

## TELESCOPE FOR VIDEO MANAGEMENT

### THE BUSINESS CHALLENGE

Video has emerged as the most effective and widely adopted method of communicating today. Whether video is your core product or it is used to support your web, marketing, or advertising initiatives, you've been putting much thought into the necessity to manage its creation, production and delivery. Yet, while the proliferation of video across the



enterprise continues at a rapid pace, proper management of video files is still not well understood or put into practice. Businesses in **media & entertainment, broadcasting, post-production, publishing,** and **creative agencies** face a unique set of challenges including:

- The need to streamline internal operations, as well as the entire production environment
- Multi-channel video distribution
- Increased delivery channel complexity (HDTV, IPTV, Mobile)
- Lack of common standards
- Need to diversify service offering
- Transition from tape to digital video

All businesses face, or will soon face, similar challenges as they move to embrace video:

- Lack of end-to-end solutions from video creation to publishing on the web or multiple broadcast channels, to archiving
- The enormous file sizes and multiple video encoding formats, means a variety of programs are used to edit video.
- Incorporating short-form video into corporate website, public relations, corporate communications, and sales presentations.
- Storage, management, and archiving video

### THE SOLUTION

TeleScope™ for Video Management is ideally suited for organizations that create, ingest, and distribute all types of video assets. Widely used by creative professionals such as artists, photographers, video editors, marketing, and advertising professionals, TeleScope for Video Management is a core component in an end-to-end video management lifecycle. Its performance and enterprise class feature set make it the most cost-effective way for broadcasters, affiliates, post-production businesses and creative agencies and enterprises to introduce video asset management into their operations, business and service models.

North Plains' industry-leading approach to incorporating digital asset management at the beginning of the asset lifecycle, as an essential part of the creative production process, tightly integrating DAM with authoring applications, has made North Plains famous in the publishing, advertising, media and entertainment markets. TeleScope for Video Management takes this same approach, and applies it to the helping our customers get the most out of their video assets.

### HIGHLIGHTS

#### USED FOR

- Video creation, editing, and management
- Multi-channel video publishing and distribution
- Channel management
- Video-on-demand
- Brand management
- Corporate communications and training

#### CHALLENGE

- Video access, management, and storage
- Publishing and distributing video
- Large file sizes of video
- Lack of common standards
- Need to streamline processes
- Transition from tape to digital

#### SOLUTION

- Centralized video storage
- Create long-form, short-form, and web-based video content
- Integration with Avid and Apple Final Cut Pro
- Support for all video management and playback capabilities

#### BENEFITS

- Deliver compelling sales & marketing collateral
- Support for corporate video-enhanced e-learning & corporate training programs
- Enrich the corporate website, intranets and extranets
- Support faster time-to-market and multi-channel delivery
- Generate bottom-line results faster
- Shorten project cycle time.
- Reuse and repurpose

## BENEFITS

### **BROADCASTING, MEDIA & ENTERTAINMENT, CREATIVE AGENCIES, & PUBLISHERS**

- Create new revenue streams by repurposing and publishing video
- Support faster time-to-market and multi-channel delivery
- Generate bottom-line results faster
- Provide better customer service
- Shorten project cycle time
- Manage your vast digital libraries with greater ease and simplicity
- Support online client project libraries
- Real-time, online review and approval
- Protect, manage, and distribute outtakes

### **ALL BUSINESSES**

- Deliver compelling sales & marketing collateral
- Support for corporate video-enhanced e-learning & corporate training programs
- Enrich the corporate website, intranets and extranets
- Self-service, dynamic portals for staff, partners, suppliers, and customers.
- A solution for order processing
- Extend the value of these assets through reuse and repurposing of them

## SOLUTION

### **CREATE ALL FORMS OF VIDEO**

The ability to create long-form, short-form, and web-based video content.

### **INTEGRATES WITH DIGITAL EDITING & CREATIVE AUTHORING SUITES**

Feature-rich tool set and deep integration with digital editing suites such as Avid and Apple's Final Cut Pro. Integrated seamlessly with creative authoring applications, such as Adobe Creative Suite 3, allowing the user experience to be streamlined, simplified, and easy to use.

### **SUPPORTS ALL VIDEO MANAGEMENT & PLAYBACK FEATURES**

Support for all essential video management and playback mechanisms out-of-the box, including clip creation, video streaming, storyboarding, closed-caption display, searching, and even rough-cut editing.

### **FULL FEATURE SET ON MAC, WINDOWS & WEB CLIENTS**

Full feature set on the Macintosh, Windows, and web-based client platforms.

### **END-TO-END, CENTRALIZED VIDEO MANAGEMENT**

A core component in an end-to-end video management lifecycle, all rich media files are stored and easily accessible from a central repository.

### **VERSION CONTROL**

Checking files in and out within shared projects, adding comments and tracking file versions, performing XMP metadata searches, and hosting shared PDF's.

### **SECURITY**

TeleScope supports the ability to manage the rights of the media assets both inside TeleScope with rights management features, as well as assets outside of the TeleScope system through watermarking.

### **VIDEO DISTRIBUTION**

Powerful, automated file migration, replication and distribution functionality enabling video distributors to easily scale their media operations. Automates video file conversion and video transcoding, asset distribution by e-mail, http, and FTP.

