

Product Sheet

MediaStore Client

MAM Client Application Module

SI MEDIA s.r.l.

HeadQuarters: Via Vostanza, 5 - 31039 Riese Pio X (TV) - Italy

T +39 0423 750075 **F** +39.0423 750150 **E** info@si-media.tv

www.si-media.tv

 @SIMedia1978

 SI Media

APAC Branch Office: 21 Serangoon North Ave 5, #06-04

Ban Teck Han Building, 554864 Singapore

T +65 8432 5394

A decorative horizontal bar with a light blue background and a pattern of grey circles and lines resembling a molecular structure or network.

MediaStore Client

MediaStore Client is the application module for the management of the broadcaster contents archive. User can acquire new *assets*, search thru the archive, index, tag and do export to editing stations (NLE or *Non Linear Editing System*) Transcoders or other devices.

MediaStore Client features a set of tools for advanced search and preview of contents archive. The SEARCH capability, allows the creation of a ***basket*** (a set of audio/video clips) that can be exported to the editing stations (*NLE*) for post-production.

MediaStore Client is the primary tool in the newsroom workflow.

Its advanced ingestion features, allows the **MediaStore Client** to link the newsroom to the outside world. The *ingestion* module can control, through **MediaDevice** module, third party devices such as servers, VTR or audio/video routers. When contents are already in a digital format *import* feature allows *assets* to be acquired instantly.

Specifically for P2 or XDCAM material, import will acquire the associated metadata, both textual or *proxy* information.

MediaStore Client includes a video editing module, especially designed for journalists and editorial staff. For this purpose the interface is clear an intuitive and allows fast creation of news reports.

The same video editing module can be integrated into **MediaNews** (NRCS for *newsroom*) and **MediaList** (*traffic* for automation), for centralizing the operator's job in a single machine.

The journalist will be able to cut and edit clips and add its own voiceover audio, then create a clip ready for broadcast, with all the function on the same machine.

Key Features:

- Detailed indexing and categorization of contents
- Full Text contents search
- Basket creation and EDL export to editing stations (NLE)
- Integrated proxy-editing
- Ingestion of new asset
- Other special functions
- Integration with MediaNews and MediaList



Detailed indexing and categorization of contents

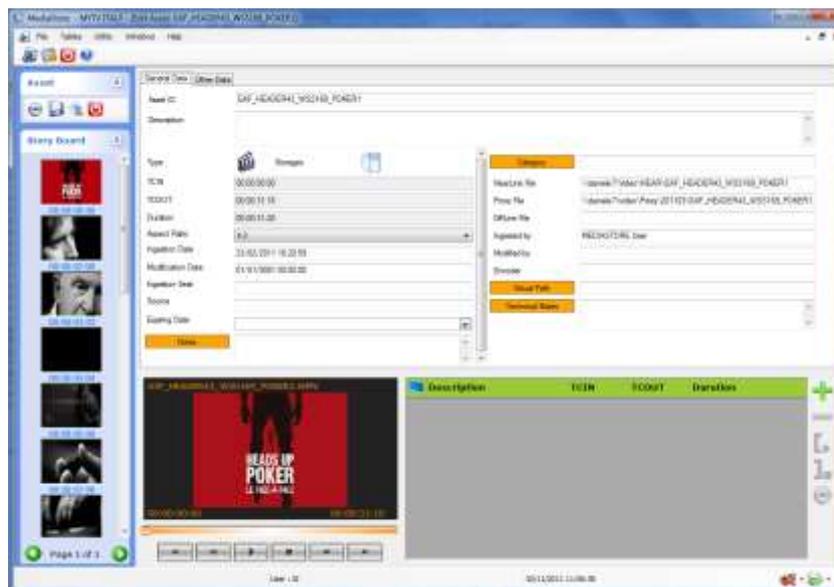
Content indexing is one of the main goals of **MediaStore Client**. Every detail associated with the content can be stored and successively retrieved from the archive.

There are two kinds of indexing: automatic or manual.

Automatic indexing is done by **MediaStore Server** during the so called *filling* phase that aims to gather as much as possible *asset* related data.

