

SOLUTION BRIEF

Enterprise EDITION



Versatile Media Asset Management Platform for Broadcasters and Content Producers

Dalet Enterprise Edition is a flexible, highly scalable Enterprise Media Asset Management platform that melds different production workflows, multiple formats and diverse systems into a unified, managed environment that improves productivity and drives business. Built-in tools streamline production and distribution workflows in Sports, News, Archives, and Entertainment programming. Dalet Enterprise Edition also provides a foundation for incorporating other systems and software so you can design the media universe of your choosing. The SOA-complaint Web Services APIs and multiple exchange methods ensure fluid media and data movement with lifecycle metadata tracking. Dalet Enterprise Edition brings it all together.



DALET

Media Asset Management built for business

At the core of Dalet Enterprise Edition is a versatile Enterprise Media Asset Management platform that harmonizes all aspects of the media production and business chain. With its unique combination of IT and broadcast technologies, It provides both a user environment with specialized user tools and a comprehensive tool box to store, reference and share media; integrate business and broadcast systems; and design and execute workflows.

Designed to deliver business benefits

Highly scalable with a distributed architecture, Dalet Enterprise Edition offers large media companies – from news, sports, and entertainment networks to publishing houses and content aggregators - tremendous business benefits.

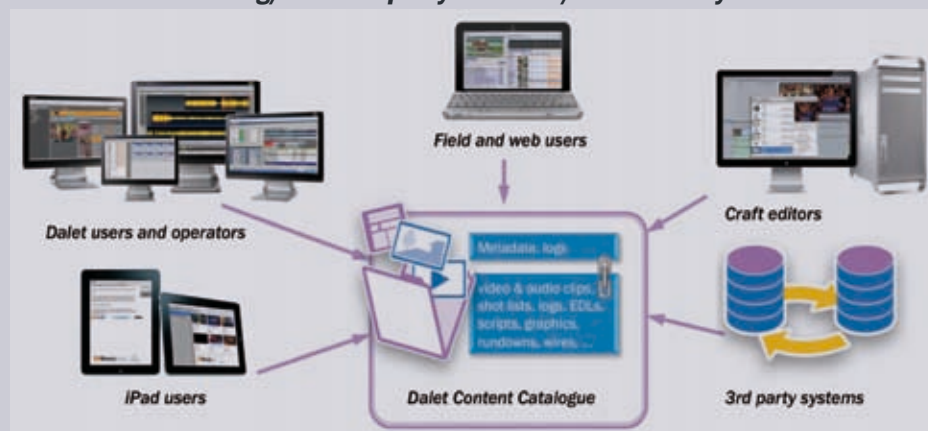
- Add value to your assets. MAM unifies content and metadata across multiple systems, making them readily accessible and searchable for multiplatform use.
- Monetize your assets with Dalet's powerful set of publishing tools.
- Increase productivity with streamlined user workflows and improved collaboration in the production chain.
- Improve efficiency by automating repetitive tasks in the background allowing users to focus on content creation.
- Can be deployed in multi-site and complex environments
- More flexibility and agility, thanks to its open architecture and its high configurability.
- IT-infrastructure reduces costs; Open standards for integration ensure adaptability to new requirements and technology advances.

Functional highlights

- Unified operational and business environment.
- A content catalogue with a flexible data model and advanced indexing/search tools.
- Centralized content catalog with metadata accessible throughout the enterprise
- A powerful workflow engine to manage both user tasks and media services
- Functional user toolsets to perform typical operations such as ingest, edit, distribute
- A powerful set of IT and broadcast integration tools to integrate the MAM in the Enterprise environment.
- Administration user interface to easily create and configure workflows and data models

Tools to store and share assets

The multimedia Content Catalog manages media, essence files and metadata across the organization, storing and tracking contextual sets of associated multimedia of all kinds along with metadata, including time-coded locators. The catalog provides ultimate flexibility to satisfy the needs of every type of media organization and make assets available across the entire enterprise – using Dalet tools or existing/new 3rd party business/broadcast systems.



