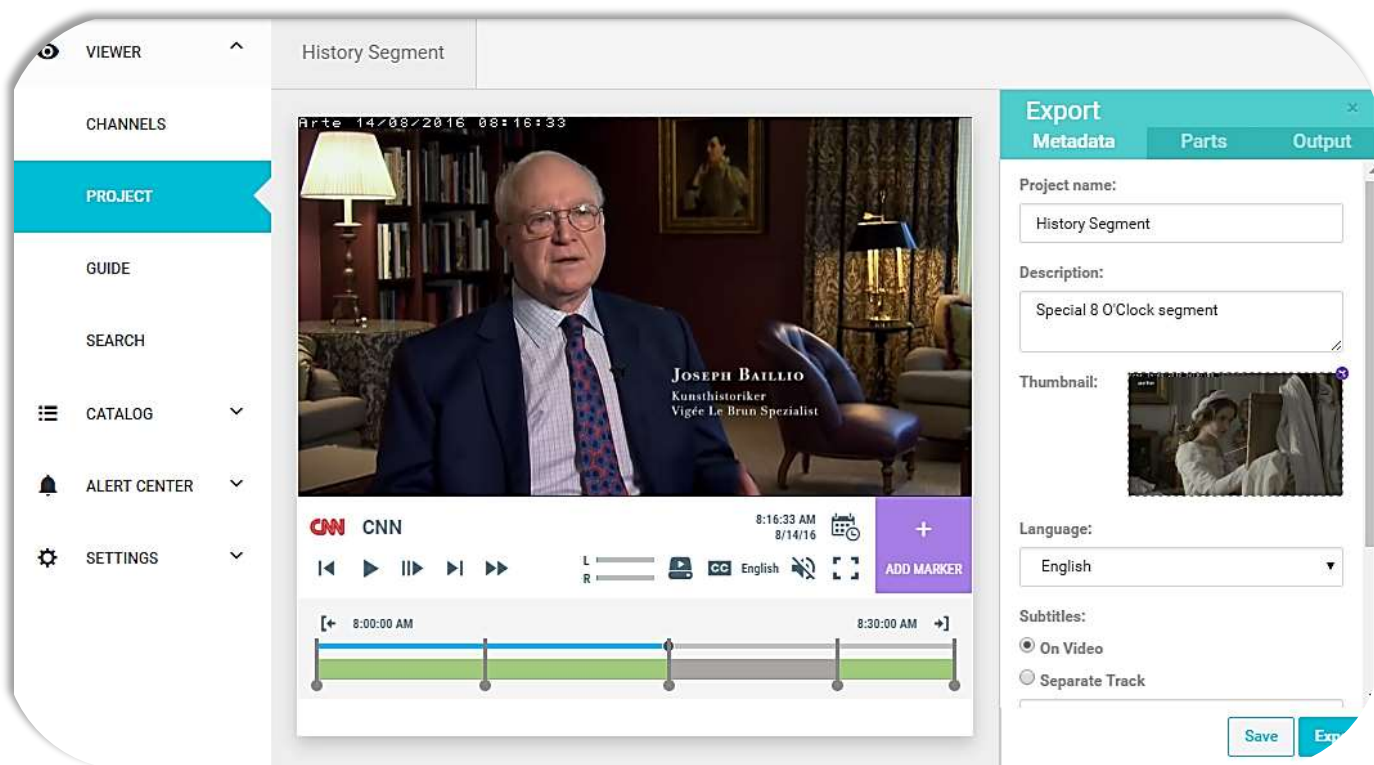


Image 1: Advanced Editing Mode (with Metadata)

Frame Accurate Parts

We have set up various methods to help you fine-tune the precise location of each part, using frame-by-frame accuracy, slow motion, smooth fast forward up to x64 and rewind playback controls and easy navigation using thumbnails. With Clip Factory, you can enhance your clips with searchable metadata (see **Image 1**).

The type of information that can be tagged is fully customizable, and the type of clip will be published with this information once exported.

The metadata associated with each segment will be available for export.

Every exported Clip can have an optional overlay composed of Time, Channel Name, or Free Text.

