

BORNEO



In recent years, the media market has been inundated by technical innovations. The pace of change is accelerating and the advent of HTML-5 has finally brought Frame Accuracy to the WEB which will have a game-changing impact throughout the Broadcast and Media production and distribution business.

With HTML-5 we have a solid foundation for next generation production solutions working in the way today's professionals prefer to work, with tablet devices such as the Apple© iPad® offering creative freedom and leveraging the private CLOUD and Public Internet as the platform. This is ground-breaking technology which can yield significant performance and business benefits.

Up to now, Web Browsers were not frame accurate, and this simple limitation largely prevented the use of the web in broadcast production processes. In News Production the ability to create a frame-accurate EDL using the web would have streamlined the editing task, it was simply not possible. So the web was a step in the right direction, but limited to those areas where frame accuracy was not required.

With HTML-5 the Web Browser becomes a frame accurate tool to create the final EDL opening up the opportunity for large-scale use of web applications to simplify operations and enable next-generation tablets such as the iPad to streamline productivity and improve efficiency, whilst at the same time greatly reducing maintenance.

Before HTML-5 most MAM systems were based on a client-approach. The setup, installation and maintenance was complex, and difficult to administer. The larger the enterprise, the greater the administration task to ensure that all the PCs were configured and tuned to support the MAM application. Updating a client-server system to take advantage of newly developed features meant updating every individual workstation, a labour intensive and costly process intruding on time-critical production operations. With other third-party applications running on the same workstations there was an increasing risk that the MAM could lose priority over the CODECs resulting in a poor user-experience, not to mention the risk of locally introduced VIRUS or Malware infections.

Now, with HTML-5, it is possible to replace the Client software with a Web Browser to run the MAM or News applications. As a result the "System Administration" task becomes "Server Administration" and the interaction with the MAM is via a Web browser on a PC or Tablet such as the Apple© iPad® , or even a Smart Phone.

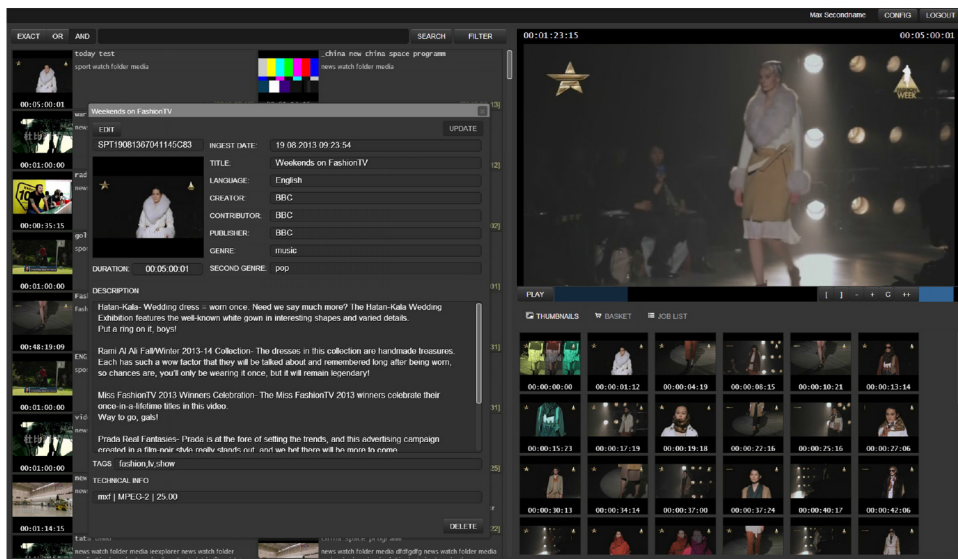
This breakthrough applies to "traditional" Web environments, and importantly it enables Cloud Production. Consider a journalist



shooting an interview in a remote location: the high quality video clip can be sent to the Newsroom by IP Satellite, email attachment or as a file transfer over the Internet or Cloud. The journalist can connect to the Newsroom Rundown using a simple Apple© iPad® or standard Laptop, write the story, edit it with or without voice-over and finally send the few bytes of a frame accurate EDL to the station along with small audio dub file and graphics.

Media-Alliance has developed **BORNEO** (standing for Born-New) as a single integrated and modular application offering MAM; Newsroom; Workflow and Metadata Management; Content Processing; Archiving and Delivery based on a unique blend of new technology and our unique experience in delivering and supporting high value solutions for the worlds most demanding customers.

BORNEO is the first Broadcast solution to offer the unique user-experience based on frame accuracy in the Cloud.



- ◆ BORNEO MAM
- ◆ BORNEO NEWS
- ◆ BORNEO USER MANAGER
- ◆ BORNEO CONTENT PROCESSING
- ◆ BORNEO CONTENT DELIVERY
- ◆ BORNEO WORKFLOW MANAGER
- ◆ BORNEO METADATA MANAGER
- ◆ BORNEO QUALITY CHECK
- ◆ BORNEO EDITING



Interoperable:

BORNEO meets the FIMS interoperability standard as defined by the AMWA organization. www.amwa.tv

noSQL database: Borneo is highly flexible as it is schema-less, easy for use in a WEB apps (http CRUD queries), lightweight and fast, easy to replicate (true master-master), scalable, and has native integration with search engines

COMPREHENSIVE FUNCTIONALITY :

Transcodes all video file formats, converts graphics and documents and indexes metadata. Speech to text transcription is available for most common languages and integrates advanced algorithms for video and audio index/analysis break detection and file-based QC.

ABOUT US

Media-Alliance is a leading supplier of high quality media asset management and media workflow solutions. Headquartered in Brescia in Italy, and with offices worldwide, our team of MAM experts has been delivering reliable, feature-rich and scalable solutions to premium media organisations since 1991.

MULTI-Site : Borneo synchronizes proxies and metadata across sites and copies HQ files on demand. Media organizations can have MAM installations in different locations

Virtual : Borneo operates in virtual environment and this means that the MAM is highly scalable in both performance and operator numbers, and fits with the virtualized solution architecture adopted in modern IT systems

Cloud operation : Media organizations are able to have a MAM and edit and archive in the cloud, either as a main repository or as a backup to an on-site repository

Clustered search engine: BORNEO uses a clustered search engine. High numbers of users can concurrently perform complex searches in multiple languages

Frame accurate Web: BORNEO has frame accurate web clients that use HTML5 and H.264. Video preview is always frame accurate, even when jog-shuttling

CONTACT US

Media-Alliance has regional offices and sales managers that will be pleased to support your requirements. Please contact our head office and we arrange for the appropriate person to contact you:

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