Gathering metadata

There are different manual and automated ways that allow metadata to be gathered in the system, including:

- Metadata can be gathered manually from Dalet users. Assisted by the Dalet workflow engine, users are presented with contextual multimedia forms that they can fill in with valuable cataloguing information, editorial information and multimedia content such as associated thumbnails, associated assets.
- Indexing tools can generate all kinds of

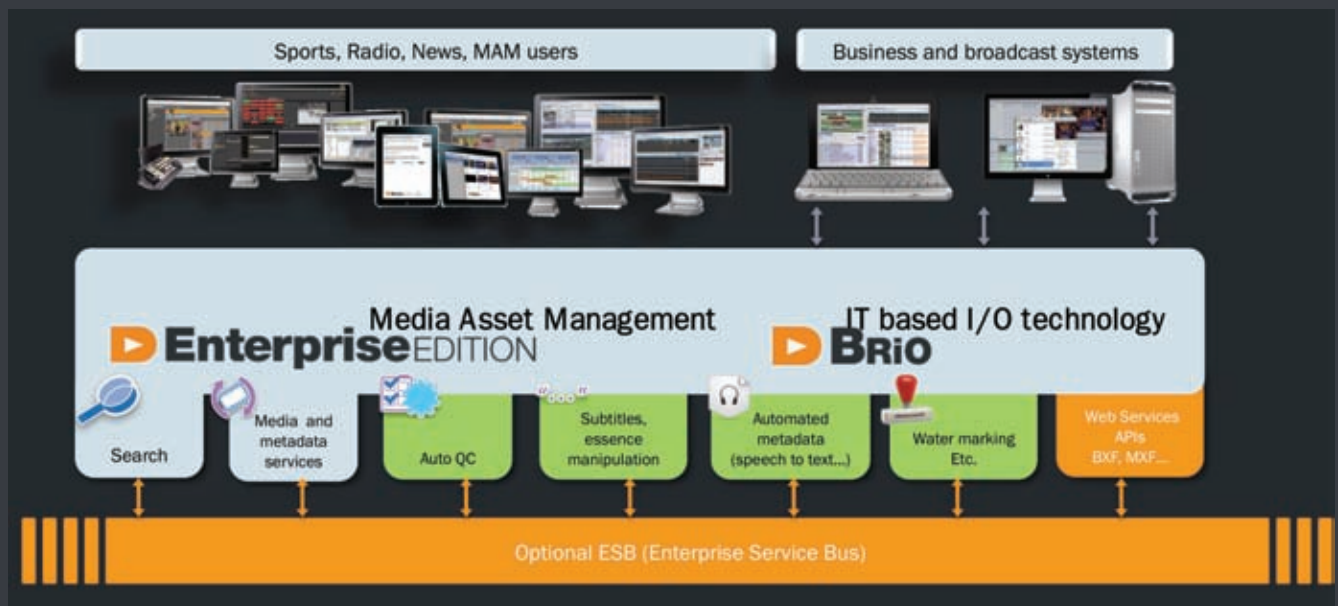
automatic metadata. Back office Dalet media and metadata services keep up to date technical information, while 3rd party media processes such as speech to text, auto QC, facial recognition and scene detection can enrich metadata.

- Metadata can also be gathered, tracked and exchanged with third party systems such as newsroom, traffic or post production and thus allow other users to participate in metadata enrichment and consistency.

Tools to integrate the ecosystem

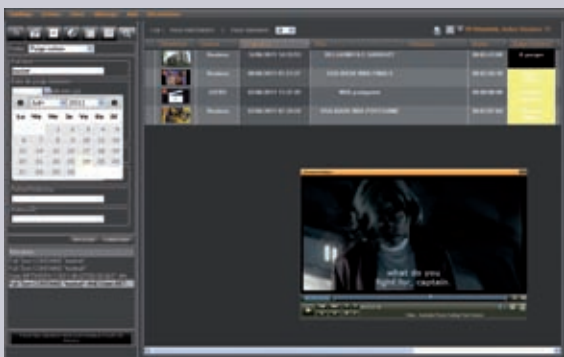
Built on open standards, a Service Oriented Architecture (SOA) and several data exchange protocols (broadcast and IT), Dalet Enterprise Edition integrates multiple, complex systems into a unified entity that produces streamlined workflows for improved productivity. Needless repetition of similar tasks is eliminated. Relevant data can be shared to maximum benefit. Real-time metadata can link to financial systems for improved business monitoring and optimal revenue potential. Connections to third party systems can rely on the built in Dalet Web Services APIs, broadcast protocols (MOS, BXF, etc.), standard file based exchanges or third party communication protocols. Typical integrations can be made with the following systems;

- Traffic and business systems such as ERPs or Enterprise workflow engines
- IT systems such as Web portals and intranet (using widget technology)
- Multi channel automation
- Production systems & Craft editors
- MAM, newsroom and archive systems
- CMS, CDNs and publishing systems
- Media and metadata services (QC, speech to text, transcoding farms, ...)
- HSM systems, storage systems, video servers, video routers, ...



Flexible data model

Unlimited contextual metadata fields, configurable by type of content and users store a wide variety of information including broadcast rights, associated pictures, web links, and any relevant data. Specific metadata fields can be configured to support your specific distribution needs. To help the gathering process, fields can be connected to glossaries for accurate input of information.