Usually retrieved metadata are: file name, time length, file size, video source, encoder, operator name, date and time. Other type-specific information can be retrieved, like aspect ratio, video format, bitrate, etc...

This set of data can satisfy the needs for small archives, but when the size grows it's required a deeper level of categorization, that's where the operator manually customizes metadata. Thanks to the **MediaStore Client** graphical interface the operator can insert every kind of metadata, without restriction on number or dimension. The operator can also add, at any time, new categorization fields for better definition of the *asset* to be ingested. Every custom field can have the mandatory attribute, that prevent the *asset* to be saved if the fields it's leaved empty.



(Asset metadata editing form)

When video file content is heterogeneous, like a single file that contains different topics, is possible to mark a subclip, and associate its own metadata.

These sub clips are called *bookmarks*. These bookmarks are just a logical mark of the original video, but they can be cut and become a new asset, this thru the feature called *Consolidation*. Thanks to the *Consolidation*, the original physical asset will be split in as many new physical assets as the bookmarks are.



(Bookmark definition form)

When contents are imported from P2 or XDCAM material, it's already marked, so there is no need to *consolidate* it, it's possible to select the clips before importing into archive.

MediaStore Client fully supports P2 and XDCAM material. There is a dedicated import procedure that allows operator to preview clips and grab metadata.

MediaStore - MYTV ITALY - [Importing Asset from P2 [\\stefanov\E\zz-VideoRepository\P2\BULSATCOM MALAYSIA 16x9new_MXF]]

File Tables Utility Windows Help

Sel.	Name	Importing Details	Preview	Times	File
<input checked="" type="checkbox"/>	0001RY	P2 Import 2 Duration :00:00:15:14 Aspect Ratio :16:9		Start: 16/12/2010 13:16:01 End: 16/12/2010 13:16:01	Video: \\stefanov\E\zz-VideoRe Audio: \\stefanov\E\zz-VideoRe Audio: \\stefanov\E\zz-VideoRe Audio: \\stefanov\E\zz-VideoRe
<input type="checkbox"/>	0001RZ	P2 Import 2 Duration :00:00:15:14 Aspect Ratio :4:3		Start: 16/12/2010 13:06:31 End: 16/12/2010 13:06:31	Video: \\stefanov\E\zz-VideoRe Audio: \\stefanov\E\zz-VideoRe Audio: \\stefanov\E\zz-VideoRe Audio: \\stefanov\E\zz-VideoRe

(P2 import clips list)

Full Text contents search

One of the key feature of **MediaStore Client** is to provide several search types, each suitable for the different categorization of the contents archive. The goal is to find quickly the desired content. There are three types of search:

Simple search (*Like style*), *Full-Text* search (*Google style*) and *Advanced Full-Text (Boolean Style)*. Each one of this search style allows to select a subset of fields where the search will be applied.

- **Simple search (Like Style)**

This search style looks for a specific string in all asset text fields. It allows to use the wildcard character '%'. Here are some examples:

- Search term: "**The**" or "**The%**" looks for all *assets* whose metadata contain a word starting with "**The**".
- Search term: "**%The**" or "**%The%**" looks for all *assets* whose metadata contain a word with the substring "**The**".
- Search term: "**%Ab%Cd**" looks for all *assets* whose metadata contains the two sub string "**Ab**" and "**Cd**" in that order.

This search style is particularly useful when applied to a single metadata field.

- **FullText search (Google Style)**

This kind of search focuses on the whole word instead of substring of it. Like for Google search engine, the operator will look for the words he wants to find, and more words will be looking for, the better the results. *Full-Text* search can also take into account synonyms and antonyms.

