

IBC wrap-up

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Reinhard Wagner seeks an end-to-end solution

Content and asset track

Although the topic of asset and content management systems has hit the headlines, you will find users, clients, and even manufacturers who do not know the real meaning of the words asset and content. Confusion and misinformation about the meaning of tools and applications is widespread. A path through the jungle of new products and services might help to clarify the message.



CakeS asset tracking IF

A surprisingly high proportion of German manufacturers understand the meaning very well and showed useful solutions at IBC. International manufacturers announced mergers to support their customers with solutions that might fulfil their needs.

Keops Broadcast and Obvious Technology announced a strategic partnership in integrating Obvious' Video Publishing Solution into Keops MediaWorks media asset management system. The goal of both companies is the availability of workflow management tools for their joint customers that offer innovative control. The fusion of the two technologies will create a global interactive media asset management and distribution solution, covering the workflow of broadcast content, including transactions, on networks and the internet.

At IBC Keops launched MediaWorks Version 1.2, which provides a number of new features aimed at increasing overall system flexibility and compatibility. MediaWorks provides an environment for managing broadcast digital assets by combining asset management, recording automation, with proxy browsing and marking, in a scalable client/server architecture

Users at LAN-based PC workstations can browse and mark digital assets under configuration using a frame-accurate, low-resolution proxy while preserving the integrity of the high-resolution originals. Additions to the MediaWorks V1.2 platform include source control for VTR devices, three new recording modes for video ingest, support for the SGI MediaServer and GVG's PDR family of video servers, plus EDL support for Avid/ALE and CMX 3600/Discreet. New development tools allow system integrators to build custom data models, dialogue and new ingest features such as indexing on time-code discontinuities.

After an extensive beta testing phase, Informix announced the broad availability of Media360, which enables the re-use of existing content and media assets by creating a central, corporate repository that is accessible throughout an organisation via the web. It is a complex solution for archiving, indexing, distribution and use of content and media assets.

Based on the Informix object relational database technique, it capitalises on the internet to create new revenue opportunities such as publishing, distributing, selling or licensing existing media content in new markets; for example, pay-per-view, tailored services and library picture distribution and licensing. Harris Automation has decided to fully integrate the Media360 technology into its ODBC (Open Database Connectivity) product. Harris, as a system integrator for Media360, is now able to provide all features for the management of assets and contents to its customers. Harris Automation Solutions and Informix are developing an interface to provide an automated production, broadcast, archive and retrieval system (metadata, ingest, editing, etc).

Just like Harris, iNews is integrating Media360 with its MediaBrowse 2000 and News Room Computer System (NRCS). The phased project will involve simultaneous development efforts from both parties. These days, broadcasters have a desperate need for proactive digital asset management to carry the traditional production systems and workflow into the new environment.

MEDIA TRANSACTION

With media transact, tecmath has increased the potential of its content management solution. The new module allows the utilisation of archived material -- perfectly described as 'content to web'. The AV material is loaded into the system via an intuitive web interface, ready for realtime use by all users. During upload, each clip can be classified and catalogued. Annotations can be attached to every single shot, thus enabling a detailed search. In addition, the eCommerce module enables media transact to be used as a 'Media on Demand' platform. The web IF can be designed according to individual needs. The eCommerce module allows media transact to be used as a media shop. Video, audio and image content can be browsed by users and directly ordered and paid for in full recognition of all the assets.

Content of HDD's and remote servers are automatically spidered and listed by CakeS, the asset tracking system from Unique ID. CakeS runs as a background application and generates single frames as proxy in low-res together with metadata. The data is stored in four databases (contact, media, jobs and distribution) on the server.



SigiStudio MediaAsset screen shot

During and after the production of content, CakeS controls the playout of material onto tape. All tapes carry a microchip -- the Pill -- which carries a unique ID. CuP, the latest product from Unique ID, is the entry level model to the CakeS range and offers the ability to find, organise, make proxies of, stream and create history for disk-based video and film media. It comes with a full SQL database and all information is accessed via browsers.

