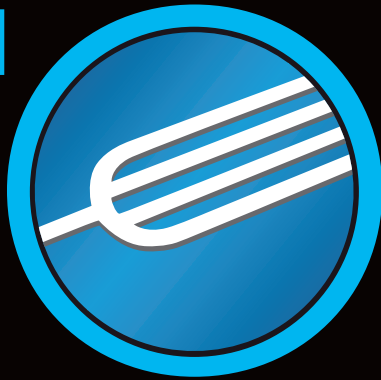


FORKTM



by

building4mediaTM
a primestream company

Dynamic Tools for Dynamic Media

State-of-the-art software for ingest, broadcast asset management, playout automation, metadata driven production and publishing.



"We're a 40-person operation, and everyone that we work with agrees that we should have twice that many staffers. We need a system that allows us to do the work of 100 people with only 40. That's what the FORK system has given us."

Tom Scholle
Operations Engineer
Mountain West Sports Net

building4media™
a primestream company



The Approach

FORK software from Building4Media™ is a sophisticated and cutting-edge set of tools that anticipates the needs of news and sports broadcasters.

Broadcasters of today need to deliver more complex programming with shorter deadlines in a rapidly evolving environment. Media is arriving in an increasing number of formats and there is an expanding number of distribution channels to fill.

FORK delivers with a **metadata-driven, modular approach** that is digital, HD, and fully modern.



The Solution

FORK delivers an **integrated solution** for broadcast media operations, digital asset management, production, and playout.

FORK Production Suite integrates ingest, content management, and editing.

FORK Playout Suite automates master control for playout to on-air channels with fully integrated graphics control and switcher operations.

FORK Live Assist integrates with existing control rooms, enabling operators to easily push content directly to air or live presentation.



Highlights

- Client-server architecture
- Centralized media storage
- Standards-based QuickTime™ and MXF™ support, including Sony™ XDCAM™ and Panasonic™ AVC-Intra codecs
- Media-agnostic, including Sony™ SxS, Panasonic P2™, and tape
- Hardware independent and Windows & Macintosh compatible
- Advanced craft editing integration with Apple® Final Cut Pro® on Mac and with Adobe Premiere™ for Windows and Mac
- Editorial freedom with systems administration control

FORK Production Suite Features

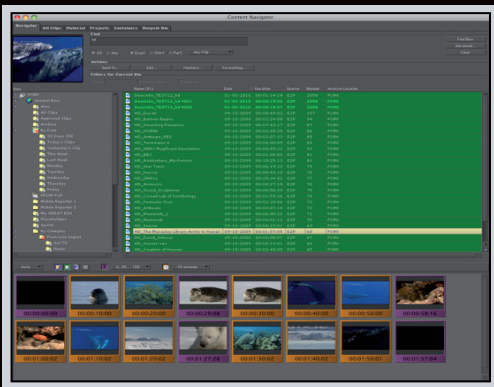
FORK Production Suite integrates ingest, content management, and editing in flexible and powerful modules that are tuned especially for broadcast news and sports production needs.



Acquire and Identify

FORK Clip Ingest automates the capture of standard and high definition content. By using a storage area network to centralize media, all users have simultaneous read and write access to a scalable and redundant storage system.

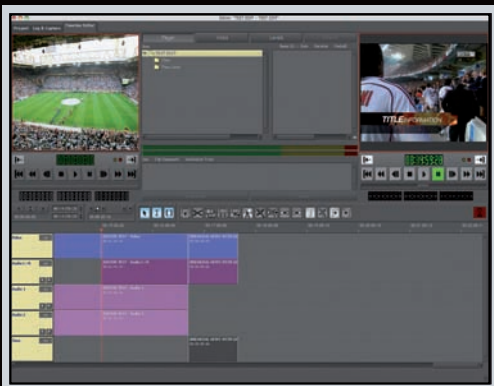
- Ingest multiple channels from live feeds, file-based or tape sources on an interactive or pre-scheduled basis.
- Assign descriptive metadata so incoming content can be searched and found later.
- Include timecoded markers to assist in preparing content for editing.
- Full VTR deck control and support for a wide variety of acquisition formats means broadcasters can use FORK for their entire production needs



Asset Management

FORK Content Navigator provides media asset management through the use of a database of searchable metadata that is created interactively and automatically.

