

Solution Integration Brief



BATON™

- Most comprehensive quality checks in the industry
- Enterprise-wide scalability
 - Verification efficiency
 - High availability
- Integration with leading technology partners

Baton's integration with EditShare provides an automated solution for media developers, producers and distributors to ensure content readiness before distribution.

Solution Overview

- **Baton-EditShare provides broadcast ready content**
- **Seamlessly automates quality checks on media content**
- **Enables management of QC metadata through the content lifecycle**

Baton file-based QC solution for EditShare

File-based digital media maximizes the potential for content monetization and operational efficiencies. **Content monetization** potential increases with a growing list of target consumer platforms. **Operational efficiency** improves when correct content is assured, guaranteed despite multiple transformations across various stages of content lifecycle.

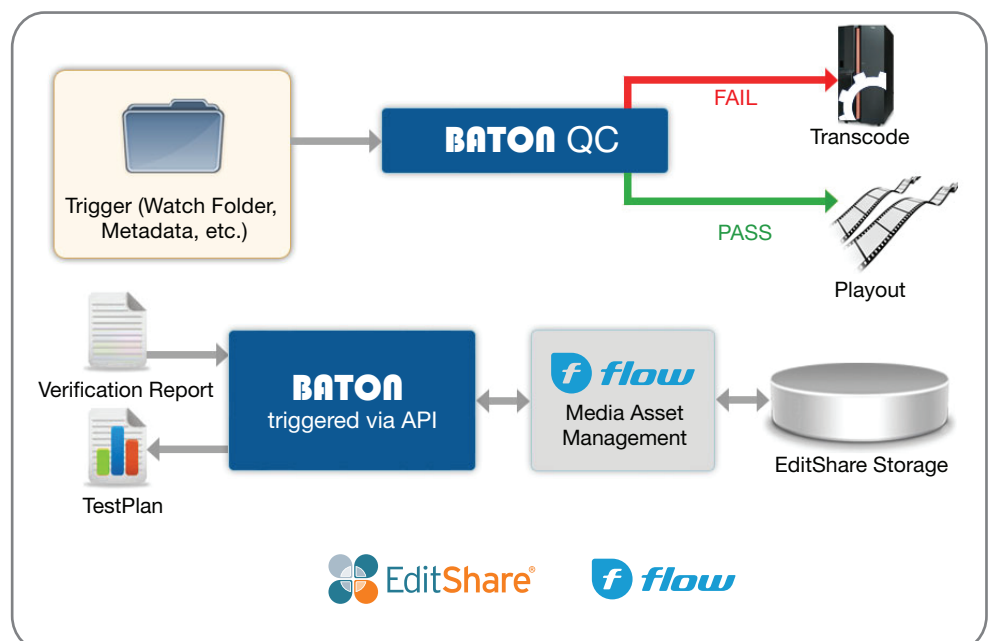
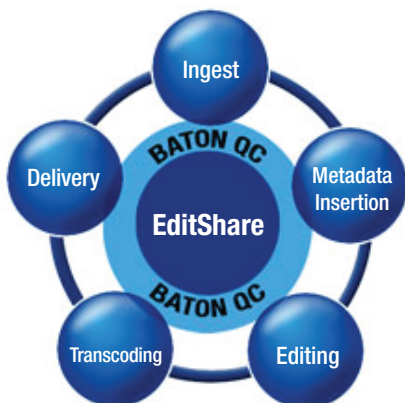
The content needs to be repeatedly verified for Quality Control (QC) extending beyond basic QC to Enterprise QC. Enterprise QC includes *Comprehensive Quality Checks* to verify a wide variety of content transformations as well as *Enterprise Scalability* to handle any content on any platform without interruptions.

Interra Systems' Baton is the industry's leading enterprise-class file-based QC solution. Baton has been deployed in production use by global media companies all over the world. Major broadcasters, post production houses, IPTV, satellite, and archiving companies use Baton for QC every day for its **most comprehensive quality checks** and **enterprise-wide scalability**.

EditShare provides a platform of intelligent shared storage and media management tools to handle content through the production life cycle. The **Flow** Asset Management (MAM) system includes powerful tools to tag, organize and transcode media, for streamlined collaborative workflows. Its powerful **Flow Automation** application adds an additional layer to its intelligence and automates complex multi-step workflow tasks including transcoding and delivery.

