



MediaPulse™ Pipeline

MediaPulse™ Pipeline leverages the power and sophistication of the standard *MediaPulse* Media Order, Digital Ordering, and MetaVault® Library modules to provide a comprehensive, stand-alone media workflow solution. *MediaPulse Pipeline* gives you the ability to add powerful media process management to your existing ordering and financial management systems, including Xytech Enterprise. Your existing systems can be used to manage revenue and billing-related functions while *MediaPulse Pipeline* manages media workflows and their associated costs. Upgrading from *MediaPulse Pipeline* to standard *MediaPulse* is easy and painless.

Ideal for broadcasters, studios, educational institutions, and corporate media departments, *MediaPulse Pipeline* provides a single, integrated solution that allows you to automatically store, manage, process, and deliver file-based media assets as well as track and maintain physical ones.

BENEFITS

- ▶ **Stand-alone, automated media workflow solution.**
- ▶ **Augments existing ordering and billing systems, such as Xytech Enterprise.**
- ▶ **Supports automated and manual processes for file-based and physical assets.**
- ▶ **Powerful “browser-like” Library search for assets and content.**
- ▶ **Optional Web service API simplifies integration with third-party solutions.**
- ▶ **Low-cost, fixed-price adapters available for preferred providers to automate tasks.**
- ▶ ***MediaPulse* Layout Editor provides easy display customization and user optimization for each screen.**
- ▶ **Includes file copy, move, and FTP.**
- ▶ **“Dashboard” shows real-time status of all operations.**
- ▶ **Detailed audit trail of all record changes.**
- ▶ **Provides costing functionality.**
- ▶ **Sophisticated system security controls which assets users can view, move, etc.**
- ▶ **Automatic notifications and dependencies.**
- ▶ **Simple upgrade path to *MediaPulse*.**

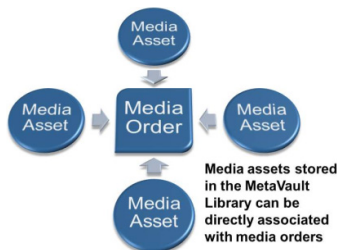
Stand-Alone Media Workflow Solution

MediaPulse Pipeline streamlines the larger *MediaPulse* system to deliver a powerful, stand-alone media workflow solution. The core of *MediaPulse Pipeline* is MetaVault Library, which manages all of your file-based and physical assets. The Media Order and Digital Ordering modules build on the MetaVault Library components by controlling the processing of assets. A variety of media processing services for digital and physical assets can be established that allow you to specify tasks that need to be performed on assets, define the delivery of assets, and add newly created assets to your library. If the assets are file-based, many of these services can be completely automated.

Several of the exceptional features of *MediaPulse* are also incorporated into *MediaPulse Pipeline*, including sophisticated system security, detailed cost capture, and user interface optimization via the Layout Editor (all screens can be adapted to users' specific needs). Extensive reporting is built in, and with the optional Report Designer, you can modify standard reports and create entirely new ones to meet business requirements.

Efficient Operations via Tight Integration with MetaVault Library

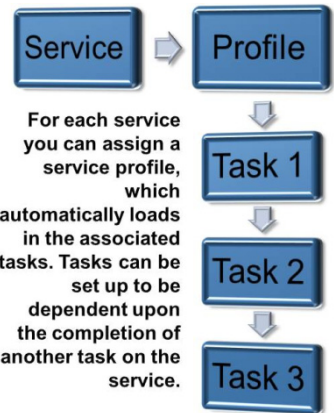
As many orders for media and dub services require that a master media asset be sourced and returned to a physical vault or file archive location, the Media Order and Digital Ordering modules are tightly integrated with the MetaVault Library module. Users can search the library directly from within a media order, select assets, and specify them as sources on an order. New file-based and physical media assets created as part of the workflow process can be automatically added to the MetaVault Library system.



Services and Tasks Define Work to Be Performed

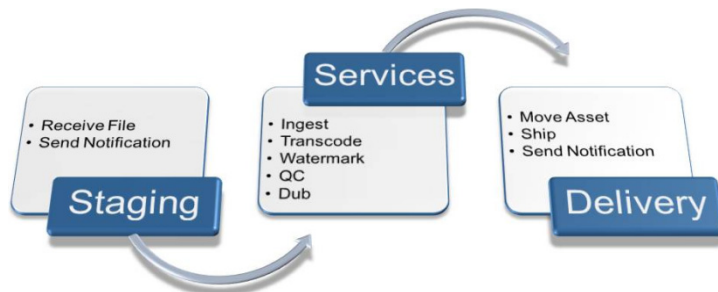
A media order can contain as many services as needed. These services can be set up with multiple profiles that detail all the tasks that need to be performed for each service profile, but you can add, change, or delete tasks on the fly. Service profiles can be linked to one or more completely customizable specs screen. The tasks established for each service profile can be set up with multiple dependencies, allowing you to prohibit one task from being performed until one or more other tasks have been completed. Additionally, services can be configured to be dependent upon the completion of another service on the order.

Services are grouped under relevant headers, which are organized in a “tree” structure. You can collapse any header to hide a group of services or expand headers to see the associated services. This allows for better organization and visibility when working with large orders.



Quickly Create Digital Orders that Initiate Automated Processes

Using the Media Order module ordering processes, you can set up specific services that create digital orders with predefined sets of tasks to be performed. These tasks define a sequence of events that will automatically be carried out using workflow templates within the *MediaPulse Pipeline* database of digital orders.



Example Digital Ordering Automated Workflow

A media order can comprise multiple digital (and physical) orders, which become a managed queue for each task that must be performed to complete the order.

For example, a media order could be used to manage the following workflow: check out media from your media asset management (MAM) system, move the media to the production storage location, transcode the media, watermark the media, perform automated QC on the newly created media, and then transfer the media to disc or video tape for customer delivery.

Progress of digital orders can be monitored directly from the Media Order module and priorities can be easily changed as needed. In addition, the *MediaPulse Pipeline* database maintains a full audit trail for effective reporting and analysis of resources and costs.

Robust Features Help Save Costs

Using one or more secure file storage or server systems with *MediaPulse Pipeline* instead of an asset management platform (MAM/DAM) results in a much lower cost solution but with virtually the same functionality. The ability to automatically copy, move, and FTP files comes standard with *MediaPulse Pipeline*, so no additional programming will be required to enable those important features. Automatic notifications can be sent via instant message, e-mail, and cell phones at any step in the process or just when an error occurs. These notifications can be set up to be sent to customers, account reps, managers, engineers, and/or anyone who needs to be informed about the status of an order.

Related *MediaPulse Pipeline* Options

Divisions • Service Request • Issue Management • Approvals

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