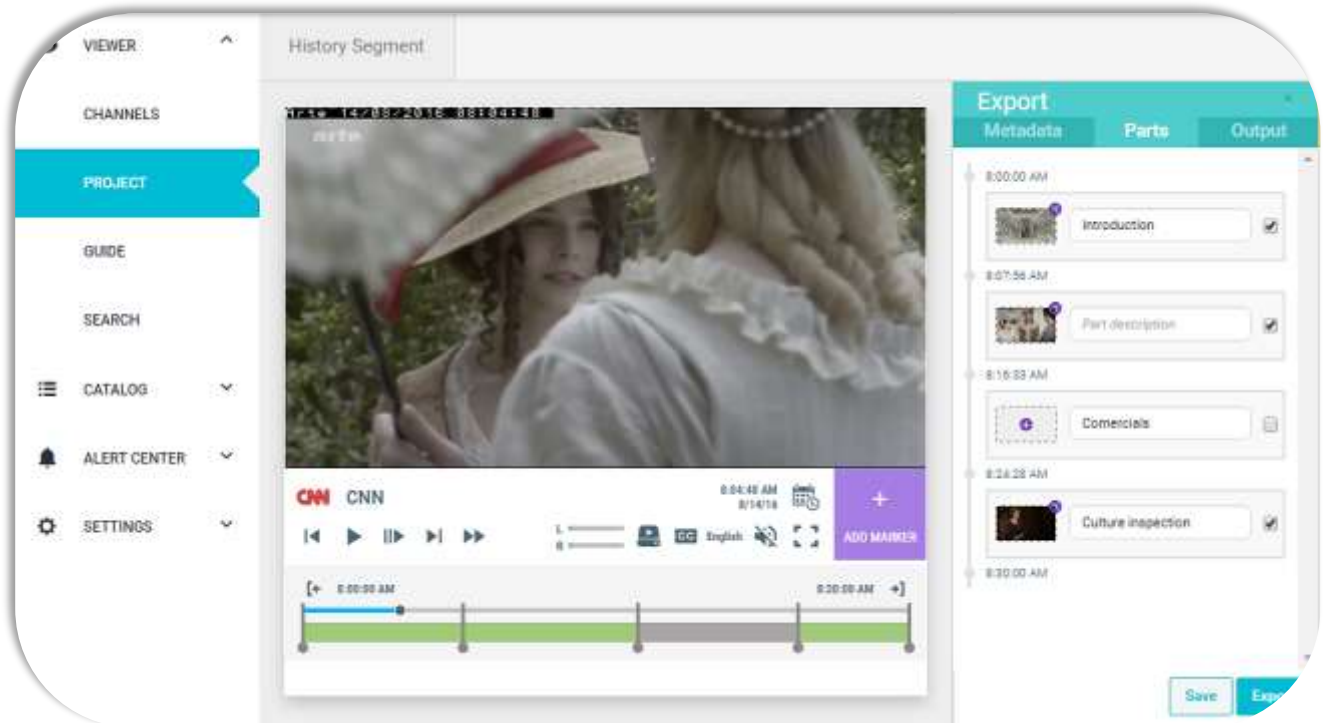


Image 2: Clip Factory Parts Management Mode

Multiple Clips Creation

Actus has designed Clip Factory to offer an easy way to publish media to multiple destinations with a single click. Each destination will receive a dedicated file, according to its preferences.

All the properties of the exported clip can be saved into Profiles and can be retrieved for future use. Each profile defines a format, a quality and a delivery method for each destination.



Image 3: Clip Factory Export Preferences Mode

Content Delivery

Whether you want to save your clip in a network share, a remote FTP server, a YouTube account or simply in the system’s media catalog (see below), Clip Factory will place your clips exactly where you wanted, and according to your desired preferences.

Clip Factory comes with a default set of content delivery destinations. Our Professional Services team will be happy to make any additional destination available to you, if you need to export your content elsewhere (i.e. to a particular CDN).

Taking your quality control requirements into account, Clip Factory allows authorized users to review and approve clips created by other users before they are redistributed and published.

