Streamlining the Sports Media Lifecycle..Frame By Frame

- Turnkey sports broadcast lifecycle management with maximum flexibility to both manage and customize metadata
- Faster time to On-air with edit-while-ingest and server-based editing
- Transparently moves video between storage tiers, on-line to near-line to deep archive
- Provides simple, scalable and economical digital asset management
- Supports a wide variety of video formats including SD/HD, MXF, IMX, DVCPro 25/50, and more
- Supports timecode-based partial file restores
- Continual access to multi-tier shared archiving reduces storage costs
- Heterogeneous support of sports broadcast server platforms and storage for expeditious collaboration
- Integrated data protection, remote monitoring and alert notifications simplify service and safeguard data
- Open environment eliminates dependence on any single-source vendor
- Provides simplified distribution of media content via WAN, LAN and IP connections via Fibre-channel or GigE

CUC's ***CineSports/DV*** sets the standard for high-speed digital video workflow. There are a plethora of technology challenges facing sports broadcasters today in terms of real-time and post content creation, delivery and preservation. In an effort to quickly develop new sources of revenue, content syndication and cross-media delivery platforms are being introduced to the Sports video markets that include Internet (IPTV), Video-on-Demand (VOD) and mobile TV.

These cutting-edge forms of content applications require new methodologies to enable effective content management and consistent metadata between the surrounding systems. Ideally, content from all departments needs to be stored centrally and shared to enable cross-media programming, content re-use and parallel production, all in an open, hetero-geneous environment. What initially begins as a small production island quickly grows into the need for a long-term archive that is tightly coupled and integrated with the rest of the enterprise.

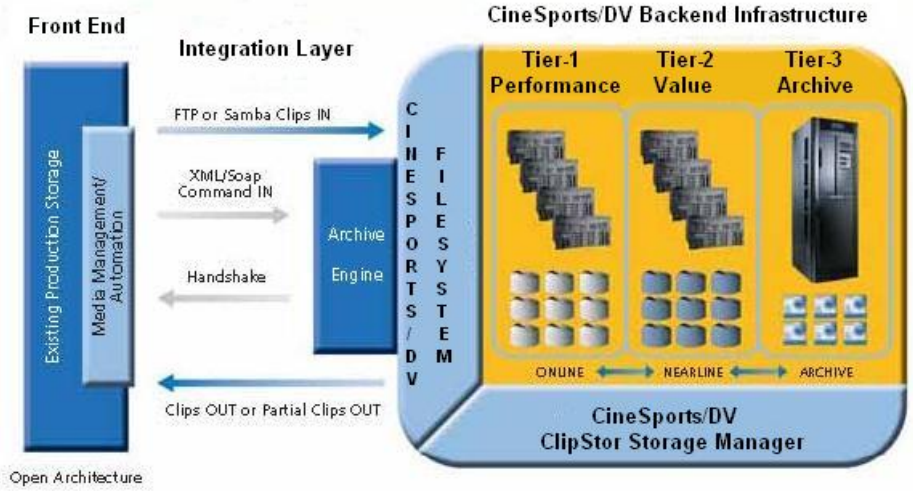
CineSports/DV's **Linked Architecture**

CineSports/DV consolidates disparate storage pools so critical Sports broadcast files can be processed faster. With ***CineSports/DV***, low-resolution proxy content is directly and easily accessible to all hosts without having the overhead of manually transferring high resolution broadcast content. ***CineSports/DV*** enables sports broadcasters to connect archive storage to production storage and deliver high-performance digital workflow. This cost-effective and scalable solution provides transparent access to a hierarchical storage management of tiered magnetic disk and robotic blu-ray optical and tape libraries to provide unlimited storage capacity. ***CineSports/DV*** seamlessly integrates into your existing workflow and infrastructure, resulting in quicker video clip restores and faster Time-To-Air of all your sports broadcast material. Contact CUC today for a free on-line demo and pricing.

