

## BATON® with Vizrt - Viz Media Engine MAM

**BATON's integration with Viz Media Engine 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

- Seamlessly automates quality checks on media content as it moves through the stages of workflow, with automatic alerts & reporting
- Keeps the integrity of the QC metadata through genealogy and the content lifecycle
- Provides increased performance over standalone QC tools and enables streamlined maintenance of the overall system

### Viz Media Engine MAM

**Viz Media Engine** is Vizrt's Media Asset Management system for file-based workflows. Viz Media Engine enables media production and distribution, from ingest to editing, archiving to transcoding, graphics branding to playout on many platforms. It integrates with numerous third-party products and supports a number of scalable storage solutions. This combined with a comprehensive third-party API gives customers an extensive toolbox to integrate existing systems and workflows.

### BATON Integration with Viz Media Engine MAM

BATON ensures content readiness across a workflow through its integration with Viz Media Engine. This integration helps customers automate their content production process to include QC verification based on customer defined Test Plans that are created and maintained in BATON. The API-based integration is seamless and automates assurance of content quality before playout. BATON's integration with Viz Media Engine ensures content readiness across a workflow. BATON QC can be triggered automatically at any point in the Media Engine flow. Alternatively, BATON QC can be manually started from the asset page of Viz Media Engine web interface as depicted below.

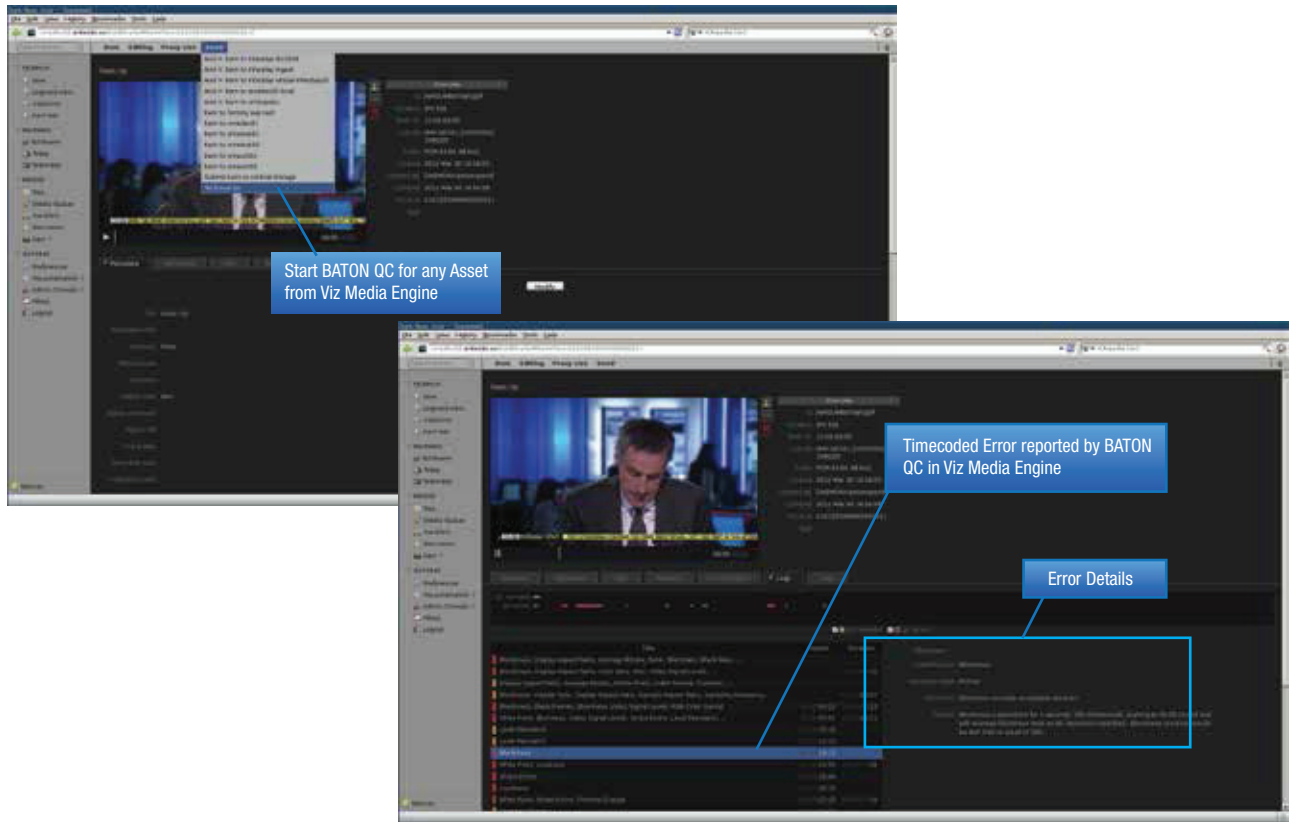
## BATON - Key Features

- 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

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

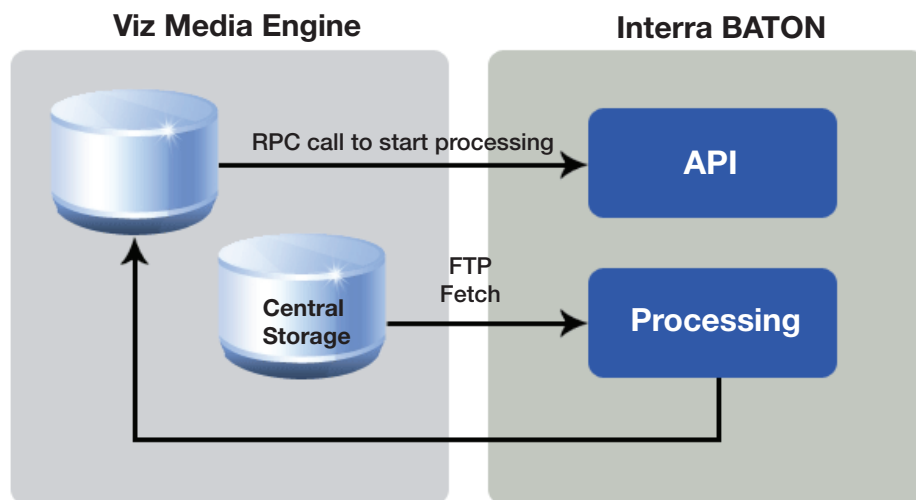
Toll Free no.: (1-877) BATONis (1-877-228-6647) • Phone: +1 408 579 2000

Email: [baton\\_info@interrasystems.com](mailto:baton_info@interrasystems.com) • [www.interrasystems.com](http://www.interrasystems.com)



## Key Features of the Integration

- **Manual QC**
  - Perform manual QC checks on the content
- **API-based QC**
  - Trigger BATON QC using the Mediaflex RESTful API
- **Automated QC**
  - Set up smart load balancing between BATON and Mediaflex to prevent performance issues
  - Enable storage and parsing of BATON QC reports for user-friendly, accessible representation and traceability



BATON file-based QC solution integration with Viz Media Engine MAM