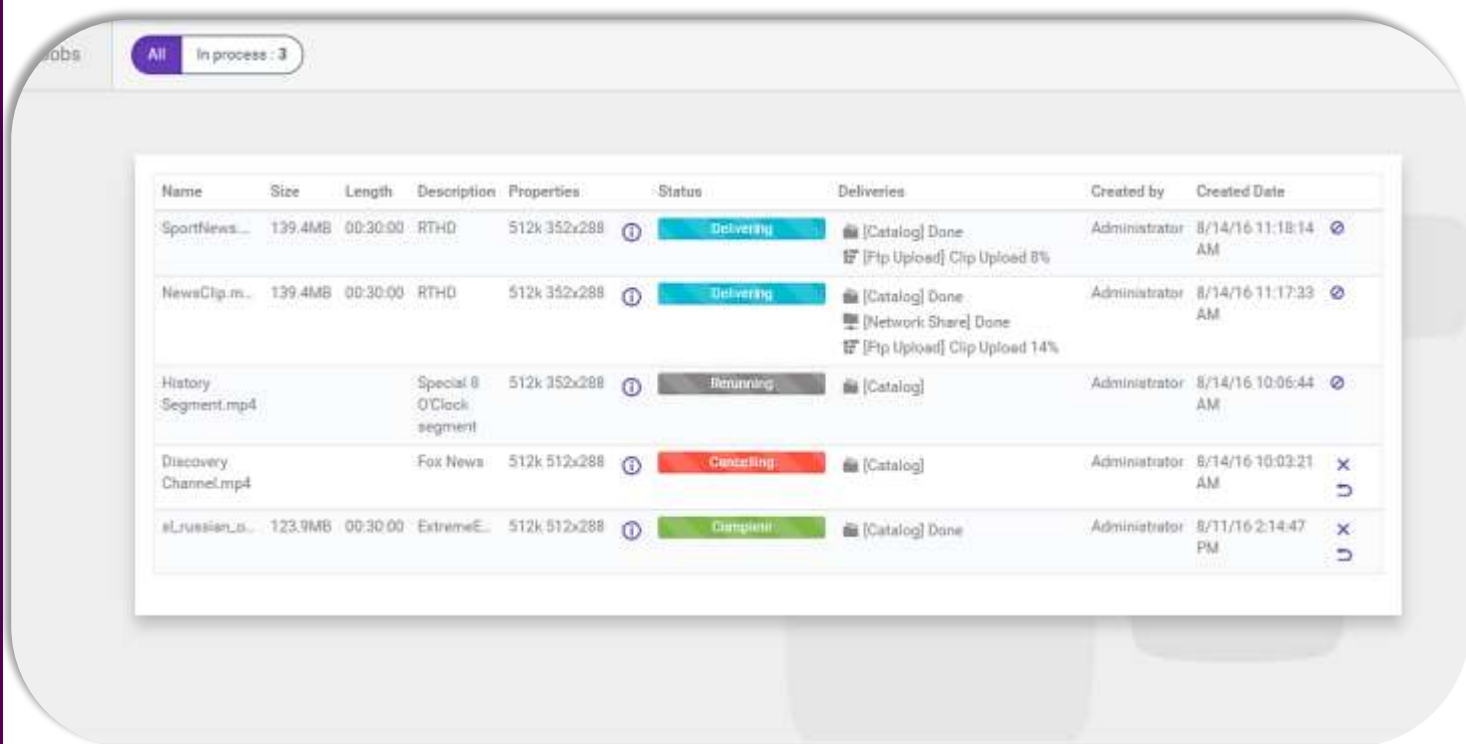


Image 4: Exported Content Management Screen

Internal Catalog

Clip Factory features a rich Media Catalog to help you manage media files created with the Clip Factory server.

A smart labels system allows you to arrange your media like you would do with folders. In order to find your content you can either use the label filter or the built-in predictive search engine