To ensure content readiness at any stage of a customer workflow, Interra Systems' Baton is now integrated with Flow Automation to perform Video QC on specified clips submitted for analysis. The process involves direct triggering of Baton verification tasks through the Baton API, allowing customers to further automate their content production process by including QC verification steps in any Flow Automation job. Users can choose from defined Test Plans created and maintained in Baton. Based on the verification result for each clip, further decisions can be made in the Flow Automation workflow. In addition, full Baton verification reports in PDF format can be accessed in EditShare Flow Browse.

The following figure provides an overview of the BATON file-based QC solution and its integration with EditShare.



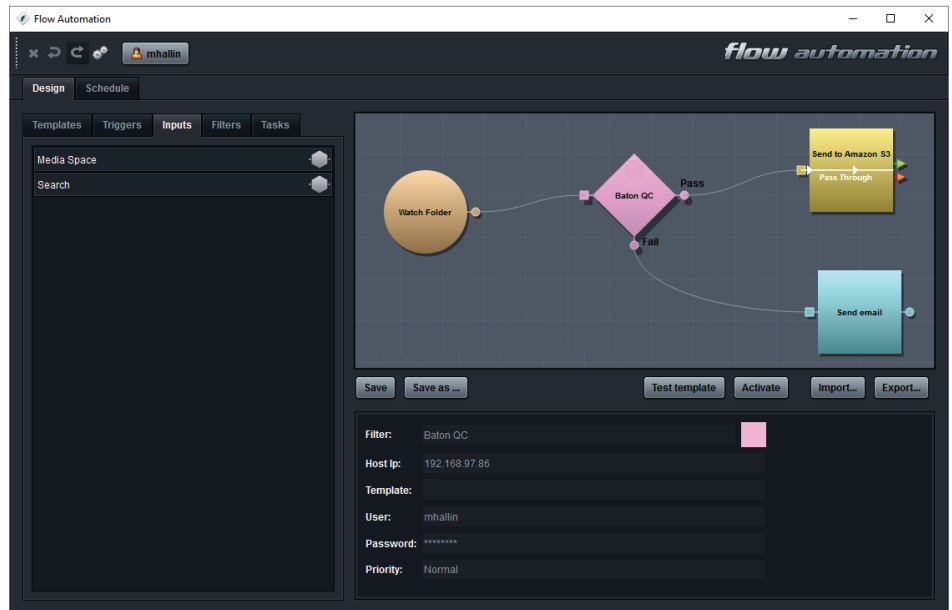
Baton - Key Features

- User management & access control
- Task scheduling & monitoring
- Extensive time code related checks including start tc/discontinuity/GOP/LTC, VITC and more
- Supports SD, HD, UHD, Mixed workflows
- Rich reporting features:
 - Multi-language reports
 - Multi-view reports in HTML, XML, PDF and Excel
 - Reports based on analytics, timeline, content structure and thumbnails
 - Incremental reports of tasks in progress
 - Compact reports to analyze verification summary
 - Options to comment, tag, rate and compare reports
 - Configurable e-mail, HTTP alerts including SNMP
- Configurable alerts and dashboards
- Built-in test plans for DPP, Netflix, CableLabs compliance
- Compliance to media standards and regulatory requirements
- Quick content profiling without verification
- Comprehensive online help

24x7 Post Sales Support
 Baton's renowned technical support is available anytime to ensure users are always up and running.

Available for both Mac and Windows

Baton & EditShare Flow Integration



Key features of the integration are:

- Easy Integration and Configuration
 - Add Baton Plugin to Flow Automation workflow designer
 - Select Baton Test Plans and media inputs
 - Select Baton Report and Result output type
 - Set Workflow decision based on Baton QC results
- Baton QC status, progress, and results available in Flow Automation Job Viewer
- Baton Reports in PDF format are saved in Flow and available to view via Flow Browse or AirFlow web clients
- Easy access to Baton for editing and configuring Baton Test Plans for multi-screen QC needs



Web based player for validation/debugging

Note: Some of the checks and codecs listed above are not part of the base package and need to be purchased separately