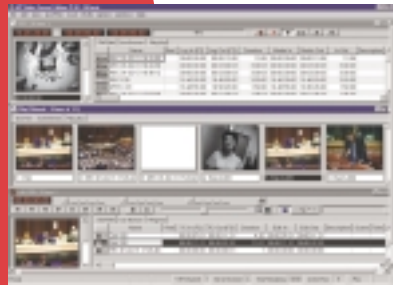


Harris Media Management and Control Solutions: No One

Media asset management has become a “buzz word” that can mean different things to many people. At Harris Automation Solutions, we believe it’s just the next step in the natural evolution of broadcast facility automation. It’s a variety of capabilities, all of which have existed for years (at least at Harris), which are gradually being refined, extended and enhanced. These functionalities allow you to:

- Ingest and catalog media
- Archive media
- Search and Retrieve media
- Browse media
- Transfer media where and when it’s needed

The bottom line benefit is making your media more accessible and exploitable and your organization more nimble and efficient.

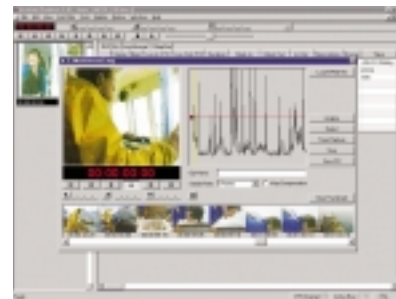


Ingest

Your staff is continuously making material ready for air. If you’ve transitioned to digital storage, you’re already saving media to a high-resolution video server for playout. Have you considered indexing and cataloging your media for the future? Whatever tomorrow holds, you’ll have archived material ready, on demand, for any manner of distribution opportunities.

Harris offers two levels of ingest and filing functionality: simple, manual indexing to a database (by, for example, closed caption information or time-code numbers), or *new* WinJest Video™, which can use automatic cataloging tools like scene detections and speech recognition, as well as manual logging, to allow you to ingest clips and create metadata. Metadata is “information about information” that is used to aid the identification, description and location of digital media in your facility. WinJest Video also allows you to preview, organize and “rough cut” media sequences at ingest, so you only save what you really need.

In order to make the most of your media, you’ll need to be able to store it for the long term *and* browse it easily on an Intranet or over the Web at a moment’s notice. That requires simultaneous access to multi-resolution copies of the material. Harris’ ingest solutions can control up to eight digital encoders and simultaneously create several resolutions of material, for archiving in very high-resolution disk and tape storage systems to very low-resolution encoders.



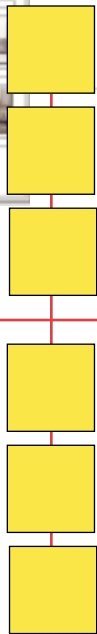
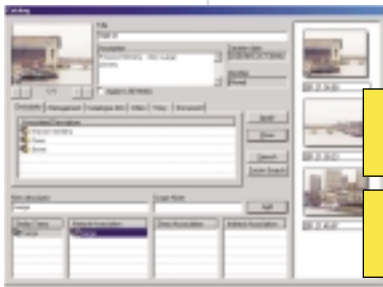
Harris Assets

- > Seamlessly catalog and store media in the appropriate format and location for maximum usability
- > Find specific historical footage
- > Be ready for future profit generation

Else Does Both ... To Put You in More Control

Archive

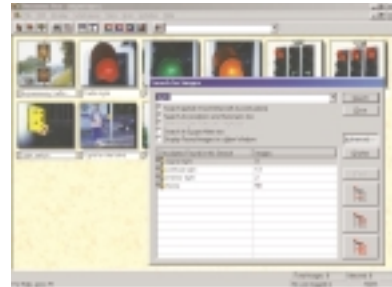
After media is ingested and digitized into one or several resolutions, Harris also provides the tools to index and “push” the files to your archive storage devices. Our Invenio Content™ application allows you to mark clips using an extensive “key word” list and synonyms that link similar content. Invenio Content sends media to archive and keeps track of all file locations. Our Video Archive Communication Protocol (VACP), a de facto industry standard, provides the interface between your automation system, broadcast equipment and digital archive middleware, for seamless communication and control.



Search & Retrieve

When it's time to find relevant clips, Invenio Content's powerful search engine and object oriented database make it easy. You simply type in an initial keyword; associated terms and expanded queries are also provided to refine a search. When material is identified, you can request a transfer from tape to disk for high-resolution playout, or in low-resolution for browsing and validation.

Harris offers three browsing applications for three kinds of users. The most basic is simple ingestion and playout of programming or ads for single users. However, Harris recognized early on that browsing was not only important to the master control operator, news and creative people, but to traffic, scheduling and management as well. Media Browser™ enables simple, instant access to material for anyone in the organization, directly from their desktops. For maximum efficiency and production workflow, you can also add full cut editing capabilities to the equation.