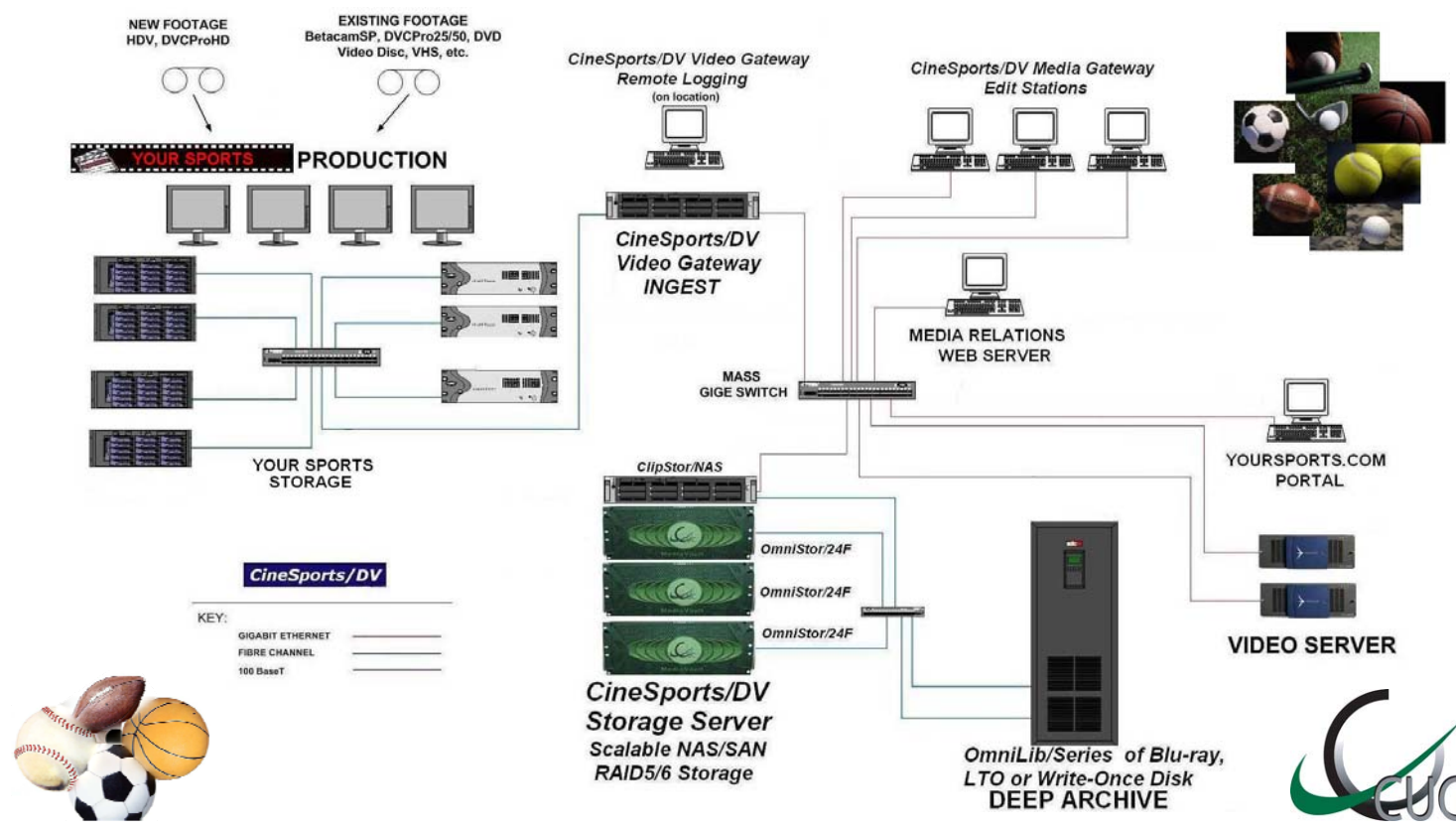
Low-Res Proxy Clip Browsing From Any Internet Connection

CineSports/DV Architecture

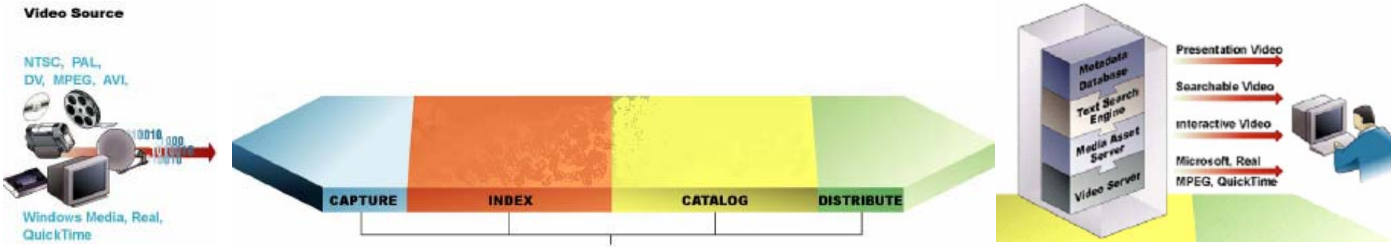
CUC's ***CineSports/DV*** combines sports-specific asset management with on-line digital storage and large scale, multi-tier archives. ***CineSports/DV*** consolidates disparate video storage pools so critical broadcast files can be processed faster. With ***CineSports/DV***, content is directly and easily accessible to all hosts without having the overhead of manually transferring high resolution broadcast content. ***CineSports/DV*** enables sports broadcasters to connect archive storage to production storage and deliver digital workflow.