Advanced search tools

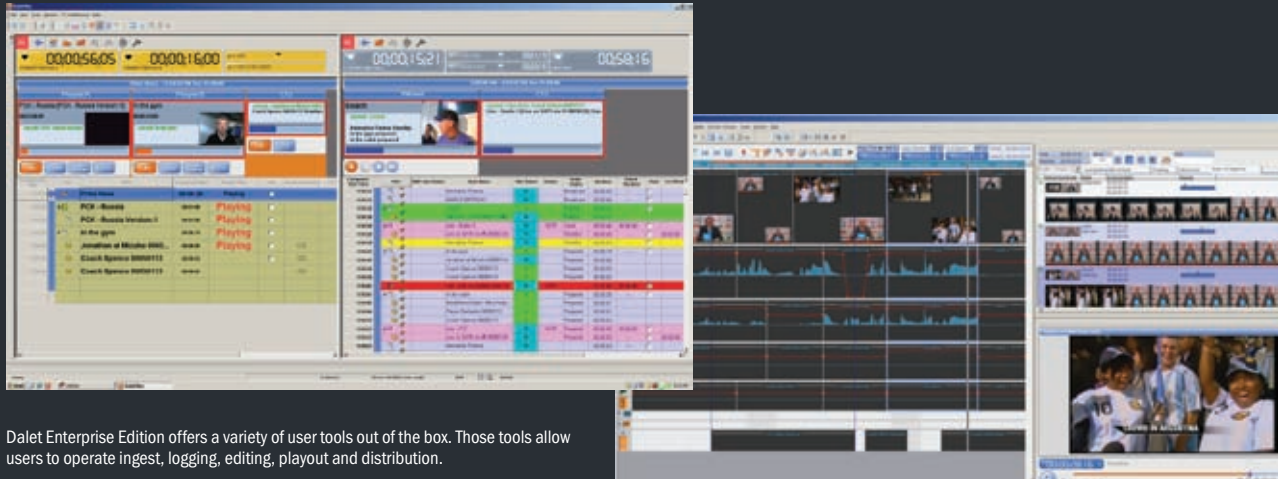
Once ingested, content is immediately indexed and searchable. Powerful search capabilities including keyword search, templated search profiles, and discovery types of search allows users to easily find content, whether the media is online, near-online or offline.

Tools to do the job

All the Basics

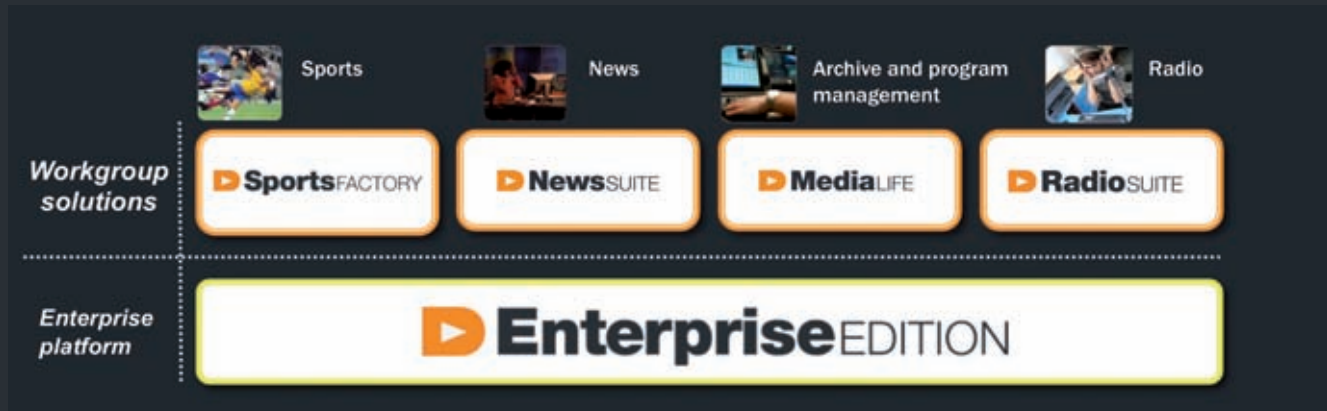
Dalet has incorporated an impressive number of time saving, easy-to-use tools into our MAM solution. These components are tailored to meet the most typical operational needs of large media organizations. Dalet tools for ingest, logging, editing, playout and distribution are designed to meet the most rigorous tasks. Content producers with multiplatform digital operations can realize productivity gains by integrating any of the modules of Enterprise Edition into their workflows.

