

BATON® with Avid Interplay PAM

BATON's integration with Avid Interplay PAM 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

- **Easy Content Access:**
 - Seamlessly automates the post-production workflows by directly accessing assets through Interplay content location
 - Reduces the effort of importing / exporting content outside the Interplay environment
- **Retains Content integrity:** Retains 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

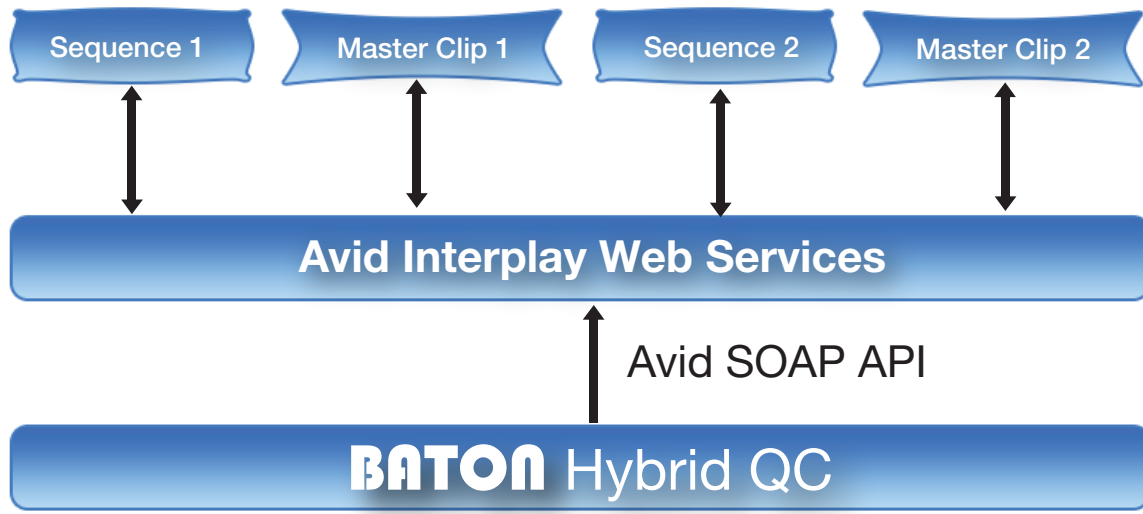
Avid Interplay PAM

Avid Interplay Production Asset Manager (PAM) 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 PAM

BATON ensures content readiness across a workflow through Avid SOAP-based API integration with Avid Interplay PAM. This helps customers to use Baton to directly schedule verification from Avid Interplay System either manually or automatically through Smart Folders.

Integration of BATON with Avid PAM enables the customers to access the Avid Interplay by connecting to the Interplay Web Services server from within BATON. BATON directly recognizes and accesses the content available as assets within the Avid Interplay, thereby conserving the time spent on exporting the content and scheduling of individual files. With this tight integration, customers are not required to work with internal file structure of Avid Interplay to QC the content.



BATON file-based QC solution integration with Avid PAM 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, Layout 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:
 - o Multi-language reports in HTML, XML, PDF, Excel and JSON
 - o Reports based on analytics, timeline, content structure and thumbnails
 - o Incremental reports of tasks in progress
 - o Compact reports to analyze verification summary
 - o Options to comment, tag, rate and compare reports
 - o 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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