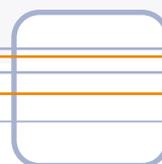


The universal platform for
managing, repurposing and
distributing digital content



In today's 360° digital media environment the need to maximise the value of content is self evident. The more content can be repurposed, the more revenue streams are created. Add to this the transitioning of the media industries from tape to file-based working and the net effect is a proliferation of digital media files on a scale never before encountered. It was for managing, transcoding and distributing these files efficiently and cost effectively that ContentAgent™ was developed.



CONTENTAGENT Transform your business

“I know of no other system that offers such a complete encoding, authoring and delivery package with a user interface that is so easily grasped.”

Miles Stormer, Head of MCR, The Mill London, New York, Los Angeles



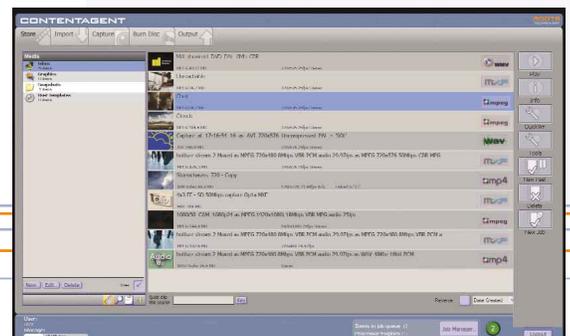
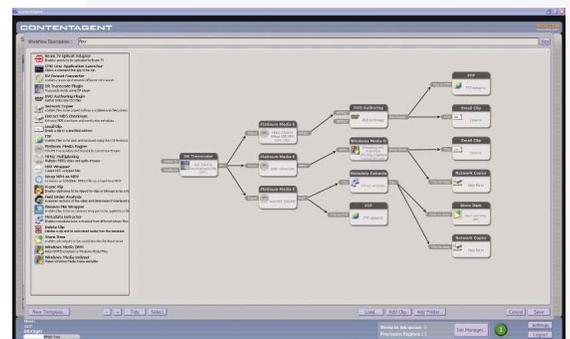
Keeping it simple

A universal platform for managing, repurposing and distributing digital content, ContentAgent streamlines any file-based workflow, improving productivity. The system is easy to use with an elegant interface that echoes current working practices and provides seamless continuity of operation between acquisition, transcoding and distribution.

Effortless operation means that highly paid engineering staff need not get bogged down with day-to-day transcoding. ContentAgent's Workflow Designer enables even the most complex processes to be created, stored and repeated at will by non-technical staff, increasing profitability and freeing up resources.



- Universal end-to-end multi-format resolution-independent file transcoding, management and distribution
- Easy to use by non-technical staff
- Totally scalable as requirements change
- Future-proof upgradable software
- Exceptionally fast return on investment





Just do everything

Much more than just a transcoding device, ContentAgent is a complete, resolution independent, multi-format file management system based on off-the-shelf hardware. Digital media files for repurposing may be imported from a variety of sources and the system is also able to capture and digitize material from tape and transcode to multiple formats in real time. Like all processes in ContentAgent, this can be completely automated to save time and hassle.

As a universal transcoding workhorse ContentAgent is the natural heart of file-based workflow in environments ranging from high-resolution film to internet-based media and everything in between. A range of optional software modules ensure that the system may also be tailored to highly specific transcoding applications, for example in Avid editing environments and digital intermediate workflow.

In today's world, simply repurposing files just isn't enough. ContentAgent goes the extra mile in handling all aspects of file output and distribution in a secure, reliable and repeatable manner. Output repurposed files automatically via ftp, email and RSS. Further still, ContentAgent increases your earnings potential with an integrated DVD burner that enables operators with no prior authoring experience to create interactive DVDs with chapter navigation. The screen grab feature may be used for backgrounds and a range of graphics tools and templates ensure a thoroughly professional finish. A technology partnership with Rimage Corporation extends this feature still further with fully integrated high quality disc printing and mass duplication.



Cash machine

Where file transcodes are billable, ContentAgent's single-box solution makes it easier to keep track of jobs and the sheer flexibility and efficiency of the system means you'll get the fastest possible return on your investment.

How long do you spend searching for missing clips? ContentAgent's SQL database enables you to locate clips instantly and – unlike other systems – ContentAgent can be used to exploit and expand clip metadata. This means, for example, that new metadata on transcode duration can be automatically added and exported to facilities' billing systems.

Besides a fast return, ContentAgent's totally scalable architecture ensures your investment is protected. Simply add more processing power as and when you need it. Clustering spreads the transcoding workload, automatically allocating jobs to individual processors across the clustered units. And as ContentAgent is software based, your system will never be redundant when a new format is introduced.



Safe and secure

Safeguard your assets. ContentAgent's feature set includes protected workspaces and pre-defined user privileges with secure log-in. Tools are provided for logo burn-in on transcoded clips and, for additional security the system may be configured with Microsoft Windows Digital Rights Management.





Experience is everything

ROOT6 Technology was established by video industry professionals in 1997 in the heart of Soho, the home of London's post production and new media communities. With particular skills in application development, relational database design and IP network engineering, ROOT6 Technology has undertaken a number of collaborative projects to deliver products and services to the postproduction and broadcast sectors. These include the development of a set top box for BEAM.TV, a leading archiving and media distribution company with more than half a million advertising assets in its online library. BeamBox enabled multi-format file playout on a standard TV for the first time and has

subsequently been used for screening entries at more than 30 international advertising festivals which now only accept file-based material for judging.

Subsequently the company has worked with UK media specialists ChilliBean to create a tapeless advertising awards submission and judging system for D&AD Global Awards.

The company's close association with postproduction and broadcast professionals is apparent in ContentAgent's feature set which incorporates considerable feedback from those who work in multi-format file-intensive environments on a daily basis.

ROOT6
TECHNOLOGY

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Online demonstrations of ContentAgent
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