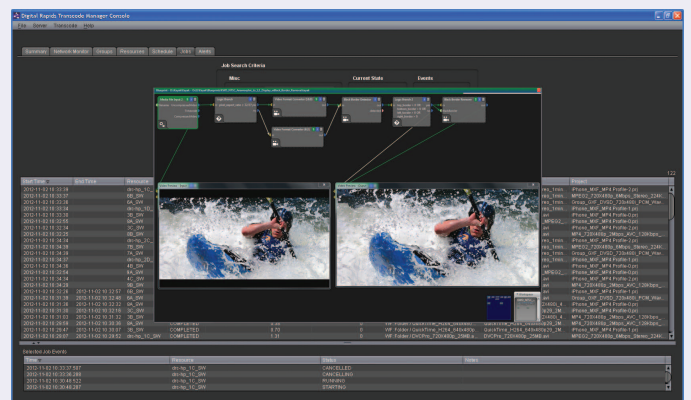


# High-Volume, Automated, Multi-Screen Transcoding

## Digital Rapids Transcode Manager® 2.0



Transcoding between formats is a critical component of today's dynamic media environments and multi-screen distribution opportunities, but efficient and profitable media transformation requires a solution that goes far beyond just format conversion. Built on the ground-breaking **Kayak®** workflow platform, version 2.0 of the enterprise-class **Digital Rapids Transcode Manager®** software combines outstanding quality, intelligent automation and exceptional workflow agility for high-volume media processing. Seamlessly scaling from small transcoding 'farms' to global operations, Transcode Manager 2.0 can unlock new revenue opportunities while streamlining your workflows and reducing your costs.



Connecting Content to Opportunity

[www.digitalrapids.com](http://www.digitalrapids.com)

## Highlights

- Superior quality, scalability and flexibility for applications from post production and archive to revenue-expanding multi-screen distribution
- Adaptive, logic-driven process automation maximizes efficiency and reduces errors
- Intuitive, visual workflow design tools
- Dynamic workflow engines maximize deployment agility and streamline maintenance
- Comprehensive compression and file format support
- Integration with leading third-party quality control (QC) tools



TVBEUROPE ☆ Editors' Awards  
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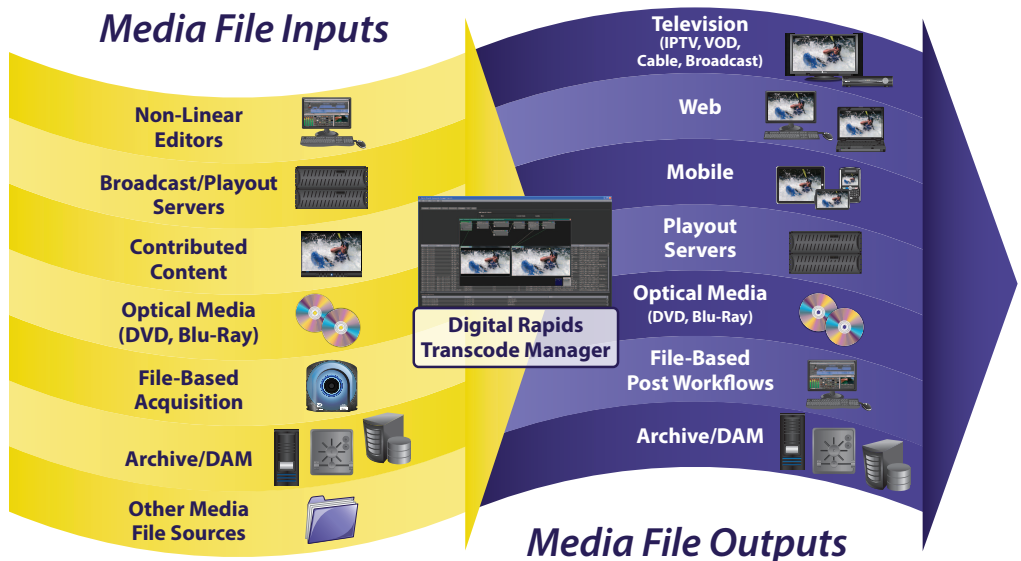
Need single-system transcoding on a smaller scale?

Our **StreamZ™** and **StreamZHD™** ingest and encoding systems also include transcoding capabilities.

