

dalet



Digital Media Systems



Enterprise software solutions for
broadcasters and content producers

www.dalet.com

OUR VISION

INNOVATION WITH A PURPOSE.

For the last 2 decades, Dalet has put its entire dedication to creating innovative software solutions for some of the largest and most forward thinking broadcasters and content producers around the world. At Dalet we believe in Convergence, both at the IT level – with the introduction of open systems, based on open standards; and at the Editorial Level – with the need to produce content for distribution on multiple platforms while engaging viewers with an interactive media experience.

To achieve these goals, Dalet continually evolves its highly flexible and scalable enterprise MAM platform – DaletPlus. DaletPlus adapts to specific customers requirements, answers multiple content production and management needs, and integrates islands of technology to improve collaboration.

DaletPlus enables users to work on editorially focused tasks rather than technical tasks. This is possible because three main components are integrated into a unified solution:

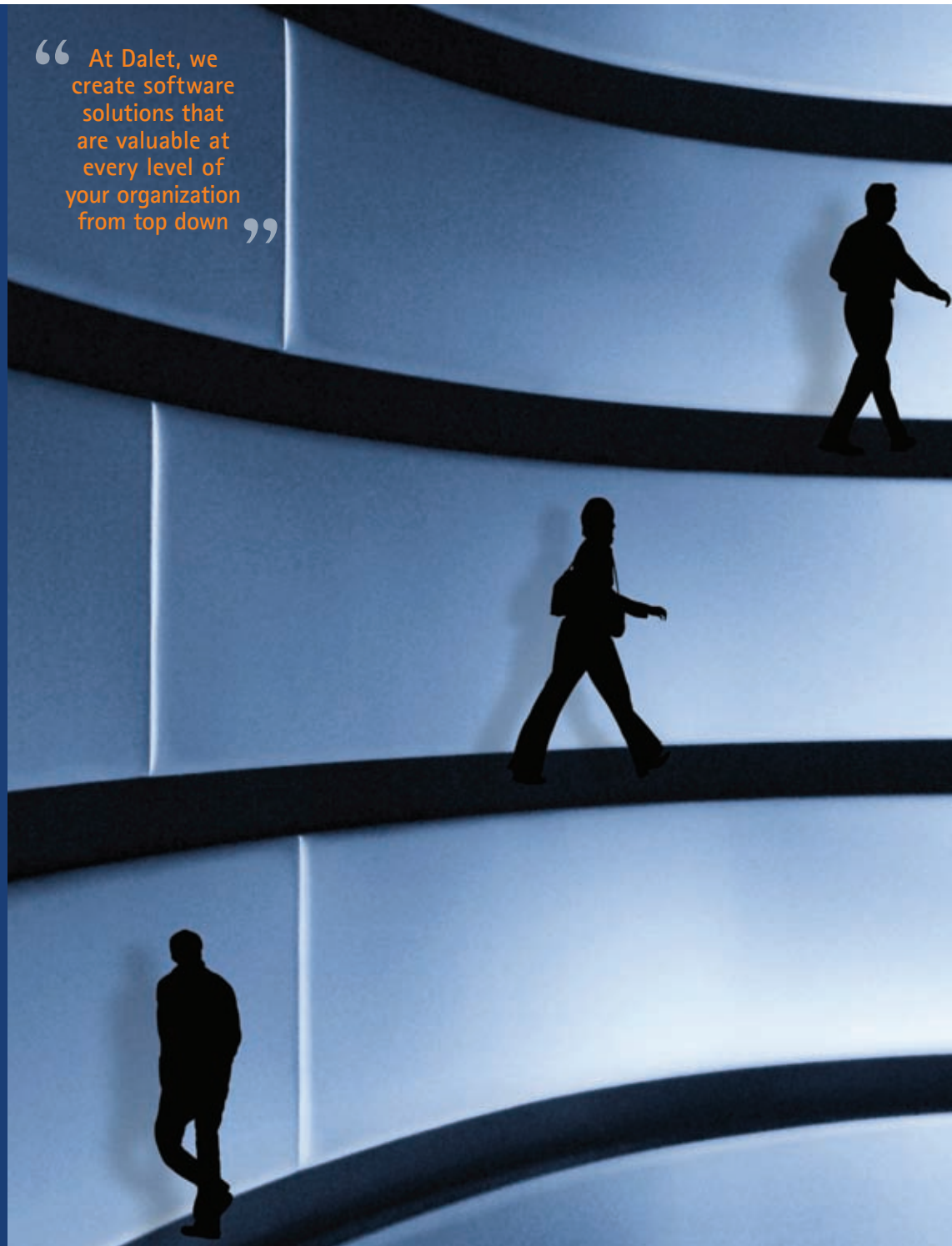
- An open Media Asset Management (MAM) engine that maximizes the use of media and facilitates exceptional sharing of content throughout the organization including, islands of technology and corporate systems;
- Powerful multimedia production tools and multi-format intelligent back-office processing enable users to create content for multiple platforms in the most efficient and transparent manner;
- A unique workflow engine that allows organizations to streamline their productions and enhance user collaboration at every level across the organization.

