

BATON® with Avid Interplay MAM

BATON's integration with Avid Interplay MAM provides an automated solution for media developers, producers and distributors to ensure content readiness before distribution.

File-based digital media has changed the way media is delivered across end user devices, thus raising the potential for **content monetization** and **operational efficiencies**. Operational efficiency can improve when content quality is assured despite multiple transformations across various stages of the content lifecycle.

All the conversions and transformations leading up to media delivery make it an imperative for broadcasters to maintain the end user content quality. Therefore, media validation needs to be automated using an intelligent and flexible environment that can process huge volumes of data in an accurate and consistent manner.

BATON

BATON, industry's leading enterprise-class automated file-based QC solution is used by major broadcasters, post-production houses, IPTV, satellite and archiving companies for its thorough list of quality checks and enterprise-wide scalability.

BATON has been deployed in production use by global media companies of all sizes. BATON supports a wide range of media formats and offers comprehensive quality checks, including extensive subtitles and CC verification, audio language identification, PSE correction, loudness detection and correction. BATON's powerful Media Player for frame-accurate review, rich QC analytics and smart workflow tools are the best in class in the industry.

Solution Overview

- **Seamless Integration:** Automates quality checks on media content as it moves through the stages of workflow, with automatic alerts & reporting
- **Retains Content Integrity:** Keep the integrity of the QC metadata through genealogy and the content lifecycle
- **Enhanced Performance:** Provides increased performance over standalone QC tools and enables streamlined maintenance of the overall system

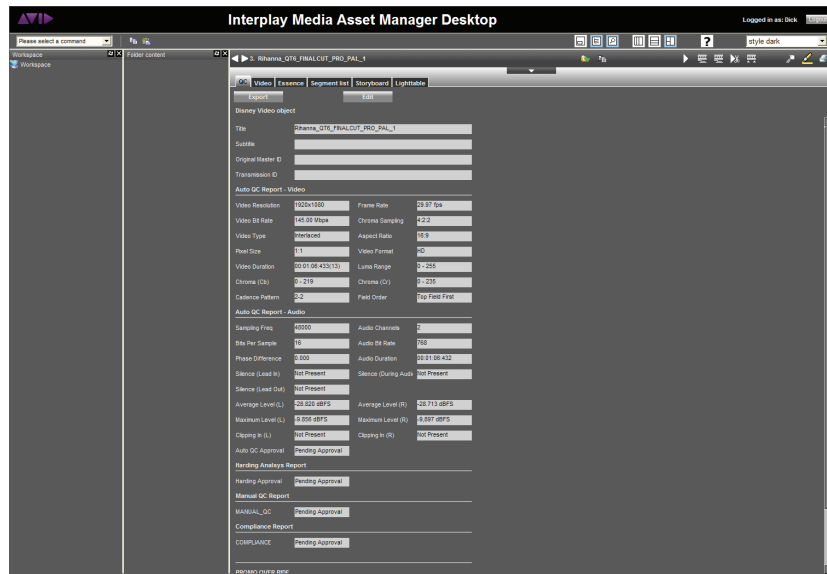
Avid Interplay MAM

Interplay Media Asset Manager is a highly scalable and extensible platform from Avid Technology that provides quick and easy access to audiovisual content, automates workflows, and enables content to be efficiently reused, repurposed, and monetized.

BATON Integration with Avid Interplay MAM

BATON ensures content readiness across a workflow through integration with Interplay MAM via API-based integration. This helps customers automate their content production process to include a QC verification based on a customized Test Plan created and maintained in BATON.

BATON generates metadata that is used by the Interplay MAM. The QC metadata then follows the media asset during its entire lifecycle.



BATON file-based QC solution integration with Avid MAM System

BATON - Key Features

- A comprehensive ML/AI enabled QC solution, available for Windows
- Hybrid QC platform with a combination of automated & manual QC checks on content
- Supports SD, HD, UHD, 4K Mixed workflows
- Intuitive, simplified and a very user-friendly web-based user interface
- Extensive time code related checks including start TC / discontinuity / GOP / LTC, VITC and more
- Built-in Test Plans for various Standards and Workflows such as DPP, iTunes, Netflix, Cable Labs, ARD_ZDF, Ingest, Playout and more
- First QC system to support VAST formatted ads
- Supports S3, Spectrum, Azure Blob Storage AMP, Avid Interplay and Google Cloud Servers, HTTP Server, IBM Cloud Object Storage, OpenStack Swift based storage
- Rich reporting features:
 - Multi-language reports in HTML, XML, PDF, Excel and JSON
 - Reports based on analytics, timeline, content structure and thumbnails
 - Incremental reports of tasks in progress
 - Compact reports to analyze verification summary
 - Options to comment, tag, rate and compare reports
 - Configurable e-mail, HTTP alerts including SNMP
- Supports user management & access control
- Comprehensive solution for task scheduling & monitoring
- Support for SOAP, XML-RPC, and REST APIs
- Efficient integration with media servers, transcoders, MAM archiving and workflow solutions through its easy to use web-services based APIs
- Scalable architecture for expansion of the BATON set up as QC needs grow

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