## High-Volume Transcoding for the Multi-format Workflows of Today and Tomorrow

Media organizations are faced with processing and managing a rapidly expanding volume of content and an ever-increasing array of media formats and requirements. Today's transcoding workflows must encompass more than just converting between formats – from image processing and metadata manipulation to packaging, analysis and more – and must be agile enough to let you respond quickly to new platforms, trends and business opportunities.

Transcoding huge volumes of clips daily for many of the world's largest media enterprises, Digital Rapids Transcode Manager streamlines and automates your transcoding operations, optimizing quality and maximizing your efficiency while simplifying management and reducing your costs.



Transcode Manager supports a comprehensive range of formats for any application, from post production and archive to multi-screen distribution including adaptive bit rate delivery. Outputs can be precisely configured with exceptional depth of control to optimize for target devices and applications, while best-of-breed codec and video processing implementations deliver superior quality and exceptional performance.

A Transcode Manager Server manages multiple systems to deploy processing Engines and distribute jobs for optimal throughput and resource usage. User-defined, logic-driven workflows automatically adapt processing based on source content attributes and selected conditions. Transcode Manager features integration with Tektronix Cerify and Interra Systems Baton quality control (QC) analysis tools for automated verification, while easy integration with enterprise business systems and databases helps you better manage and measure your operations.

### Next-Generation Transcoding, Powered by Kayak

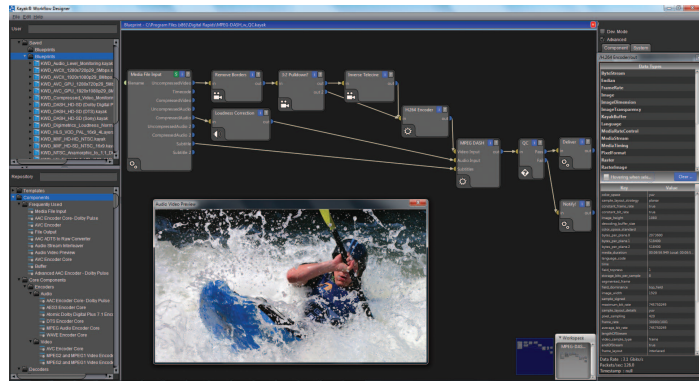
Powered by our patent-pending **Kayak** workflow platform, version 2.0 of Transcode Manager builds on its award-winning features and benefits with intelligent, logic-driven automation; intuitive, visual workflow design; greater deployment flexibility; and a modular, future-proof architecture that can easily adapt to the changing requirements of the rapidly evolving media landscape. Powerful new capabilities in Transcode Manager 2.0 enabled by Kayak include:

#### *Fine-grained modularity to harness technology*

Transcode Manager 2.0 leverages the Kayak platform's ground-breaking architecture to give you more precise control of your workflows and make managing technology advances easier than ever before. Kayak is built around a philosophy of fine-grained modularity with technologies as components (the building blocks of workflows, representing individual processes, decisions or actions), warehoused in a catalog of technologies and solutions from Digital Rapids and a rich, open ecosystem of third-party partners. This approach gives you faster and easier access to new and emerging technologies while ensuring they integrate seamlessly into your existing and future Transcode Manager workflows.

### Advanced visual workflow design

The included Kayak Workflow Designer lets you visually combine these components into sophisticated, decision-based media processing flows with rich metadata support. Kayak Workflow Designer lets you implement and automate almost any task you can imagine, from basic video and audio processing to complex, multi-stage workflows, all of which can then be managed from one consistent interface.

