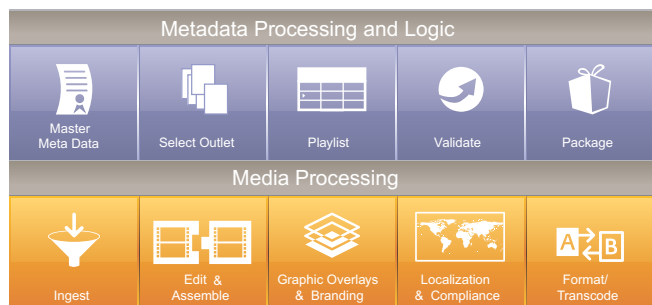


Avalon

When distributing to major video platforms systems, properly encoded video is only half the battle. Properly formatted metadata is the cornerstone to delivering a comprehensive media package.

Avalon is a metadata packaging and distribution system for content production and video networks with an integrated metadata processing and video production system that provides:

- Seamless integration with existing metadata sources
- Comprehensive metadata enhancement and validation
- Painless distribution to Mobile, Internet and VOD destinations
- Integrated video and metadata processing by a single system



Next Generation Metadata System

Over the last several years, Velocity has provided highly-regarded metadata and workflow management solutions. Key elements of its metadata management have been blended with the strengths and reliability of Agility 2G to create a content production and packaging system with delivery to multiple distribution outlets.

Content Production and Packaging

Content can be highly customized for delivery with automated packaging of metadata, videos, images and other content files for distribution to meet the requirements of each distribution outlet.

Delivery to Multiple Outlets

Distribute simultaneously to YouTube™, iTunes™, and cable operators. Avalon transcodes multiple media and metadata formats from a single source file and automates delivery to multiple outlets in each target output format. Don't have all the metadata required? No problem. Missing data can be input before creating the packages.

Affiliate Distribution Module (ADM) Framework

Avalon supports the most popular distribution outlets through its flexible ADM framework. Telestream supports many industry standard specification formats (CableLabs, MRSS), as well as outlet-specific formats such as iTunes™ and MobiTV™.



Highlighted Features

Configurable ADMs: ADM configuration allows customers to tweak provided ADMs to adjust for unique business needs.

Custom ADMs: A .NET API is provided to implement unique packaging and metadata format requirements for new distribution location. Custom ADMs can be used and configured in the same way as default ADMs.

Customized API: Adaptation to custom workflows and navigating ever-changing format specifications is critical to business success. Avalon can be programmed through a service oriented architecture (SOA) web services API to create customized workflows to address evolving business needs. In short, it grows with you!

Customizable GUI: When distributing to a wide variety of outlets, the number of metadata elements required can explode dramatically. Agility 2G empowers users to customize values so they are only inputting data that is absolutely needed.

Centralized System Status and Logging Consoles: Status, event, error, and user interaction events are logged to a centralized utility. Administrators can access all logging data from a browser at any time to determine the overall health of the system.

Simplified Complexity: Avalon is accessible through a new web based user interface. This utility provides a simple and intuitive interface for all administration, submission, status and management tasks, which runs in Internet Explorer or Firefox browsers to provide qualified users with remote access to all systems functions.

The screenshot displays the Agility 2G web interface for creating a 'New YouTube Master Metadata File'. The interface is organized into several sections:

- Source Media:** Includes a 'Source Media File' field with a 'Browse' button.
- Destination Media:** Includes a 'Destination Media File' field with a 'Browse' button.
- Required Metadata:** Contains fields for Title, Summary, Category (set to 'Animals'), and Keywords.
- Additional Metadata:** Includes an 'Action' dropdown (set to 'Insert') and an 'Allow Ads' checkbox.
- Video Availability:** Includes 'Availability Start Date' and 'Availability Stop Date' fields, both set to 'March 8, 2010, 4:54 PM'.
- Account Metadata:** Includes fields for Owner Name, Channel User (set to 'admin'), Channel Password, Account User, Account Password, and Notification Email.

On the left side, there is a 'Toolbox' with a tree view containing categories like Submission, Profile Management, Administration, Monitoring, and MME Editor. Below the toolbox is a 'Profile Browser' window with a search filter and results area.

Additional Avalon Features and Benefits include:

- Automated packaging and delivery of media products to your customers directly from your production system maximizes revenue and reduces costs by eliminating costly, slow and error-prone manual processes.
- Respond quickly to support sales to new distribution partners with customized metadata templates.
- Standard media and metadata profiles for a wide number of common distribution outlets gets content into the correct formats...fast.
- Web Services SOA API provides for customization to meet vital business requirements.
- Web interface makes the system remotely accessible from a suitable web browser.
- Extensible framework allows for easy customization of existing profiles, or creation of new profiles.