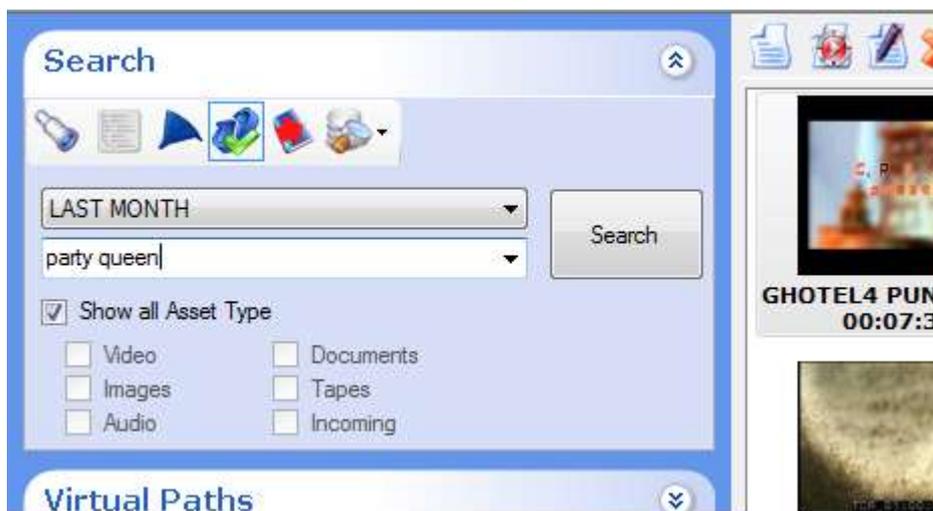
This is the most used search style, and the one that provide the most accurate results accuracy.

- **Advanced Full-Text search (Boolean Style)**

This search style is much comparable to the previous *Full-Text* search, but provide a way to combine searched terms with the boolean operators (AND, OR, NOT), expressing more complex search rules. For example:

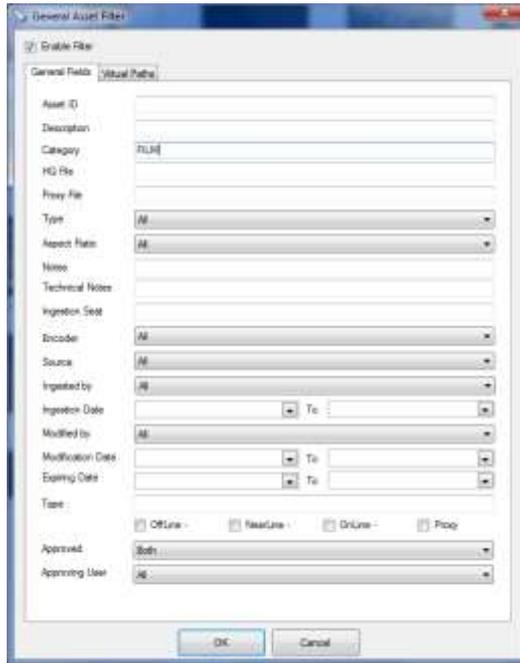
- Search term: "**fruit NOT apple**" will be looking for all *assets* containing the word "**fruit**", except the ones containing also the word "**apple**".
- Search term: "**apple OR pear**" will be looking for all *assets* with the word "**apple**" or the word "**pear**" or both of them.
- Search term: "**apple AND pear**" will be looking for all *assets* containing both the word "**apple**" and the word "**pear**".

This is the most expressive search style, but requires more skill by the operator in the creation of the search term.



(Detail of the search form of MediaStore)

Besides these three search types, **MediaStore Client** also provides the ability to search over specific fields, thanks to the "General Asset Filter" form. This form can also be used to achieve a pre-filter, on the result of which make a second search. For example it's possible to select the "FILM" category as a pre-filter and to search on this subset of results with the previously mentioned search styles.