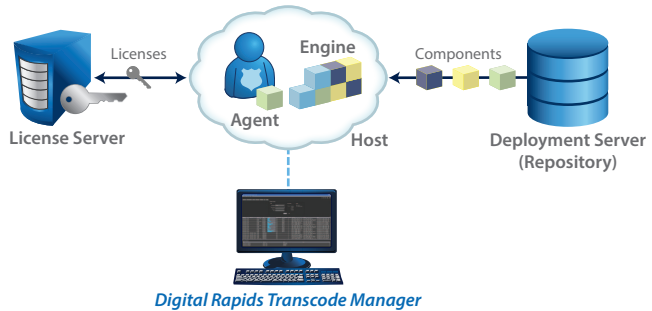


### Inline, logic-driven process automation

Existing solutions separate workflow logic from individual processes, creating an environment where media moves discretely through multiple stages to complete the processing chain. The Kayak platform integrates workflow logic directly into the processing pipeline, continuously analyzing content on a frame-by-frame or sample-by-sample basis. Advanced, decision-based branching adapts processing tasks or parameters based on the attributes of individual samples, changing metadata (such as mixed AFD aspect ratio management codes within a source file) or the results of analytical processes. This enables more 'intelligent' workflows, a more efficient processing path from ingest to delivery and increased performance throughout the processing chain. And as all processes execute inline within the Kayak foundation, wasteful data transfer between applications is eliminated.

### Dynamic workflow engines

Transcode Manager's underlying Kayak platform revolutionizes cost savings, technology deployment and system management with the introduction of component-based dynamic workflow engines. Extending deployment dynamics far beyond just floating licenses, Kayak's components are stored in a repository and accessed only at run-time. As your custom workflows are assigned to hosts by the Transcode Manager server, lightweight Kayak Agents on the hosts retrieve the required components, building and deploying Kayak Engines on-the-fly.



As components represent discrete technologies, they can be updated with new features or optimizations independently, with the updates automatically deployed upon the components' next use by an Agent. The operational costs and impact of software upgrades, maintenance and deployment are minimized.

### The cloud experience and seamless scalability

Kayak's unique deployment model provides cloud-like reconfiguration flexibility within your facilities, and is fully scalable from individual systems to geographically distributed 'farms'. Resources can be grouped, scheduled and managed virtually, optimizing resource utilization based on job requirements and availability. Kayak also provides a seamless path for expansion into the cloud, with upcoming support for the Microsoft® Windows Azure™ cloud platform and tight integration between on-premises and cloud-based media processing for hybrid operations. (See diagram on back)

### Transparent transition for existing installations

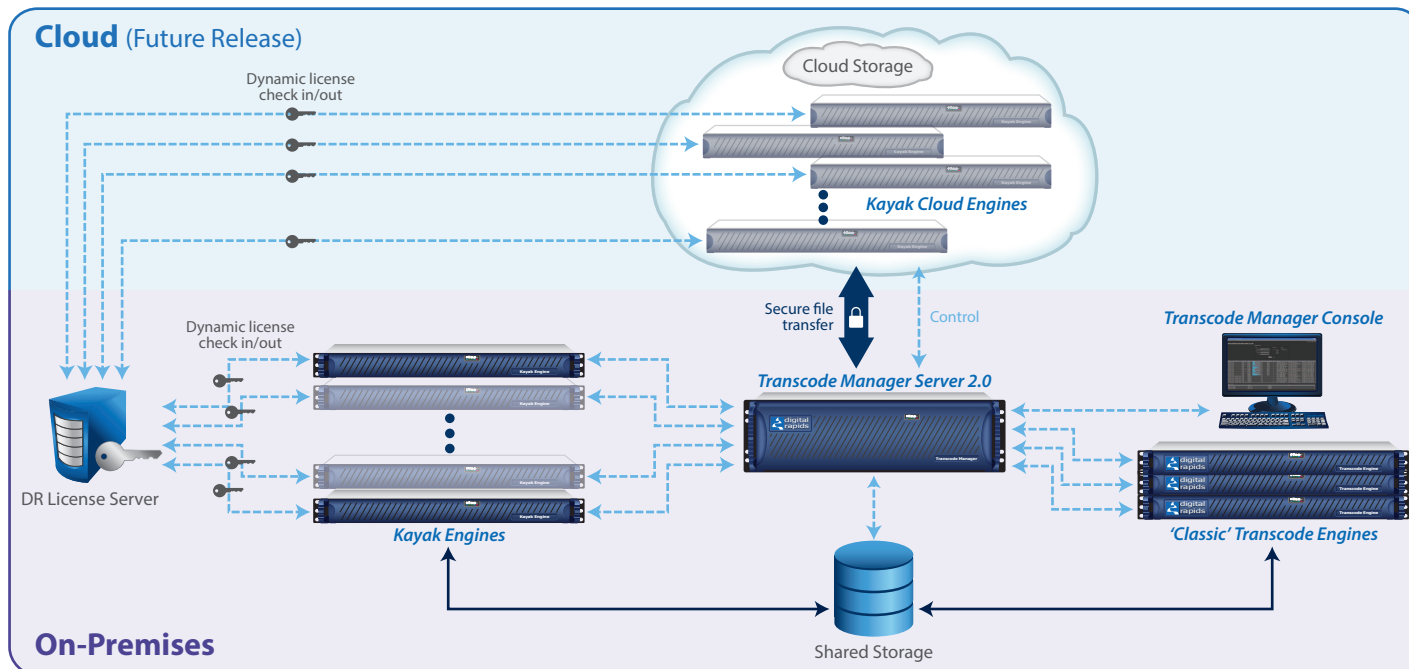
Transcode Manager 2.0 provides a smooth transition path for existing users, protecting your investment. The new Kayak-based Engines can be integrated easily into existing Transcode Manager installations through the new 2.0 version of Transcode Manager Server, appearing to the operator as additional resources alongside existing 'classic' Transcode Engines.