The DaletPlus MAM platform incorporates 15 years of development know how with today's most recent technologies; offering an end-to-end enterprise solution with the most comprehensive set of state-of-the-art media management features. With over 15,000 DaletPlus workstations deployed around the world, hundreds of broadcasters and content creators optimize their operations, implement new business models, reduce production costs, and maximize the value of their assets with Dalet.

Our leadership in both MAM technology and professional service delivery allows us to design and install a complete software solution. In addition to building the underlying infrastructure, we provide coaching and support throughout the entire project lifecycle.

At Dalet we live and breathe dedication and team work. We help our customers optimize their workflows and business processes while keeping in mind their complete business objectives. Our culture is about success and achievement in the smallest and largest organizations.

“ At Dalet, we create software solutions that are valuable at every level of your organization from top down ”



DALET ENTERPRISE EDITION

Enterprise Media Asset Management for large-scale, custom media workflows

A highly customizable Media Asset Management platform, Dalet Enterprise Edition enables broadcasters and content producers to integrate multiple workflows and formats – news, sports, programs, VOD, archives in SD and HD – under one fluid system. Built-in production tools manage ingest, logging, production, distribution and archiving across systems and workgroups. A web services API that meets the principles of SOA (Service Oriented Architecture) provides point of access integration for 3rd-party systems. With full integration, media is made ubiquitous whilst metadata is expertly tracked across the entire production chain.

Its ability to manage and produce various media types in addition to its rich set of functions make Dalet Enterprise Edition the ideal solution to help broadcasters entering the world of convergence.

Key Benefits

- Use the Web Services API to achieve improved interoperability with broadcast, production and business systems
- Gain from the flexibility of the workflow engine to implement multiple workflows and business logic within one system
- Implement an enterprise platform that seamlessly handles Radio, TV and Multimedia production needs
- Never lose any metadata. The DaletPlus MAM intelligently gathers and maintains metadata across the entire production chain
- Decrease your production costs by taking advantage of the workflow engine to better connect people and make your workflow more collaborative.
- Leverage the expertise of Dalet workflow consultants to re-engineer your operations

Key Features

- SOA compliant Web Services API
- Editorially driven workflow and comprehensive metadata management
- Enterprise multimedia search engine
- Centralized ingest management
- Desktop video and audio editing
- Integrated continuity play-out as well as seamless integration with automation systems
- Full featured SD/HD archiving
- Optional full featured integrated newsroom computer system
- Multi-platform automated content distribution and repurposing
- Wide range of 3rd-party systems integrations
- Comprehensive administration interface for system configuration

ENTERPRISE EDITION OVERVIEW

HIGHLY INTEROPERABLE DEVICE INTEGRATIONS

Dalet's **open architecture** allows integration with third party devices to be highly **interoperable and customized** for specific workflows. Over **100 devices** such as routers, video servers or automation systems are already integrated. Dalet Enterprise Edition is **hardware and codec agnostic** and gives the **flexibility** to broadcasters to pick best-of-breed technologies adapted to their needs.