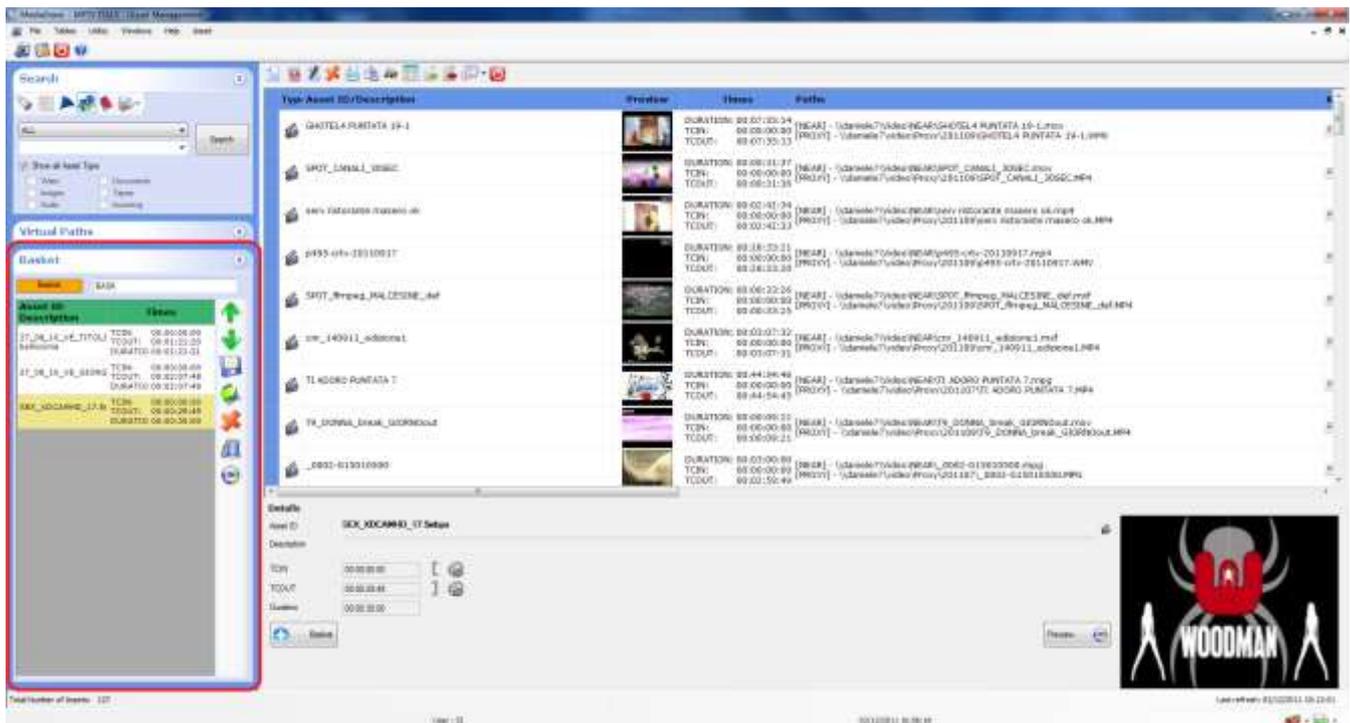
(General Asset Filter form of MediaStore)

Basket creation and EDL export to editing stations (NLE)

Browsing contents through the MAM archive often leads to the creation of a new *asset*. This new content can be realized by assembling and elaborating existent assets (archive material) along to newly ingested material.

For that purpose the journalist who wants to create a news report using **MediaStore Client** will be browsing archive *assets*, look for the ones desired thanks to the search features provided by the application; once he found what's looking for, he can put everything in a *basket*.

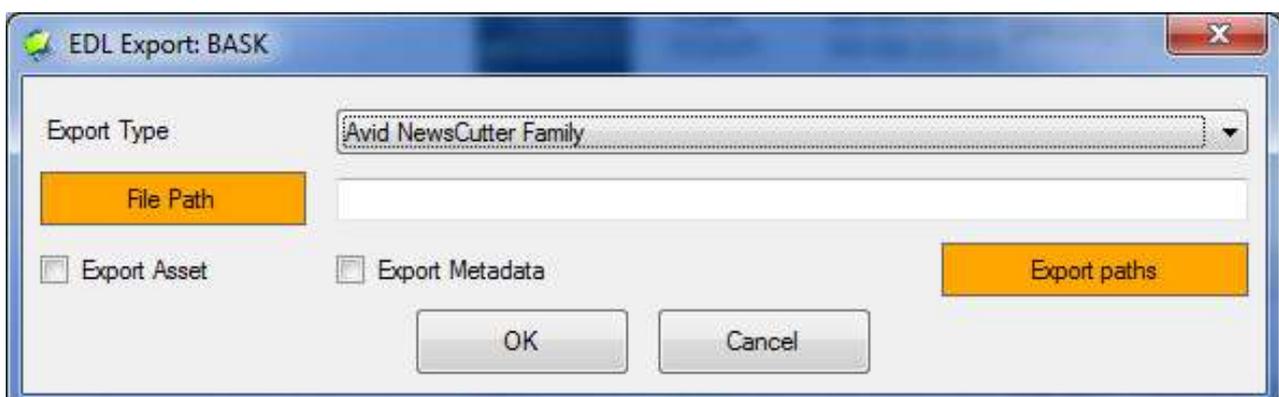
This *basket* can contain an asset or just a clip of it. The following picture shows in red the *basket* area. Adding an *asset* to the basket is as simple as drag and dropping the asset onto the *basket* area.