Virage launched ControlCenter 1.0, the centralised management tool for all video recording, encoding and indexing functions, with multiple VideoLogger stations connected. ControlCenter's single-point administration (register, add, delete, etc.) allows immediate access and control of a network of VideoLogger stations, too. By managing multiple VideoLoggers concurrently, ControlCenter builds efficiencies into the video streaming media workflow. The module allows users to scale their VideoLogger environment without adding overhead. Video-captured thumbnails display incoming feeds in realtime and instantly reveal the status of any VideoLogger across the network.

ControlCenter also provides proactive monitoring tools. For example, advanced resource management features provide e-mail notification of event and resource failure. Also, inadvertent attempts to program conflicting events are monitored, thereby maintaining schedule integrity. The new VideoLogger version 4.0 allows in conjunction with

AudioLogger the conversion and direct ingest of speech into a text data file that is automatically indexed.

SigiStudio MediaAsset, the content and media asset management system from Signum Bildtechnik was developed for administration of all kinds of images, sequences, video clips and media, used in video production business. The system was shown in addition with SigiLogger for classification and segmentation of video clips.

The client/server based environment provides the corresponding data and formats for all production steps and the integrated SIGI plus media server is available for different hosts like Unix (Sun, Silicon Graphics) or Windows NT/2000, optimised for use of Oracle and MS SQL-server databases. During the recording or importing procedure of video clips, a preview version will be automatically created and stored in MPEG-1 or RealVideo format.

Classification and logging automatically looks for key images and video segments. SigiStudio MediAsset supports all digital standard video formats. MediAsset integrates, controls and administrates various video servers.

SCHEDULING AND BROADCASTING

Dalet Digital Media Systems offers a variety of news management solutions designed to assist news broadcasters and content providers with every aspect of their operations. With the new Dalet iTV Portal TeamNews management systems, journalists and producers can through a single workstation acquire, edit, and produce multimedia stories. The client-server architecture of this system enables multiple users to access a common content warehouse thus enabling an efficient workflow.

From content acquisition to story editing and production to scheduling and broadcasting, the news management solutions can help streamline workflow and maximise profits by enabling stories to be re-purposed -- automatically and simultaneously -- onto any electronic medium.

Tools and modules for media asset management, indexing and categorisation were introduced by eMotion. MediaQuest 3.1 is a full media life-cycle solution with a natural language search engine for digital assets. MediaQuest stores media assets intelligently and makes it easy to find them. Cinebase3 can manage vast amounts of digital assets and is a configurable system that excels at managing bandwidth-intensive media assets.

Medialogixx offers mediaserver as a high-end application that manages the complete workflow of multimedia data. The mediaserver is based on RDBS like Oracle, DB2 or MS-SQL server. It has migration and replication capabilities and can manage distributed databases. The mediaserver offers open interfaces to external hardware or software. The modular structure of the engine allows a number of adjustments to special requirements.



With the Mediamanager 2.0 tool for efficient input and output of multimedia data over the internet, Medialogixx offers the video edition for video handling over the web. It automatically generates thumbnails as MPEG or JPEG, performs format conversion of audio and video data and separates audio and video streams. Mediamanager integrates an access rights and security system that guarantees full control over all assets.

From Orca Interactive comes Right v2.0. This content management system, especially designed for use in broadband internet and digital TV market applications, controls

dedicated access rights and asset topics over the internet. It enables administrators of dynamic, high-maintenance sites to manage data-rich content for access by multiple viewing platforms. By enveloping robust hardware and sophisticated software, Right v can offer high-end features for content management without forfeiting user-friendliness and efficiency. The Right v Data Store (RDS) allows the administrator to catalogue all media files in one system, making no distinction between different media types and enabling storage of all data-rich content in one easily searched directory. Several forms of media can be attached to the same data.

AP announced the availability of MOS 2.5 (Media Objects Server). MOS is the communications protocol for interfacing and integrating newsroom computer systems and broadcast production equipment. It enables journalists to see, use, and control a variety of devices such as video servers and editors, audio servers and editors, still stores, character generators, and special effects machines.

AP and its MOS partners (BDL Autoscript, Chyron, Dalet, Harris, Ibis, IBM/Radioman, Leitch, OmniBus/Management Data, Netia, Philips, Proximity, Sony and Tecmath) showed that they could share information between separate locations and, through integrated ENPS-compatible controls, manipulate remote MOS items as if they were local objects. MOS also extends into the on-air environment, exchanging playlists with other systems and managing realtime changes from the news production system.

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