### Open development platform and third-party ecosystem

Transcode Manager 2.0 is supported by a rich ecosystem of third-party technology partners. Third-party developers wishing to deeply integrate their technologies or solutions with Transcode Manager 2.0 or other Kayak-based applications – and customers wishing to integrate their own proprietary functionality – can develop directly on the Kayak platform. The Kayak foundation includes a rich multi-language, multi-platform development framework and toolset that allows developers to work in their preferred programming language in a powerful, modular, component-based model. A Web Services API for Transcode Manager is also available, letting developers leverage its benefits in their own applications through a comprehensive, standards-based interface.



## Digital Rapids Transcode Manager 2.0 – Example Deployment Overview



Transcode Manager 2.0 seamlessly integrates new Kayak Engines into existing Transcode Manager installations, and provides a roadmap for extending your on-premises operations into the cloud.

### Features

- Superior quality, scalability, flexibility and intelligent automation for high-volume media transcoding
- Powered by ground-breaking **Kayak** platform
- Scalable up to hundreds of transcoding engines
- Kayak Workflow Designer allows users to visually define sophisticated, decision-based transcoding flows
- Advanced, inline, logic-driven process automation
- Floating licenses
- Component/repository deployment model maximizes efficiency and simplifies updates
- Seamless integration between on-premises and cloud-based media processing (*future release*)
- Video and audio processing including adaptive Inverse Telecine, graphic overlay, color space conversion, speed changes, Closed-to-Open Captions, audio track mix-down and many more
- Job-Level (failed jobs re-attempted or re-distributed) and Server-Level (backup server takes over management if primary fails) Failover
- Automated failure alert notifications
- Simple Network Management Protocol (SNMP) support
- Integration with Tektronix Certify and Interra Systems Baton automated quality control tools
- Automatic 'commercial black' detection and removal
- Automatic black border detection and removal
- Head/Tail Clip addition for bumpers, studio IDs, ads, etc.
- XML-based clip lists for combining multiple trimmed video and audio source clips
- Third-party database support (Oracle® 11g, Microsoft® SQL Server 2008, PostgreSQL 9)
- Open development platform and Web Services API for custom integration
- User authentication and authorization with local and LDAP access management

### Codec and Container Format Support\*

- H.264 (AVC)
- JPEG2000
- MPEG-2
- MPEG-1
- MPEG-4 Part 2
- VC-1/Windows Media
- XDCAM HD
- AVC-Intra
- DVCPro HD
- Avid DNxHD®
- UltraViolet Common File Format (CFF)
- MPEG-DASH
- HTTP Live Streaming (HLS)
- Microsoft® IIS Smooth Streaming
- Adobe® Flash (F4V)
- QuickTime®
- AVI
- MXF (including AS02)
- GXF
- LXF
- Omneon
- 3GPP
- RED (import)
- Dolby® Digital and Digital Plus
- Dolby Pulse (AAC)
- DTS-HD
- MP3
- and more

\*Format availability varies between Kayak Engines and 'classic' Transcode Engines. Please contact your Digital Rapids representative for the latest information.

Included and optional features and formats vary by software configuration. Please contact your Digital Rapids representative for more information. One year Software Maintenance and Standard Support included. Additional years (annual renewal) and premium service plans available for purchase.



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