(The basket area framed in red)

Once defined a *basket* the journalist can proceed to the editing. There are two way at this point: use the integrated editing module of **MediaStore Client**, or export the *basket* content to the editing station.

The basket will be exported in a format called *EDL: Editing Decision List*. **MediaStore Client** supports many editing applications like Avid Media Composer, Apple Final Cut Pro and Express, Adobe Premiere CS4 e 5, Sony Vegas Pro and Grass Valley Edius.



(EDL export form)

When exporting EDL file, it's possible to export also the contents directly to the editing station, along with an XML metadata file. All this operations are done automatically by **MediaStore Client**. At this point the operator can import the EDL file in his editing application and will see the timeline exactly as defined in the *basket*.

Integrated proxy editing

The alternative to an external video editor is to use the integrated proxy-editing and *transcoding* engine. **MediaStore Client** editing module display a *timeline* with the *assets* contained in a *basket* and provide an effective set of tools to edit the clips.

This tools allows the journalist to concatenate clips, add a voiceover audio track, untie video from audio, add effects and transitions like fade and crossfade or insert a graphic leveraging **MediaCG** engine.

It is also possible to have a preview of the project together with the CG.

The final operation is the rendering, executed by **MediaStore Server** that will generate a new video file ready to be used.



(Proxy-editing module)

SI Media editing module was designed in a way, to provide a clear and intuitive interface, with all the features needed by a newsroom. The live preview provides the operator a way to see at every moment its work in progress.

Output video format actually supported are: MPEG1, MPEG2, MPEG4, H-264/AVC, AVI-DV, Adobe Flash.

Ingest

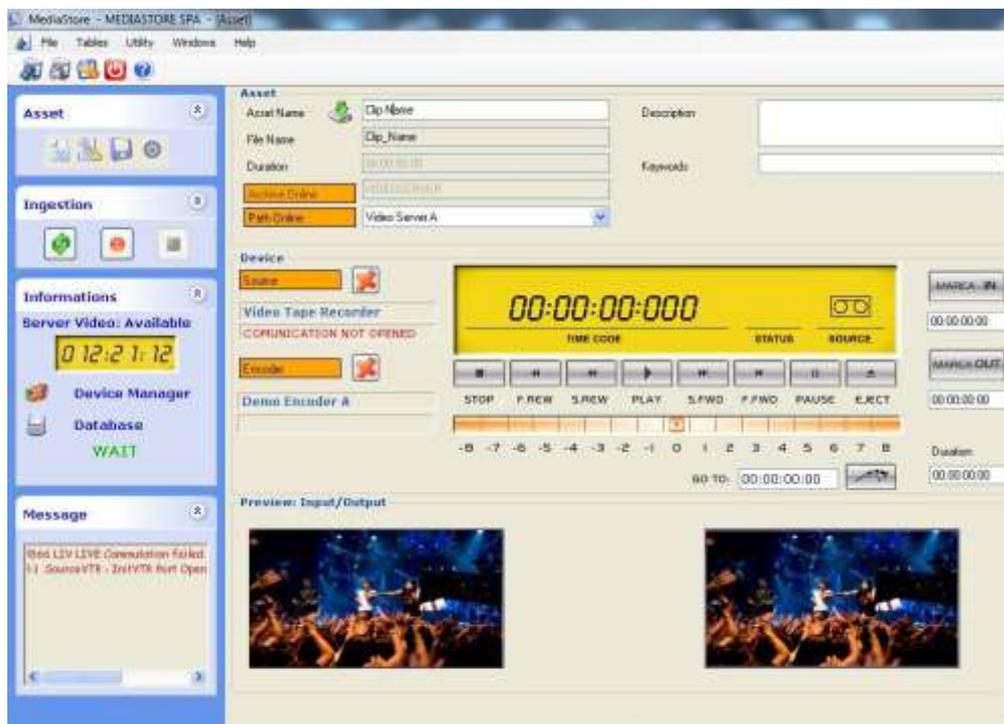
MediaStore Client integrates all the ingest features of the **MediaRec** module.

