



Quicklink News Warehouse

News agencies and production companies can now distribute their video clips to broadcasters in a fast, simple and cost-effective manner using Quicklink's internet delivery system.

There's no need for satellite feeds or tape couriers. All transmissions are done over IP networks.

The technology enables production companies to showcase their video on a website from where broadcasters can download the broadcast-quality version in a secure username/password environment.

How it works:

Quicklink's *News Warehouse* system is designed with simplicity in mind.

Production Companies/Customers upload their Quicklink encoded video files into folders hosted on the Quicklink server (larger companies may prefer to host the video on their own servers). A company/customer can create a single folder or, if they're representing and distributing video for several organisations, they may choose to have multiple folders.

When a video file arrives in a folder, it automatically creates a Windows Media 'preview' file.

The preview file and the broadcast-quality file can be accessed via a web page that is branded with the logo and identity of the production company/customer. The page carries information about the video files and can be tailored to a client's requirements. For example, the page might list the duration and size of the video files, as well as giving a brief description of the content.

The page is linked to the production company's/customers own website where the video clips are showcased and promoted.

A broadcaster visiting the production company/customers website would be able to click through and preview the video, download the broadcast-quality version and access the script and shotlist.

In order for the broadcast-quality version to be played out, the broadcaster would have to first download and install the Free of Charge Quicklink File Converter. This converts the Quicklink-encoded file into an AVI file which can be processed by any standard NLE edit system such as Avid or Adobe Premiere.

This means that the only broadcasters who could not download Quicklink files are those without an internet connection and NLE edit package. Everyone else has the ability to benefit from the *News Warehouse* distribution system.

The management tools provided to clients by Quicklink include the monitoring of file downloads. This enables production companies to see which clips are being downloaded by particular broadcasters. In addition, the system administration tools make it easy for clients to create, delete and modify folders and files.

Transcoding files

The *News Warehouse* system possesses a powerful transcoding application. It can automatically convert one broadcast format into virtually any other one. For example, a Quicklink-encoded file could be automatically transcoded into Mpeg-2, Mpeg-4, 3GP, Windows Media and Real Player. This means the same file could be formatted and automatically distributed for multi purposes, ie. broadcast to air, broadcast on the web and streamed onto 3G consumer phones.

Advantages of News Warehouse

- Potential distribution network is huge - Broadcasters need only an internet connection and NLE system in order to download Quicklink files
- Automatic re-purposing and distribution of video content in all industry standard formats eg: MP2, Windows Media, Real, etc.
- Automatic distribution and ingestion to News Production Suites e g: Quantel, Grass Valley, Avid Unity etc.
- Distribution costs are low. No satellite feeds or tape distribution required
- No development costs for clients. This is an 'off-the-shelf' product
- Fast set-up for new clients
- Ability to monitor file downloads
- Clients have total management control over files and folders
- Video play out quality is excellent

Hardware Platforms:

- Windows PC's /Lap Tops
- Apple MAC/PC's Lap Tops