POWERFUL BUILT-IN PRODUCTION TOOLS

Integrated production tools enable users to **ingest, log, produce, playback and archive** material. Dalet production tools are **collaborative** and enable multiple users to work on a project together. Because they are **natively integrated** into the MAM platform, they offer **cost effective** and easy-to-use tools to perform everyday simple operations.



INTEGRATE YOUR ISLANDS OF TECHNOLOGY

Dalet Enterprise Edition's **SOA compliant framework** and **Web Services API** enable broadcasters and content producers to connect heterogeneous systems and improve **interoperability** by managing content and **business processes** across all sub-systems. By using a combination of the API, standard and custom protocols, Dalet Enterprise Edition tightly integrates into the workflow disparate **corporate and broadcast systems** including; planning systems, ERPs, post production systems, traffic systems, and more.

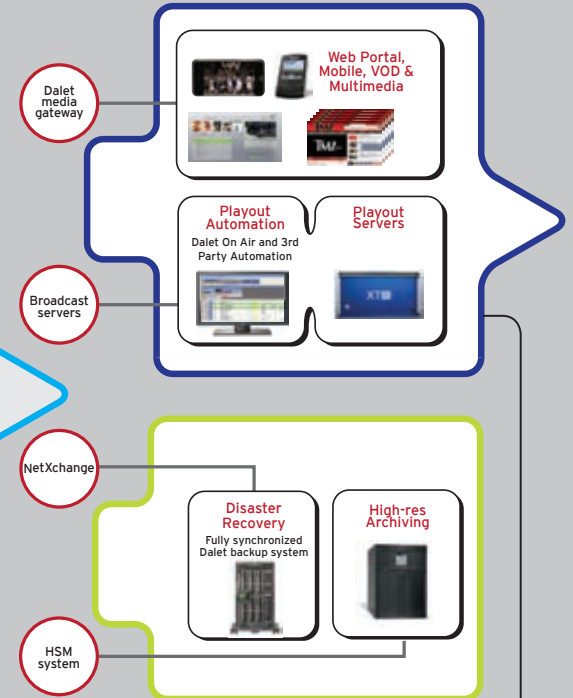


SHARE CONTENT MORE EFFICIENTLY

At the core of Dalet Enterprise Edition is the **content repository** that automatically aggregates and catalogs **multimedia content**. A structured set of metadata enables users to **better search and reuse archived content**. The built-in tools facilitate **collaborative workflows** where content producers **share** material, shotlists and EDLs throughout the system and with third-party A/V production systems. Even users connected to the **internet** can interact with the content repository.