Of course, large organizations often have a range of production and publishing tools already in place. Thanks to Dalet's open architecture and Web Services APIs, these elements can usually be incorporated into the same Dalet Enterprise Edition framework. Operators can continue using their familiar tools while the organization benefits from the centralized metadata and media management and workflow collaboration.



Dalet Enterprise Edition offers a variety of user tools out of the box. Those tools allow users to operate ingest, logging, editing, playout and distribution.

Targeted Tools for Sports, News, Radio, Programs



Recognizing that some workflows have unique requirements, Dalet has developed some comprehensive toolsets and packaged them into segment-specific solutions. For instance News Suite offers a wide range of desktop, video and multimedia news production tools; Sports Factory includes live coverage, highlight creation tools and one-click multimedia distribution. Media Life focuses on program management, archiving, promo creation and includes QC, version management, caption integration and much more; Radio Suite manages Radio production and distribution. The versatility and flexibility of these offerings address the most stringent requirements.

Accessibility and multi-system collaboration

There are a number of ways for users and third party systems to interact with the Dalet Enterprise Edition platform:

- A full featured Windows client gives access to the entire production tool set
- A powerful Web client for corporate and remote access running on multiple operating systems
- Specialized interfaces for modern devices such as tablets and iPads; or highly specialized tools such as NLEs
- Modern IT-based integration tools for providing access to third party systems. Those includes Web Services APIs and a comprehensive set of tools that are available as widgets for integration into third party portals

Enterprise Readiness

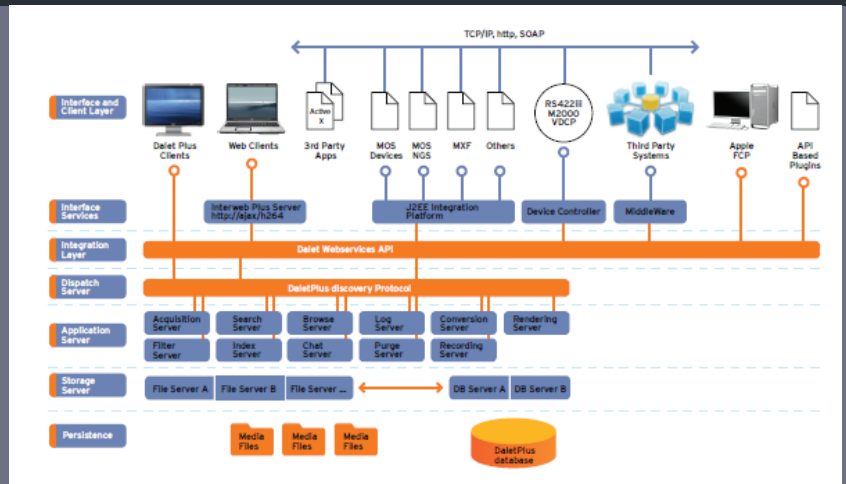
Distributed architecture and scalability

Dalet Enterprise Edition is built on a unique distributed architecture with multiple layers, each dedicated to a level of functionality and service. All layers use standard protocols and mechanisms for data synchronization, data exchange and external device control.

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

Open IT infrastructure

The Dalet Enterprise Edition architecture relies exclusively on open IT standards and IT infrastructure avoiding any proprietary equipment. This makes it easy to integrate in the IT environment and facilitate its overall maintenance. Therefore, the choice of components such as application servers, network, online and nearline storage belongs to our customers. In addition, Dalet architects specialized both in IT and broadcast infrastructures participate in the sizing of the overall solution. At the end, all of this helps optimize the overall TCO.



Integrated administration tools

Dalet Enterprise Edition comes with a centralized administration module and a comprehensive dashboard. The Dalet Administration module allows administrators to configure every aspect of the systems. Administrators can centrally manage the following:

- Design new workflows, modify existing workflows including user workflow and back office automation
- Create new metadata fields, update existing metadata forms and create new ones
- Manage user rights and permissions
- Configure workspaces, fonts, colors, counters, views, etc.
- Manage and configure connections with third party systems

The Dalet Dashboard offers an incredibly powerful set of comprehensive tools to ensure system performance and update business activities. Dashboard gives administrators the capability to monitor, analyze and manage the Dalet Enterprise system, 3rd party integrations, as well as all operational and business processes of the Dalet workflow. The Dashboard interface shows system infrastructure and operations as a whole and in component parts - allowing administrators to tweak performance, optimize servers and storage, adjust load balances and eliminate workflow bottlenecks. Alerts and proactive intervention decrease the cost of maintenance and reduce downtime.

