

**IRIS™**

## Digital Asset Management

- Full turnkey solution from ingest thru browse & retrieval
- Open-ended design accommodates user-defined labels & nomenclature
- Scalable to individual client requirements (PC & Mac)
- Secure web-enabled design for access by non-technical users
- Encodes in multiple bit rates & formats using newest codecs
- Manages high & low resolution content
- Ideal for Law Enforcement, Military, Criminal Justice, Aerospace, Sports, Archives/Libraries, Post-production Houses, Broadcasters/Cablecasters, & Advertising Agencies

The challenge facing those involved with video content is how to efficiently and affordably manage these ever-increasing libraries so that they can be easily ingested, browsed, retrieved, and shared as needed. Consequently, Digital Asset Management (DAM) has emerged as a high priority for a wide array of commercial and governmental users. IRIS' power, flexibility, and ease-of-use alter the paradigm. Forever.

In response, Synergistix Media has addressed all of these concerns with a simple turn key solution called IRIS. Simply put, IRIS completely handles the task of ingesting, storing, organizing and retrieving any and all of an organizations digital media. At the center of the IRIS System is a MYSQL Database that references a library of assets stored on one or more servers. In Broadcast applications, the system is typically deployed to manage media used in the creation of programs (production asset management) or to manage the storage and retrieval of finished programs (library asset management). Now, with the emerging workflow requirement, broadcasters and others are demanding that their DAM solutions manage the entire content lifecycle process—all the way from planning through production to archive to distribution. In response, the IRIS system has evolved to encompass all aspects of client workflows, including:

- **Ingest** — Comprises the capturing of digital assets into the system. This may involve transforming real-time A/V streams into digital files or simply transcoding a pre-existing digital asset in the database. IRIS uses the newest video codecs including VC-1 for superior compression and unequivocal resolution. During the ingest process, various forms of metadata are extracted from the video asset including SMPTE Time Code.

The ingest process simultaneously produces a hi-resolution asset for production and duplicate low-res copy for browsing over the web.

- **Annotation** — IRIS adds text descriptions to assets, draws graphical annotations and identifies areas of interest within the ingested media. IRIS employs automated tools for annotation, including scene detection, key frame extraction and closed captioning.
- **Cataloging** — IRIS creates logical groups of assets. It also creates virtual folders that can be used to organize and contain groups of related assets. The permissions based architecture allows for users to decide who has access to their stores and who doesn't.
- **Searching** — IRIS employs a powerful search engine to aid in finding assets within the database. Users can navigate through a hierarchy of logical folders or use search tools to locate assets. Searches are typically based on keywords or attribute values and utilize the metadata automatically extracted from the ingest process or added by the system users once ingested. The IRIS System can also enable queries based on interrelationships between assets to find, for example, all the stories created by a specific author.
- **Browsing** — IRIS provides the capability for its users to view all of the system assets, including video, over the web without the need for

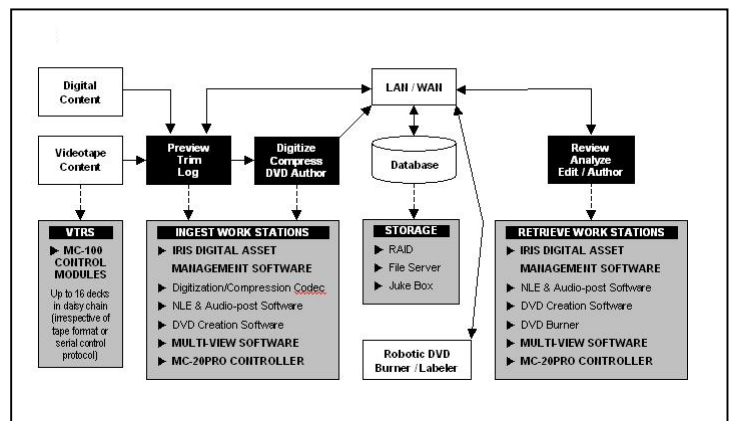
download. The system supports a proxy-based browsing (utilizing VC-1 and Microsoft's Silverlight player for Mac & Windows functionality) workflow where the low-resolution copies of the system assets are employed to maximize browsing capability and minimize bandwidth requirements. This allows for users to view assets quickly and download the high-resolution counterpart as needed.

- **Metadata Logging & Comment Functionality** — IRIS provides for time coded logging and metadata comment capability. These features allow users to create dynamic, searchable metadata comments to give the video greater visibility to the IRIS search tool and provide an efficient path for the user to locate and identify the asset they are looking for.

- **Storage & Media Management** — IRIS is responsible for the managing and storage of digital assets. With the IRIS System, users can ingest content and search for assets within the database. The system helps by organizing the assets so they are easily retrievable by those who have permissions to see them. This system is fully secure and can easily be configured for scheduled backups. Clients investing in IRIS have the peace of mind that they are providing the best tool-set for their staff, while spending significantly less than competing Digital Asset Management systems with even less functionality.



IRIS Digital Asset Management Software



Sample Configuration Using IRIS & Media Commander Multi-View Components

**Supported Video Formats:** HD: 1080i, 1080p, 1080psf, 1035i, 720p. SD: 480i (NTSC), 576i (PAL). Pixel format: 4:2:2 YcbCr. 10-bit uncompressed recording/playback. 8-bit uncompressed recording/playback. Frame rates: 60Hz, 59.94Hz, 50Hz, 49.95 Hz, 30Hz, 29.97Hz, 25Hz, 24.975Hz, 24Hz, 23.976Hz.

**Supported Video I/O Standards:** HD-SDI and SD-SDI (SMPTE-292M and SMPTE-259M).

**Complete Specifications & Minimum System Requirements Available Upon Request.**

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