

Media Management System

MediaConcierge™

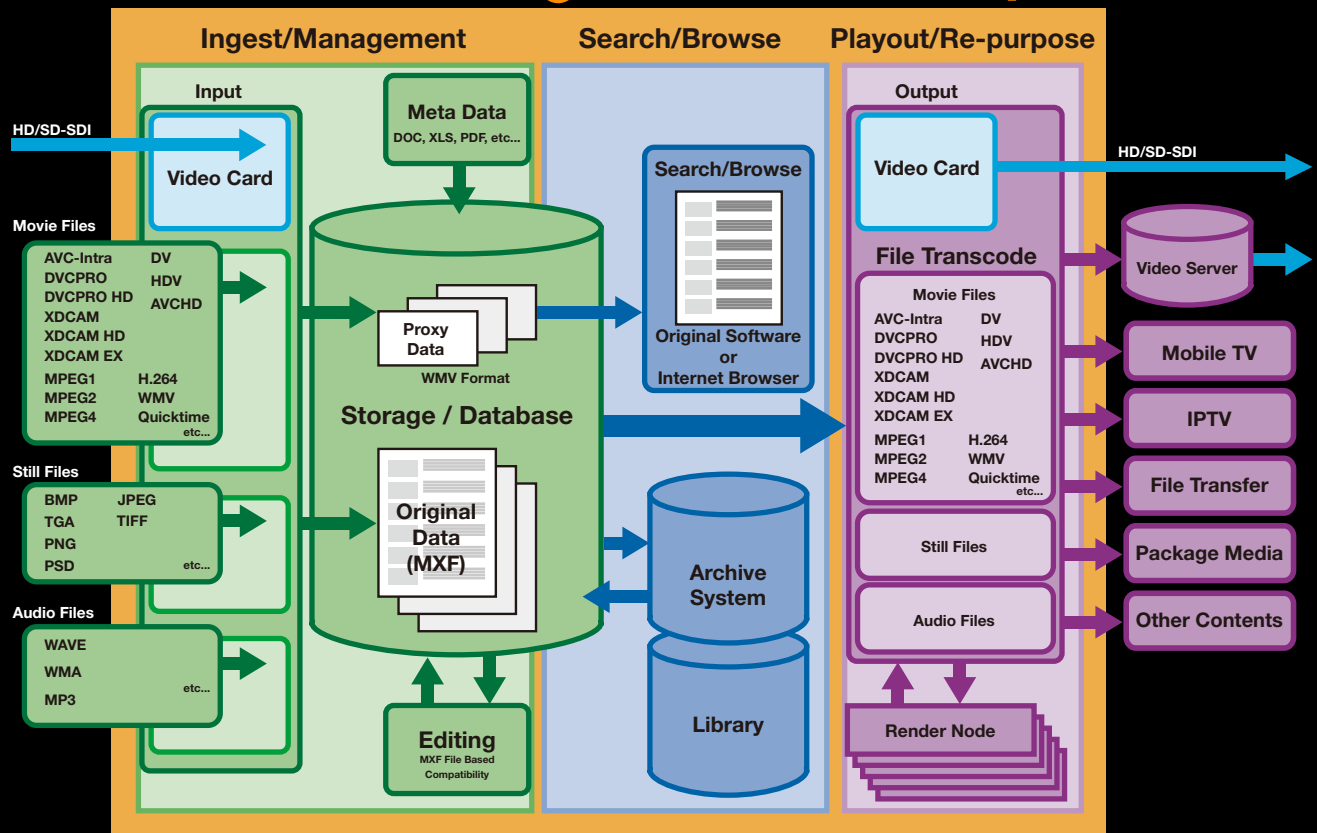


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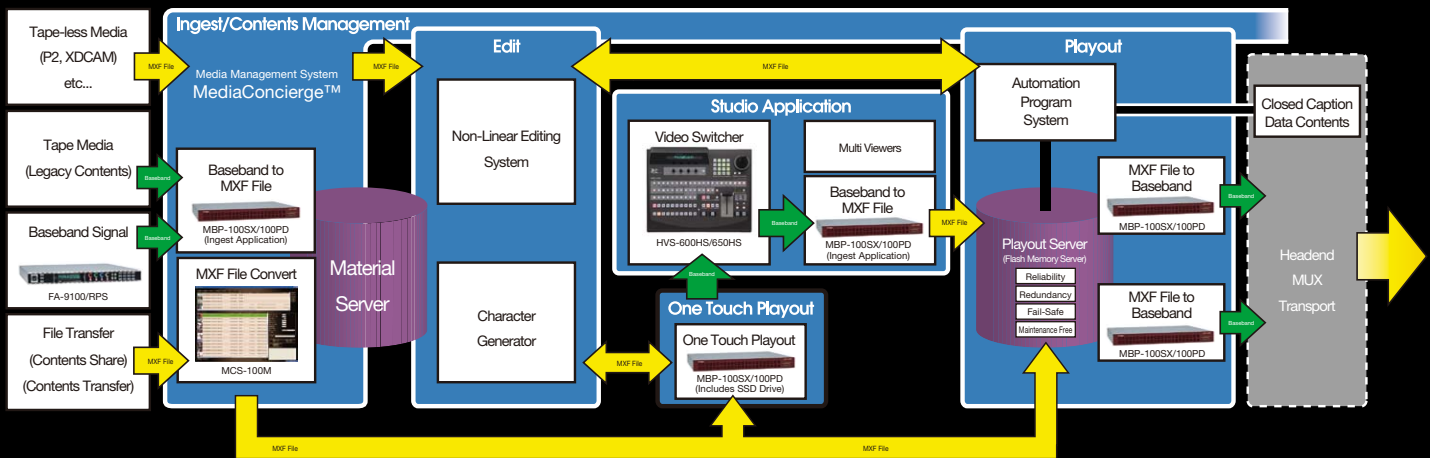
MediaConcierge is the collective name for FOR-A's media management systems that have been developed for content management in the video industry. In addition to common MPEG1/2/4 and H.264 compression standards, MediaConcierge also supports tapeless media files such as DVCPRO and XDCAM, and computer media files such as Windows Media Video and Quick Time, making it compatible with a wide range of manufacturers and formats. This is the most significant feature of the FOR-A system. Of course, our system also supports regular HD/SD-SDI video signals.

Support for diverse file formats is useless unless the data can also be output in diverse file formats. MediaConcierge is a powerful, comprehensive system that not only performs the unified management of content, but is also packaged with the file conversion functions that are required for subsequent processes. Today, a single content item can offer numerous business opportunities through various channels, such television broadcasting, internet delivery and packaged media. To help you make the most of these opportunities, MediaConcierge offers you support in constructing a repurposing (secondary usage) system that converts files of a single piece of source data to the optimum format for various different operational configurations.

MediaConcierge™ Total Concept



MediaConcierge™ Total Solution System Diagram



Ingest/Contents Management

A media management system offering centralized management of various types of content, not just MXF files from tapeless media like P2 or XDCAM but also tape media, circuit feeds and file feeds.

