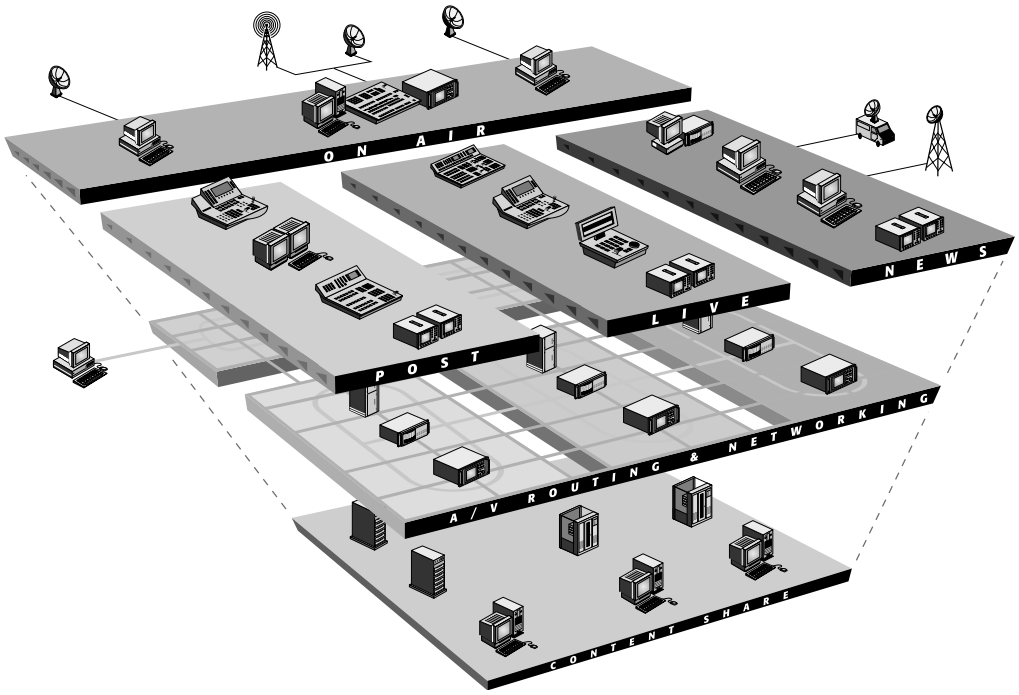
Tektronix ContentShare Platform

Offers Open Architecture For Distributed Digital-Asset Management



The transition to digital broadcasting has brought with it a greater use of specialized applications, from news-gathering packages to archival software. To leverage digital assets scattered among disparate applications, broadcasters have traditionally relied on expensive, custom application interfaces. The open Tektronix ContentShare™ platform for distributed media asset management eliminates that restriction. The ContentShare platform is a collection of tools built on standard Internet technologies that provides a unifying environment for best-of-class applications. Using the ContentShare platform, only one interface is necessary to provide transparent, Web-based access to an underlying application — access that leaves the unique storage scheme of that application in tact. For users, this approach offers a consistent access and retrieval method, fewer costs, the opportunity to integrate the best applications possible into their work environment and the ability to create a ubiquitous media management system that spans an enterprise. For developers, the platform offers faster development cycles and provides a consistent management framework that respects the integrity of its underlying applications. The ContentShare platform ships automatically from Tektronix and its key strategic partners, and is widely available for developers and integrators.

Tektronix®

Facility Fit

The ContentShare platform is suitable for any size organization, from a small, independent television station that needs to manage its in-house resources to a network or station group that needs to make the best use of its assets on a global scale. The framework decreases the necessity for custom integration to bridge different systems — such as those for editing and newsroomsÑwhile letting them to work together seamlessly.

Key Benefits

Asset Location and Interchange — A fundamental component of the ContentShare platform is an application "broker." Broker-enabled applications in a ContentShare system can allow other applications to access their information and assets. This approach opens the door for customers — or applications — to query multiple applications with a single search. Applications all have different types of information and different ways of describing that information; yet brokers allow search results to be presented in a manner that can be understood by other ContentShare platform-compliant applications.

Asset Linking — Brokers can also be used by applications to navigate links between among assets. A common example of this linkage would be a low-resolution "browse" version of a video clip that represents a higher-resolution copy. The ContentShare platform helps makes these associations visible to other applications so that a browse copy could be used to help refine the search for high-resolution material. Another example of asset linkage would be a news script that has multiple references to video within it. The links could be used to help a user or application find the video referenced by the script. It is even possible to establish links among assets from different applications.

Global Use of Assets — Because of its distributed architecture, the ContentShare platform is not limited to a single facility or location. This approach, which is based upon many Internet standards and technologies, lends itself to bridging facilities and their assets. The ContentShare platform helps in the locating and interchange of assets not only among applications within a facility but among facilities as well. The platform also includes a sophisticated method to bridge password security systems, ensuring the extension of existing security mechanisms to outside users.

Digital Media Foundation

The Digital Media Foundation™ (DMF) is a Tektronix initiative to systemize Profile video servers in broadcast facilities in a manner that improves efficiency in the creation, management and distribution of content. It provides for a distributed network of storage devices, linked via audio/video routers and data networks, offering an open-system environment for applications ranging from editing and live production to on-air replay. The Tektronix ContentShare platform helps ties the layers of the Digital Media Foundation to each other and to other external systems. By utilizing the ContentShare platform, applications within the different segments of the DMF — live, post, news and on-air — can communicate with each other to help speed implementation and lower the costs associated with transitioning from analog to digital and from tape to disk.

Availability

ContentShare platform products will be shown in the Tektronix booth at NAB within a number of different systems. These products will be available in the fall of 1999. For more information on the ContentShare platform please visit http://www.tektronix.com/contentshare. For other digital television solutions from Tektronix, visit http://www.tektronix.com.

FOR MORE INFORMATION

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