

## BATON® with Imagine SelenioFlex File

**BATON's integration with Imagine SelenioFlex File helps customers achieve content readiness & consistency in a media processing workflow for multi screens, IPTV, and VOD delivery.**

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

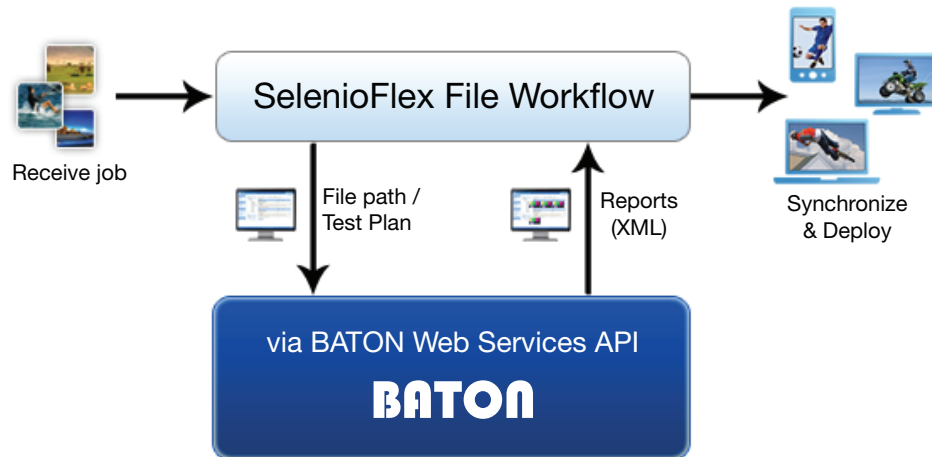
- Leverages Industry-leading BATON QC in Imagine SelenioFlex File Media processing Workflows
- Automates quality checks on media content and minimizes manual QC
- Ensures consistency in content quality across formats and delivery platforms

### Imagine SelenioFlex File

**SelenioFlex** file-to-file media processing solutions seamlessly blends transcoding and workflow capabilities, supporting a comprehensive range of formats with superior quality for applications from post production and archive to multi screen distribution. This decision-based media processing workflow facilitates intelligent automation and exceptional scalability, and is easily managed from a single, intuitive and consistent interface.

### BATON Integration with Imagine SelenioFlex File

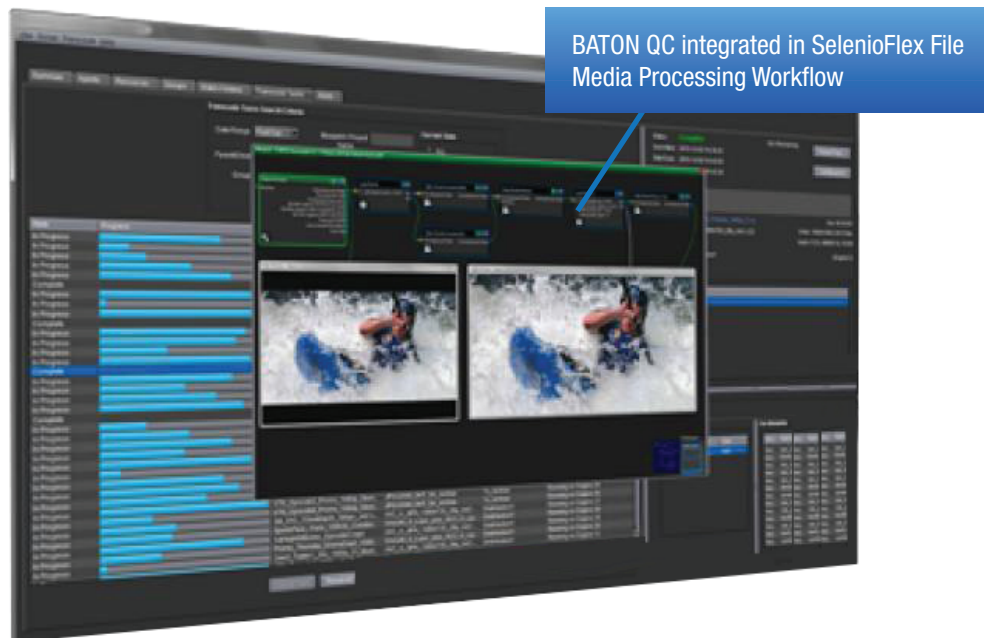
BATON's integration with SelenioFlex File brings automated QC into media processing workflows leading to consistent content quality across media deployment for multi screens, VOD, and IPTV. The integration ensures content readiness across a media processing workflow. In the workflow, BATON QC can be set to trigger automatically as soon as content is repurposed. Post QC, workflow decision can be set based on QC results.



## BATON file-based QC solution integration with Imagine SelenioFlex File

### Key Features of the Integration

- Easy Integration and Configuration
  - Add BATON Plugin to SelenioFlex File workflow designer
  - Select BATON Test Plans and media inputs
  - Select BATON Report and Result output type
  - Set Workflow decision based on BATON QC results
- BATON QC status, progress, and results available on SelenioFlex GUI
- BATON Reports in XML saved in SelenioFlex File store for further use and reference
- Easy access to BATON for editing and configuring BATON Test Plans for multi-screen QC needs



## 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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