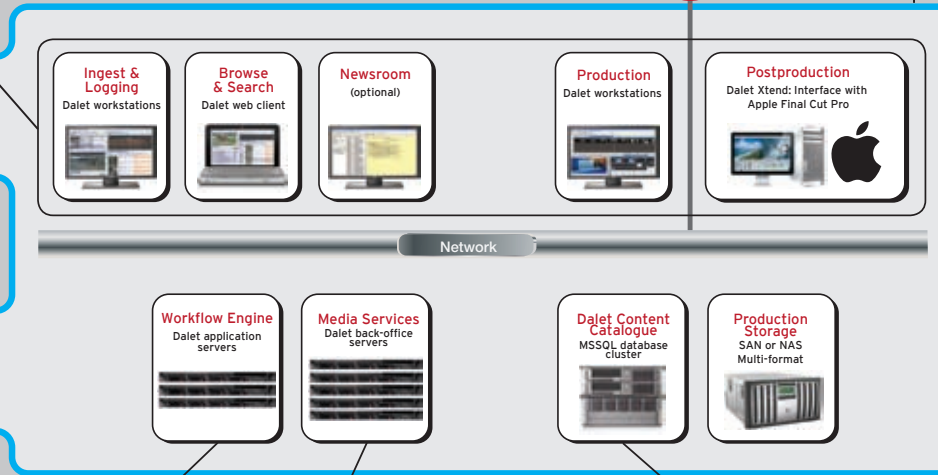
PLAYOUT & DELIVERY



INGEST

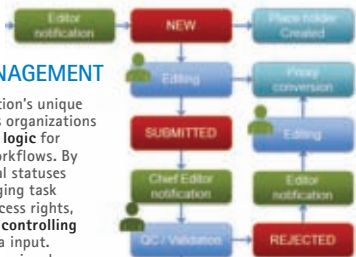


PRODUCTION



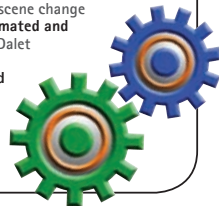
ENTERPRISE APPROACH TO WORKFLOW MANAGEMENT

The Dalet Enterprise Edition's unique workflow engine enables organizations to implement a **business logic** for streamlining multiple workflows. By defining a set of editorial statuses and notifications, managing task assignments and user access rights, the system is capable of **controlling user tasks**, and metadata input. Working with Dalet Professional Services, broadcasters can completely **re-engineer** their workflows to better achieve their goals.



POWERFUL MEDIA MANAGEMENT

Dalet back office servers enable complex **file-based workflow management**. Thanks to its **distributed architecture**, media processes such as media migration, file conversion, scene change detection are entirely **automated and transparent** for the users. Dalet media management servers support a **variety of SD and HD** formats and wrappers, as well as **edit while record** and play-out while render.



FLEXIBLE METADATA MANAGEMENT

Dalet Enterprise Edition offers a unique and **flexible database model**. Its content catalogue stores and references **standard objects**, such as video material, or **custom objects**, with associated metadata. Because an infinite number of metadata schemes can be stored, users are presented with metadata **relevant to their user profile**, and to the type of object. It also tracks and controls which metadata should be entered by which users at each step of the workflow.



REPURPOSE AND MONETIZE YOUR ASSETS



Using flexible and configurable **exchange tools**, Dalet Enterprise Edition offers a full set of tools to **automate the repurposing** of media and metadata to **multiple platforms**; Internet, Web, Mobile, syndication systems and VOD while having secured remote access to the archives.

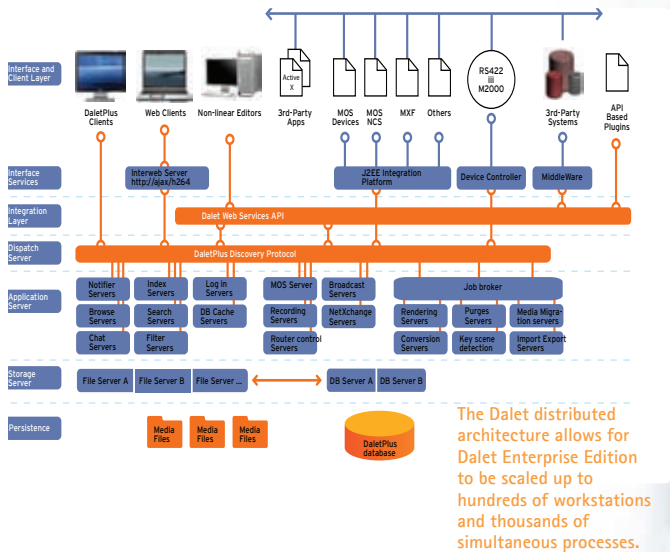
System architecture and scalability

Distributed architecture for scalability and redundancy

DaletPlus is built on a unique distributed architecture with multiple layers; each dedicated to a level of functionality and service. The architecture has been designed to support the needs of broadcast applications and delivers a flexible framework for customizable solutions. All layers use standard protocols and mechanisms for data synchronization, data exchange and external device control.