MediaConcierge

A general name for comprehensive content management systems for the video industry. The MediaConcierge concept is to offer a complete system for content management, including ingesting, editing, accumulation, delivery, archiving and repurposing.

MBP-100SX/100PD (Ingest application)

Can convert MXF files and HD/SD-SDI signals in real time. A multi-functional converter useful for building tapeless work flow environments.

MCS-100M (MXF file conversion)

Conversion software allowing mutual conversion among different MXF formats by adding various plug-ins. Also enables addition of processes during conversion such as video level adjustment and logo insertion.

Edit

Edits MXF files stored on content servers with non-linear editing system. After returning edited content to MXF file form, registers as data for content delivery to delivery server or studio.

One Touch Playout

Registers edited video content to VCR-like video content delivery player. Can be used to produce programs. Also uses Virtual Studio for program production, enabling real studio operations while saving space.

MBP-100SX/100PD (Playout application)

A converter with SSD (solid state drive) that lets it act as a stand-alone delivery server. Supports VTR commands and can be used as a video server, delivering video content.

Studio Application

Switches among various types of video (relay video, studio-recorded video, etc.) with a video switcher to produce programs. During recording, it generates MXF files and registers them as data to the playout server.

Playout

Uses flash memory server for delivery to ensure high reliability and stable operation, as well as to drive down running costs and maintenance costs.