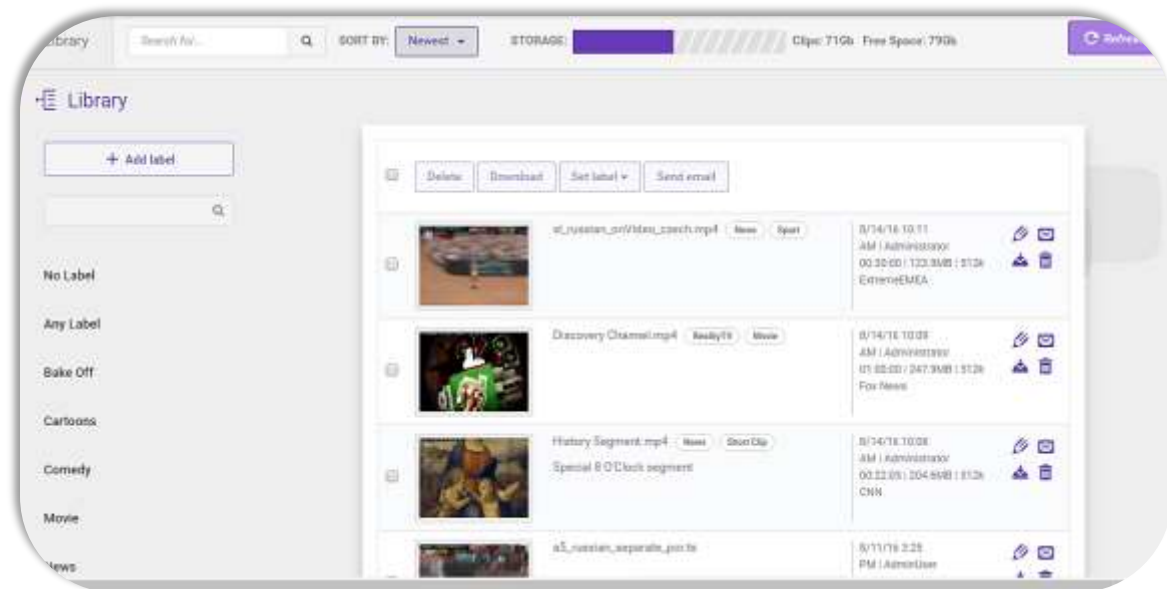


Image 5: Media Catalog Screen

Automation Option

Clip Factory complements your desired workflows. It supports manual clipping as well as automated workflows and also provides a semi-automated mode in which you can fine-tune and verify automatically created content before publishing.

The Fully Automated Catch-Up TV module can take all your linear channels and turn them to VOD clips with just a little effort on your side.

In addition, our Professional Services team will be happy to assist in linking Clip Factory to any 3rd Party software to further automate procedures and processes on your side, letting you focus on your core business operations.

Available Features

Feature / Available in:	Quick Export	Clip Factory Lite	Clip Factory Pro
<i>Using the existing Actus View database of recorded media</i>			
<i>Web application – no client software required</i>			
<i>Export in any bitrate, resolution and file format</i>			
<i>Advanced cut-to-cut editing, including cutting segments into parts.</i>			
<i>Frame Accurate mark-in, mark-out, and all parts markers</i>			
<i>Add Overlay with any text, channel name, date, and time</i>			
<i>Add Pre-Roll (text only) and post-roll (text only)</i>			
<i>Add a Logo to the whole clip duration</i>			
<i>Add a logo to a segment of the clip, in any shape and size</i>			
<i>Blur any ROI (Region of Interest) in any segment(s) of the clip</i>			
<i>Mute any segment(s) of the clip</i>			
<i>Multiple parts in clip. Include or exclude each part</i>			
<i>Cut parts automatically, remove parts (e.g. Ads), using metadata from EPG, AsRunLog, triggers (e.g. SCTE35)</i>			Optional, consult us.
<i>Separate metadata fields per part and per segment</i>			
<i>Catalog (mini-MAM) for management of all created clips</i>			
<i>Single click export to multiple destinations: FTP, Network Share, YouTube, and Internal Catalog.</i>			
<i>Export multiple subtitles embedded in a single file</i>			
<i>Export multiple audios embedded in a single file</i>			
<i>Create predefined profiles (Bitrate, Frame size, File Format and Destination)</i>			
<i>Automated clipping and distribution using scripts, hot folder</i>			

Specifications

Supported Input Methods	<ul style="list-style-type: none"> • IP Transport Stream, Analog, Digital (SDI), DVB-T/T2, ASI, DVB-S/S2, DVB-C/C2 • Both SD and HD inputs 	
Available Bitrates	<ul style="list-style-type: none"> • Video: 256 Kbps – 20 Mbps (Full HD) • Audio: 64 Kbps – 1024 Kbps 	
Available Frame-sizes	<ul style="list-style-type: none"> • QCIF (176 x 144) – Full HD (1920 x 1080) 	
Supported Video Formats / Codecs	<ul style="list-style-type: none"> • MPEG4 <ul style="list-style-type: none"> ◦ H.264 ◦ VP8 • MPEG2-TS <ul style="list-style-type: none"> ◦ MPEG2 ◦ MPEG1 ◦ H.264 • 3GP <ul style="list-style-type: none"> ◦ H.264 ◦ VP8 ◦ H.263 ◦ MPEG4 • MOV <ul style="list-style-type: none"> ◦ H.264 • WMV <ul style="list-style-type: none"> ◦ VC1 ◦ WMV v8 ◦ WMV v9 	<ul style="list-style-type: none"> • MPEG2 <ul style="list-style-type: none"> ◦ MPEG2 • AVI <ul style="list-style-type: none"> ◦ DivX ◦ Xvid ◦ MPEG4 ◦ H.264 • FLV • SWF • SVCD • VCD • DivX DVD • DVD <p>Any other codec can be added upon request</p>
Supported Audio Formats / Codecs	<ul style="list-style-type: none"> • AAC • M4A • AMR • FLAC • MP3 	<ul style="list-style-type: none"> • MMF • MPEG2 • OGG • WAV • WMA
Supported Broadcast Quality Export formats	<ul style="list-style-type: none"> • XDCAM HD422 files in .mov or .mxf • XDCAM IMX/D-10 files in .mov or .mxf 	<ul style="list-style-type: none"> • AVID DNxHD files in .mov • ProRes 422 or 4444 files in .mov