

BATON® with Ooyala Flex Media Platform

BATON's integration with Ooyala Flex Media Platform provides an automated solution to deliver high quality content to media creators, producers and distributors to ensure content readiness throughout the value chain.

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

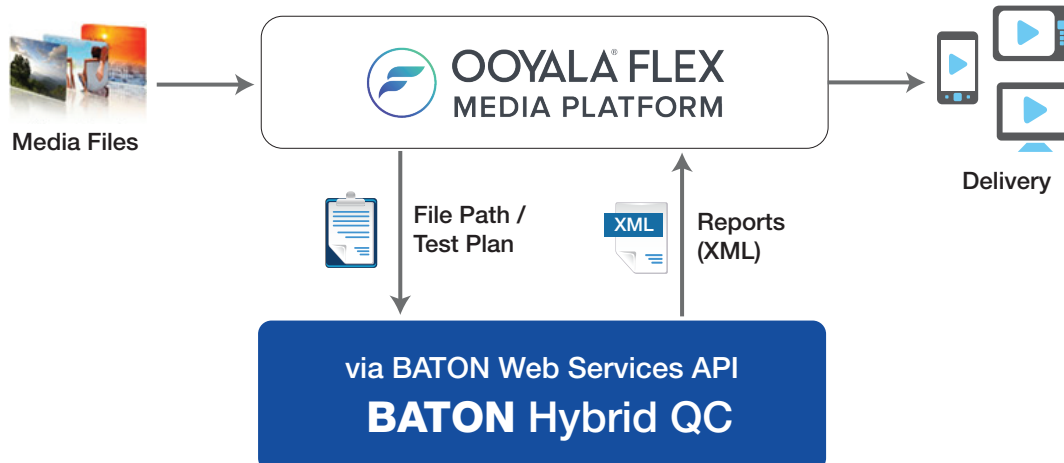
- Complete solution for production and distribution of media content
- Seamlessly automates quality checks on media content and minimize manual QC
- Keeps the integrity of the QC metadata across the content lifecycle
- Ensure consistency in content quality across formats, platforms

Ooyala Flex Media Platform

Ooyala Flex Media Platform is a media logistics platform that offers a comprehensive set of tools for producing, delivering, measuring and monetizing video, right from media ingest to delivery. The solution leverages the benefit of both asset management and workflow orchestration, which allows seamless production and distribution of media content. Ooyala Flex Media Platform is based on robust API and scripting framework that aims towards automating all the production workflow stages, from transcoding to QC and packaging.

BATON Integration with Ooyala Flex Media Platform

The integration of BATON with Ooyala Flex Media Platform is designed to address the QC needs of content throughout the content supply chain. The API-based integration is seamless and automates quality check of content at various stages in an enterprise workflow, from ingest through production and distribution.



BATON file-based QC solution integration with Ooyala Flex Media Platform

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, Payout 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

Interra Systems, Inc.
1601 S. De Anza Boulevard, Suite 212,
Cupertino, CA 95014

Toll Free no.: (1-877) BATONis (1-877-228-6647) • Phone: +1 408 579 2000

Email: baton_info@interrasystems.com • www.interrasystems.com