Harris Assets

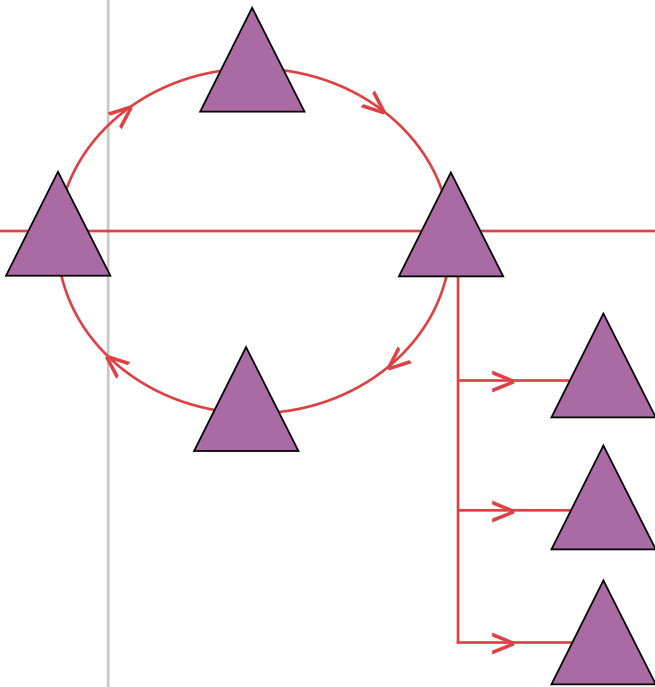
- > Easy integration with digital storage equipment from leading manufacturers
- > Optimization of storage space and speed of access to content

Harris Assets

- > Seamless requesting, researching and editing of material for playout by internal personnel
- > “Content on Demand” applications could include public access to clips over the Internet for new sources of revenue

Transfer

▲ Because internal sharing of content within an organizational network is such an important aspect of media asset management, Harris offers the tools to process and automatically deliver media across local or wide area networks using Harris' Global Media Transfer™ (GMT). The GMT process automatically searches for missing media and prioritizes the scheduling of media transfers by the most efficient path.



Harris Assets

- > Undisputed leadership in device control for the utmost integration of your broadcast plant and facilities
- > Media is available where it's needed, when it's needed

Income

Media Asset Management has been referred to as the next "revolution" in broadcast technology. At Harris Automation Solutions, we believe revolutions aren't "revolutionary" if they come at the expense of your budget.

We invite you to call us today at **(650) 595-8200** to discuss your specific situation. Together, we can explore ways that a Harris asset management solution can improve your facility's effectiveness and prepare for the future. Only then can you conclude if there is a media asset management business case that makes sense for you.

HARRIS



Contrary to popular opinion, Hell is a balmy, climate-controlled 67°

Harris can help take the heat off with media management and control solutions that allow you to seamlessly:

> Ingest and catalog

> Archive and browse

> Search and retrieve

> Transfer material where and when it's needed



Every day, you accumulate an incredible amount of content. Network feeds, syndicated programming, original material—they're the assets of your organization. You know this media has value, and the ability to fully access and exploit your content libraries has a big potential payoff. The multi-million dollar question is: How do you manage and control your content in order to best take advantage of new distribution channels (multichannel broadcasting, internet streaming, "news on demand," etc.) as they become financially viable?

The key to accessing these potential new revenue streams is the digitization of your media assets. A digital library, together with the right media asset management strategy, can transform unwieldy videotapes and "sneaker" networks into an archive easily accessible by multiple users in multiple locations, and more easily exploitable for the future.

"Future," of course, is the operative word. The new business and revenue potential of multichannel and webcasting may still be years away. Although "content on demand" is forecasted to mushroom into a \$20 billion market over the next decade, there's little incentive to buy lock, stock and barrel into a media asset management system now. After all, you're looking at test platforms, new business models, uncertain short-term returns and irregular advertising revenues.

At Harris Automation Solutions, we understand. That's why we've built our media asset management solutions to be modular and scalable. You can choose the functionality you need to solve a specific problem or exploit a particular opportunity today, and we'll provide the technology to address the issue quickly. As new opportunities arise, you can add capabilities.

As the established leader in broadcast facility automation with years of experience in media ingest, archive, management and movement—what others are only *now* calling asset management—Harris is uniquely positioned to help you assess your business needs, evaluate your operations, identify problems and opportunities, and help plan an asset management solution that addresses your specific issues.

No other vendor knows the broadcast environment better. And no single partner offers our modular approach to media asset management—so you can add functionality as your needs dictate, and your resources allow. It's all about content—what it is and where it is.



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next level solutions