MBP-100SX/100PD (Server application)

A converter enabling mutual conversion of MXF files and HD/SD-SDI signals. Equipped with an SSD, it can act as a stand-alone playout server.

MediaConcierge is FOR-A's keyword for the ideal solutions we offer in the tapeless era. Come to FOR-A for your exclusive concierge to meet your content management needs in the coming tapeless age.

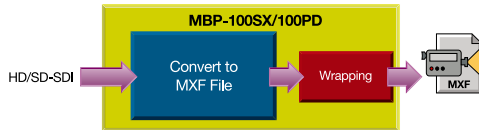
MBP-100SX/100PD Baseband Converter



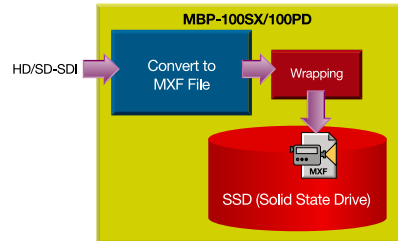
This converter is capable of mutual conversion between MXF files and HD/SD-SDI signals. Solid State Drive (Flash memory) can be installed inside the unit to create a playback environment with high reliability. Supports high-speed data transfer via a network.

- EIA1U compact rack size
 - High-speed data transfer via the Ethernet
 - Can be used as an I/O client in a video server system
 - Supports basic VCR commands using RS-422
 - Accepts up to 8 channels of Embedded Audio
 - SNMP monitoring function
 - Solid State Drive (Flash memory) standard installed
 - MBP-100PD: Panasonic DVCPRO format support model, MBP-100SX: SONY XDCAM format support model also available
- *Encoding and decoding cannot be performed at the same time.

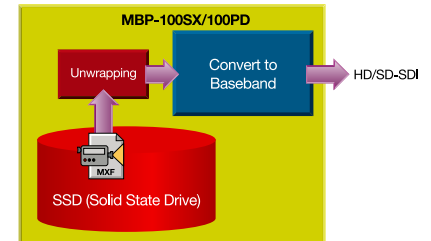
Ingest Application (HD/SD-SDI to MXF File)



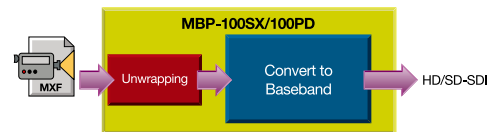
Ingest Application using SSD Drive



Playback Application using SSD Drive



Playback Application (MXF File to HD/SD-SDI)



MCS-100M MXF File Convert Software



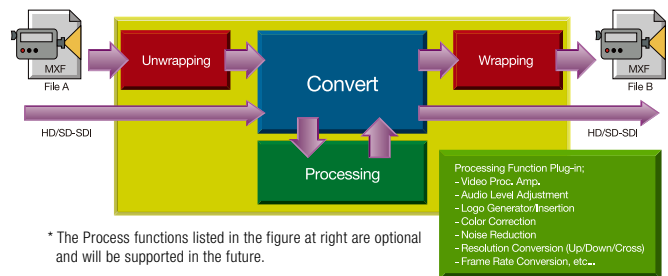
This is software for wrapping or unwrapping MXF files. When MXF file plug-ins are installed, it is also compatible with two-way conversion between different MXF formats.

- The basic software for creating MXF files
- Capable of wrapping and unwrapping essence data and metadata
- Capable of video and audio processing during conversion
- Various MXF file plug-ins can be installed
 - MCS-10PA: Panasonic AVC-Intra format plug-in
 - MCS-10PD: Panasonic DVCPRO format plug-in
 - MCS-10SX: SONY XDCAM format plug-in

MBP-100WS MXF File Convert Workstation

A turnkey system that is built in to computers and is compatible with various MXF files. When MXF file plug-ins are installed, it is also compatible with mutual conversion between different MXF formats.

- A turnkey system in which an MBP video card is installed
- When MCS-100M (the MXF file conversion software) is installed, it is capable of two-way conversion between MXF files and baseband signals
- When MXF file format plug-ins are installed, it is also compatible with two-way conversion between MXF files



* The Process functions listed in the figure at right are optional and will be supported in the future.

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