The ***CineSports/DV*** solution provides transparent access to a hierarchical storage management of tiered disk and robotic optical or tape libraries providing a cost-effective and almost unlimited storage capacity. Better still, the user's workflow, or even the existing infrastructure does not have to be changed. The result is quicker restores and faster time-to air for broadcast material, improved efficiency and reduced cost. ***CineSports/DV*** accelerates processing, helps Sports broadcasters finish projects faster, and make it easier to re-use assets.



CineSports/DV unleashes the power of searchable video by revolutionizing the way video is accessed and used on the Internet and Intranets. ***CineSports/DV*** automatically detects video scene changes, extracts key frames and summarizes the video content into a visual storyboard format. An optional Audio plugin enables a text transcript of the video to be extracted from closed caption text or speech recognition to provide full text search capabilities. ***CineSports/DV*** can further encode multiple video streams in Real, Microsoft, or MPEG formats during real-time video indexing with perfect synchronization. Video attributes, annotations, and metadata are cataloged automatically into the database. All of this information is synchronized through the SMPTE time code of the digitized video. ***CineSports/DV*** derives a structured visual storyboard and indexes information from unstructured content to produce interactive, searchable video.



CineSports/DV provides a cost-effective video logging and indexing system within an integrated Microsoft Windows environment. It is tightly integrated with industry standard SQL servers, text index servers, video servers, and Web servers with unparalleled scalability. Users can search and browse video clips using standard Internet browsers or integrated Video Gateway client software.

CineSports/DV also includes integrated 8-channel audio codecs supporting 7.1 and Dolby sound, Intel GMA X3000 graphics, Intel 82566DC GigaBit Ethernet, (10) USB ports, dual IEEE-1394 ports, PCI Express expansion slots, GEForce 7300GS HDTV card, Sony 18X DVD+/-RW dual-layer drive, dual 250GB SATA-II mirrored system drives and a (3) year parts warranty.

High Performance Media Asset Mgt. Server

CineSports/DV includes the *MediaServ/VG* (VideoGateway) 2U rack mount media asset management server. A Sports broadcast-ready video server designed by CUC to provide powerful ingest, transcode and indexing of SD/HD video/audio content. *MediaServ/VG* includes an Intel Quad-Core 2.4GHZ processor, 4GB DDR2 SDRAM dual inline memory and a high-performance video capture card, Coupled with the integral Video Gateway media asset management software and database, *MediaServ/VG* is an ideal choice for low-cost, efficient video ingest performance in a compact chassis design. This optimized 2U rack-dense server combination features ample 550 watts of power which supports six hot-swap SATA hard drives and the five expansion low profile PCI slots offer expandability. This server is ready to install out of the box with minimal management and configuration required.

KEY FEATURES

Video Source and Video Capture

- Real-time video analysis from live video sources or digital files
- Viewcast Osprey video capture card or optional Microsoft Video for Windows compatible capture card support
- Optibase MovieMaker MPEG video capture card support
- Acceptable video file formats-AVI, MPEG-2, MPEG-1, Windows Media (asf, wmv), RealVideo (rm), QuickTime (mov)
- Frame-accurate VTR deck control through Sony RS-422 protocol

Video Encoding and Transcoding

- Simultaneous real-time encoding of multiple formats and multiple streams in MPEG, AVI, Windows Media, and RealNetworks
- Real-time transcoding of supported video streaming file formats

Video Logging and Analysis

- Intelligent scene change detection and key frame image extraction
- Adaptive key frame extraction with adjustable sensitivity
- Automatic scene change detection, fixed time interval, or manual key frame extraction
- Visual storyboard for video browsing and video clip annotation
- Drag and drop key frames from visual storyboard for video logging
- Closed caption text extraction from source video
- Frame-accurate video navigation
- Synchronized playback of video, closed caption text, speech text, and key frames
- Optional speech recognition and face recognition plug-in modules available

Media Asset Management

- Hierarchical data structure to organize media assets into Library, Video, and Clip
- Video browsing in thumbnail, list, and detail views with visual storyboard, speech text, database attributes, and face information

Database Support

- Built-in database
- ODBC-compliant database support (Oracle, Microsoft SQL, Microsoft Access, MySQL)
- End user customizable database schema for video and clip

Distribution

- Publish indexed video to *MediaServ/MG* gateway for web-based low-res proxy viewing
- Distributed architecture for distributed web server, database server, and video server
- FTP support for video streams and metadata distribution
- Export metadata in XML format

Other

- Supports multiple user accounts and each account administrator can create new users
- Predefined or customizable user access privileges
- Search for relevant video clips based on keywords or database fields
- Integrated text search engine
- Template-based approach suitable for end user customization of web site look and feel
- Standard video search template pages provide an attractive look and fast deployment
- Customizable video search pages provide a seamless integration of searchable video into user's own web sites
- Customizable video player window offers synchronized key frame and text transcripts
- Customizable video player window enhances targeted advertising and e-commerce opportunities
- Distributed architecture for distributed web server, database server, and video server

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