Because it is completely distributed, the DaletPlus architecture offers affordable "software clustering" over any number of servers. By simply adding more server CPUs, one can grow a DaletPlus site to support hundreds of concurrent users. By physically distributing application servers over several hosts across a "server farm", DaletPlus also provides high reliability, with no single point of failure.

The following schematic illustrates the different components of the DaletPlus distributed architecture.



Administration Tools

Dalet Enterprise Edition includes a comprehensive administration module that enables administrators to configure precisely various areas such as user rights, workflow rules, metadata fields and views, rundown views, integrated devices, media and XML exchanges, as well as media management rules (transfers, conversions, etc). These easy-to-use administration tools provide flexibility and allows administrators to be in full control of the configuration and the workflow, in order to easily adapt to all required workflow evolutions.

Services Oriented Architecture

Dalet Enterprise Edition offers a powerful Web Services Application Programming Interface (API). This empowers media corporations to integrate their digital production and media asset management platform within their organization and beyond. Compliant with Services Oriented Architecture (SOA), the Dalet API provides a comprehensive set of functions and calls which makes it possible for third-party systems to not only exchange media and metadata, but also to integrate business processes. Leveraging the API, media workflows can be partially or entirely driven by external systems, finally putting an end to the "digital islands" by integrating production and broadcast systems into the core of the organization.

“ Dalet Enterprise Edition is Hardware agnostic. It runs on open, IT hardware that evolves over time. ”

Business Applications

Dalet Enterprise Edition is a highly configurable enterprise media asset management application capable of supporting multiple and concurrent SD and HD workflows. The comprehensive administration module allows administrators to design multiple contextual user workspaces, workflows, and metadata models. It also allows users to create business rules that automate media processes throughout the media life cycle. Here are a few example of possible applications of Dalet Enterprise Edition.

MAM Sports & Entertainment

Dalet Enterprise Edition is designed to expertly manage large-scale sports and entertainment workflows. The underlying DaletPlus media asset management architecture and open workflow engine provides the control layer for fast-paced, high-volume postproduction workflows. Simple-to-use production tools are fully integrated into the DaletPlus MAM architecture providing capabilities to ingest, log, make shot selections and output EDLs. Metadata is tracked at every step of the workflow.

Dalet brings the full power of postproduction into the workflow by integrating with industry craft editing systems such as Apple Final Cut Pro, Avid and Adobe Premiere NLEs. File-based workflows and archive management are natively integrated. The Dalet infrastructure supports a variety of SD/HD codecs and wrappers.

MAM for News Production

Dalet Enterprise Edition covers the needs of complex news production workflows. Production tools sit on the top of the MAM infrastructure to cover ingest, desktop production, live and automated play-out and archives. Broadcasters can use the full featured Dalet newsroom computer system (NRCS) or integrate a MOS-compliant NRCS to complete the workflow.

MAM for Digital Archives

Dalet Enterprise Edition can be implemented to manage workflows for Digital Archives. The DaletPlus media asset management application combined with an enterprise search engine provides a flexible platform for sharing of online, near online and offline content across production workstations,

remote web clients, and third-party broadcast and non-broadcast systems. The flexible and extensible metadata model means media is well cataloged while different and multiple workflows are managed transparently for the users.

The SOA compliant Web Services API allows for advanced and interoperable integrations with 3rd-party systems – making it possible to gather metadata from heterogeneous systems while integrating media and business processes. The powerful web client integrates a variety of tools such as search, logging, shot selection and storyboarding, optimizing the retrieval and use of media archives.

MAM for Repurposing Content

The same DaletPlus MAM platform is also capable of facilitating end-to-end content repurposing workflows. Dalet Enterprise Edition can be interfaced with systems such as a traffic system to perform automated media operations. For instance, a 3rd-party system can automate media and metadata ingest, repackage video recordings manually or automatically, and interact with publishing systems to provide media and metadata to relevant portals (mobile, VoD, podcasts, content syndication system etc).



“The inherent flexibility of the system allows for management of many different and complex workflows. Integrated tools remain easy to use and content easily accessible. ”