MediaStore Client provides both manual and automatic acquisition sessions, from every video source, like *live feed*, VTR, satellite, studio, etc.

With **MediaStore Client** the operator can continuously check available space for new acquisitions and create automatic recording session which will start at planned time.

Using the same ingest window it's possible to edit the new *asset* metadata and preview video signal and audio levels.

MediaStore Client can dynamically control the available *encoders* (local or remote) and acquire simultaneously the video and the low resolution (*proxy*) signal. It can also control remotely external devices like servers, VTR or routers for the automatic assignment of the correct video source related to the selected *encoder*.



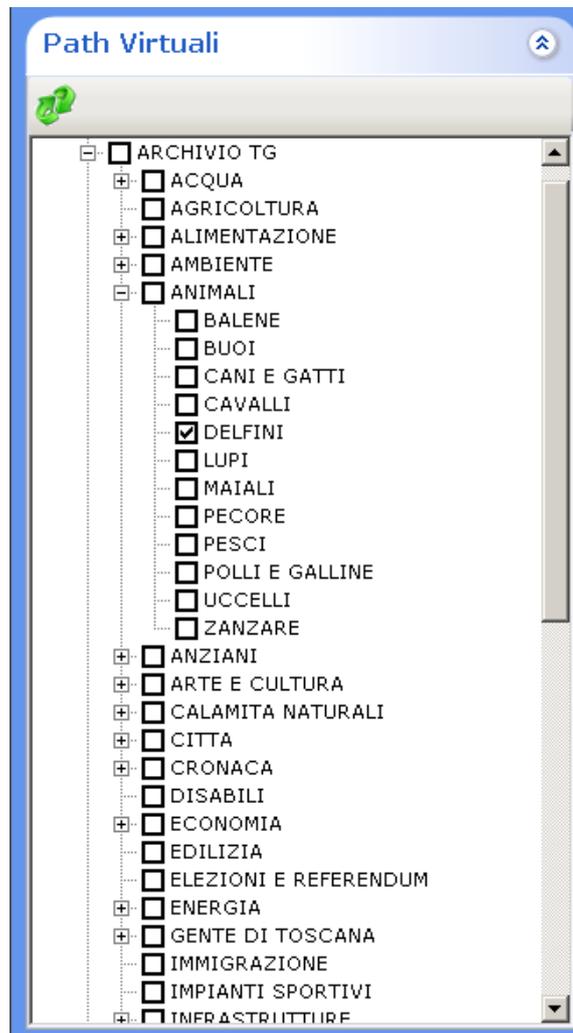
(Ingestion window)

Other special functions

MediaStore Client provides the management and the search of the *Virtual Paths*.

The *Virtual Path* is a tree structure (created and managed by the broadcaster to suit its archive strategy) which aims to support indexing and categorization of the contents archive.

It allows to manage the assets categorizing them in a tree structure, to narrow down searches at certain branches of the logical tree.



(Virtual path selection form)

Integration with MediaNews and MediaList

The integration of **MediaStore Client** with **MediaNews** and **MediaList** is total: from each one of these modules the operator can access the features of **MediaStore Client** thanks to the embedded GUIs, so using a single point of work.