



MediaEncoder™ converts analog video and audio into industry-standard **digital streaming formats**. The digital stream can be captured to disk for long-term preservation, live broadcast, or both.

One of the Inventive family of products, **MediaEncoder™** is designed to increase the availability, and expand the viewing audience, for a client's existing video-based materials.

Powered by state-of-the-art hardware and software, **MediaEncoder™** is a high-performance conversion device designed to encode video and audio material in real-time to digital streaming formats. During the encoding process the material can be broadcast over IP networks for access by hundreds or thousands of students simultaneously. The resulting industry-standard digital streaming file is stored for on-demand access through MediaCAST™.



HOW MEDIAENCODER™ WORKS...

MediaEncoder™ supports the latest Microsoft Windows Media™ streaming as well as Real Networks™, QuickTime™ and MPEG™ formats. Available in single or dual-channel configurations, dual-channel encoders allow two distinct sources to be converted and streamed simultaneously. **MediaEncoder™** can produce a wide range of video qualities including broadband, VHS, DVD, and optionally HD (high-definition).

MediaEncoders™ can be placed in various locations on an organization's LAN/WAN and at remote sites. **MediaEncoders™** are connected directly to a video source, such as a classroom camera, videoconferencing station or incoming cable/satellite feed. In a typical implementation, one or more **MediaEncoders™** are installed in a media distribution center, network head-end room, building network closet, classrooms and in mobile carts.



THEN THE FUN BEGINS...

Once **MediaEncoder™** has converted video into digital streaming format, the fun begins. The video file can be uploaded to the MediaCAST™ digital library for on-demand viewing at any time, without concern for schedule.

Live broadcasts can be setup within MediaCAST™, making them fully searchable. These broadcasts can be used with the Webcasting feature of MediaCAST or linked to Blackboard™, eCollege™ or WebCT™ courses using the External URL Builder™ inside MediaCAST™.

Our Snag-a-Segment™ feature allows chapters within a video to be created directly by instructors without the need for time intensive editing. MediaCAST's digital rights management layer allows live broadcasts and archived videos to be protected with access control features including passwords, expiration dates, concurrent user limits, viewing time restrictions and other content licensing schemas. Full file-level Digital Rights Management (DRM) allows clients to protect their video assets from unauthorized copying, viewing and redistribution.

- MEDIAENCODER APPLICATIONS**
- Deliver video & audio in the latest IP optimized formats
 - Make digital TV available from any computer
 - Live broadcast classroom instruction and lectures
 - Enable Internet radio stations
 - Send online audio broadcasts of sporting events
 - Broadcast videoconferences to hundreds of students
 - Capture staff development workshops
 - Broadcast sporting events to the community or worldwide
 - Enable content for on-demand viewing
 - Live video to kiosks



MEDIAENCODER™ FAMILY FOR LIVE BROADCASTING, CONVERSION & CAPTURE



MEDIABROADCASTER™

Single and Dual-Channel models available in a 1U, rack-mountable form factor with 72GB to 300GB disk drives. Configurations are available for redundant, hot-swappable drives and power for your mission critical applications.



ONLOCATION CART™

OnLocation™ is a mobile unit with everything you need to conduct a live broadcast or capture an event on campus. It can be rolled into any classroom, plugged into power and Ethernet and begin live broadcasting. OnLocation™ comes in an elegant mobile cabinet with locking Plexiglas door and houses a powerful rack-mounted MediaEncoder™. It includes a dual-layer DVD burner, S-VHS VCR/DVD Recorder, 17" LCD display with speakers and articulating arm, camera mounting bracket, mouse, keyboard and a storage drawer. An optional DV Camera kit, with wireless microphone, is available.



MEDIACREATOR™ STATION

MediaCREATOR™ is optimized as a stationary content conversion station, ideally suited for a media center where a library of materials needs to be converted to digital format. It easily converts VHS tapes, DVDs and audio cassettes into digital streaming format. It includes a flat-bed scanner and Adobe Acrobat™ software for document scanning and converting print material to PDF files. The locking cabinet includes a rack-mounted MediaEncoder™ with dual-layer DVD burner, S-VHS VCR/DVD Recorder, 17" flat panel monitor, built-in speakers and pull-out keyboard.



SPORTSCAST™ PORTABLE WIRELESS BACKPACK

SportsCAST™ provides a portable, wireless solution for the remote, live broadcasting of events. The backpack utilizes a ruggedized encoder that accepts Firewire, S-video and composite video from virtually any camera. The high-powered 802.11 wireless kit allows SportsCAST™ to communicate with a base station for live broadcasting of VHS to DVD quality video up to a quarter mile away or farther, depending on terrain. The built-in extended-life battery allows 4-6 hours of wireless broadcasting. Various DV camera packages are available to suit your needs.



WEBCONTROL™ & SCHEDULING

MediaCAST™ WebControl™ software allows easy web-based management and scheduling of MediaEncoders™. They can be controlled over the LAN, WAN and remotely, via the Internet. Scheduling allows multiple jobs to be setup in advance, with predetermined start and stop dates and times. A calendar view shows which devices are available on a particular day, for a given time slot, and which ones are in use.

WebControl™ is designed to be flexible, supporting different versions of encoding hardware, which provides a safeguard against obsolescence and support for new technologies as they evolve over time.

MediaEncoder™ includes pre-defined templates so it is easy for non-technical personnel to be successful, without having to know the technical minutiae about bit rates, bandwidth and video resolutions. For the technical savvy, preference settings can be accessed and modified for customization.

THE LATEST TECHNOLOGIES

MediaEncoders™ in combination with MediaCAST™ MediaAppliances™ support unicast and multicast methods of streaming and all industry-standard video & audio streaming formats:

- Windows Media™
- Apple QuickTime™
- Real Networks™
- MPEG™

Developed in recent years, multi-bit rate streaming is the latest convenience feature, letting you store and manage a single source file. When viewers select the file, the system will automatically deliver the quality appropriate to the connection speed and bandwidth available— all without user or system intervention. This technology makes it easy to support users on your Gigabit campus network, as well as users on 56kbps dial-up.

Inventive
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