- Find and filter media assets with keyword searches
- Organize content into folder bins
- Automatically populate "smart bins" based on any metadata property
- View clips, create sub-clips, and add descriptive metadata
- Automate transcoding, archiving / restoring, and publishing operations through use of "Send to" actions
- Enter timecoded text markers while content is still being ingested to edit during news conferences, sports events, and live productions
- Transfer rough cuts and markers instantly to Final Cut Pro®



Edit

FORK Editor provides cuts-only editing, audio control, and voiceover tools that free producers to create packages completely within the FORK Production Suite.

- Edit over local or remote connections via QuickTime™ proxy files that are optimized for high quality and small file size
- Advanced craft editing integration with Apple® Final Cut Pro® on Mac and with Adobe Premiere® Pro
- See FORK™ timeline, bins, metadata, and markers in Final Cut Pro®
- Edit in Final Cut Pro® even while material is still being captured

FORK Playout Suite automates master control and studio control room playout, integrating graphics control and switcher operations with flexible and powerful interfaces for media automation.

FORK Playout Suite Features

Playout

FORK Live Assist integrates with existing control rooms, enabling operators to easily push content directly to air or live presentation.

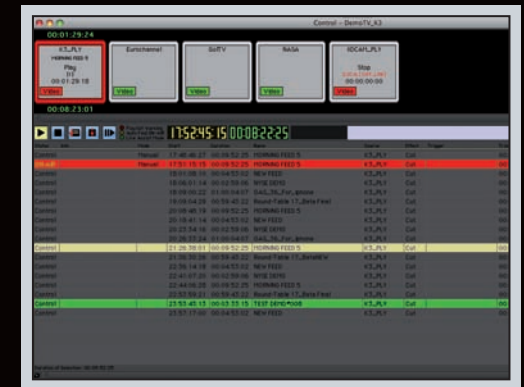
- Control from keyboards, USB control surfaces, or GPI-enabled production switchers
- Never go to black with options that include loop, sync roll, hold on last frame, and play-through
- Import rundowns of entire shows from newsroom control systems, and update and manage them from both the newsroom and FORK
- Fully integrated with Avid™ iNEWS™, AP ENPS™, and other newsroom control systems
- Use multiple playout channels to push content to studio monitors for a rich production look



Master Control Playout

Automated **Master Control Playout** is at the heart of FORK Playout Suite, handling critical functions for live-to-air broadcasting.

- Schedule programming sequences for unattended master control operation
- Integrate with existing traffic systems, master control switcher, routers, and graphics systems
- Create complex, dynamic, on-air looks by FORK's integration of asset metadata with on-air graphics systems

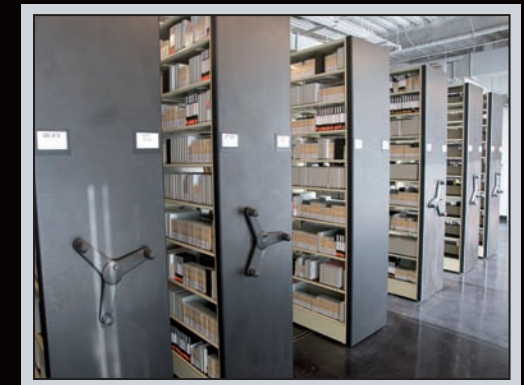


Archive and Restore

Videotape has a limited lifespan. **FORK Archive** accelerates the process of digitizing and archiving your video libraries. Utilizing our unique patent pending process, **FORK Automated Timecode Scanner (ATS)** checks tapes for timecode breaks, accurate to within one frame of video. When the ATS finds a suspected break, FORK alerts the user but doesn't interrupt the ingest. Instead, it takes in the whole tape, and creates subclips.

FORK Archive manages the long term storage of all footage ingested and produced throughout the production process, simplifying the safe backup and archiving of massive amounts of data.

- Leverages solutions from leaders such as Atempo™, Archiware™ and Front Porch Digital™
- Simplifies media management through metadata and clip formatting
- Leverage various formats securely and intelligently
- Drop folders automate media and library archiving



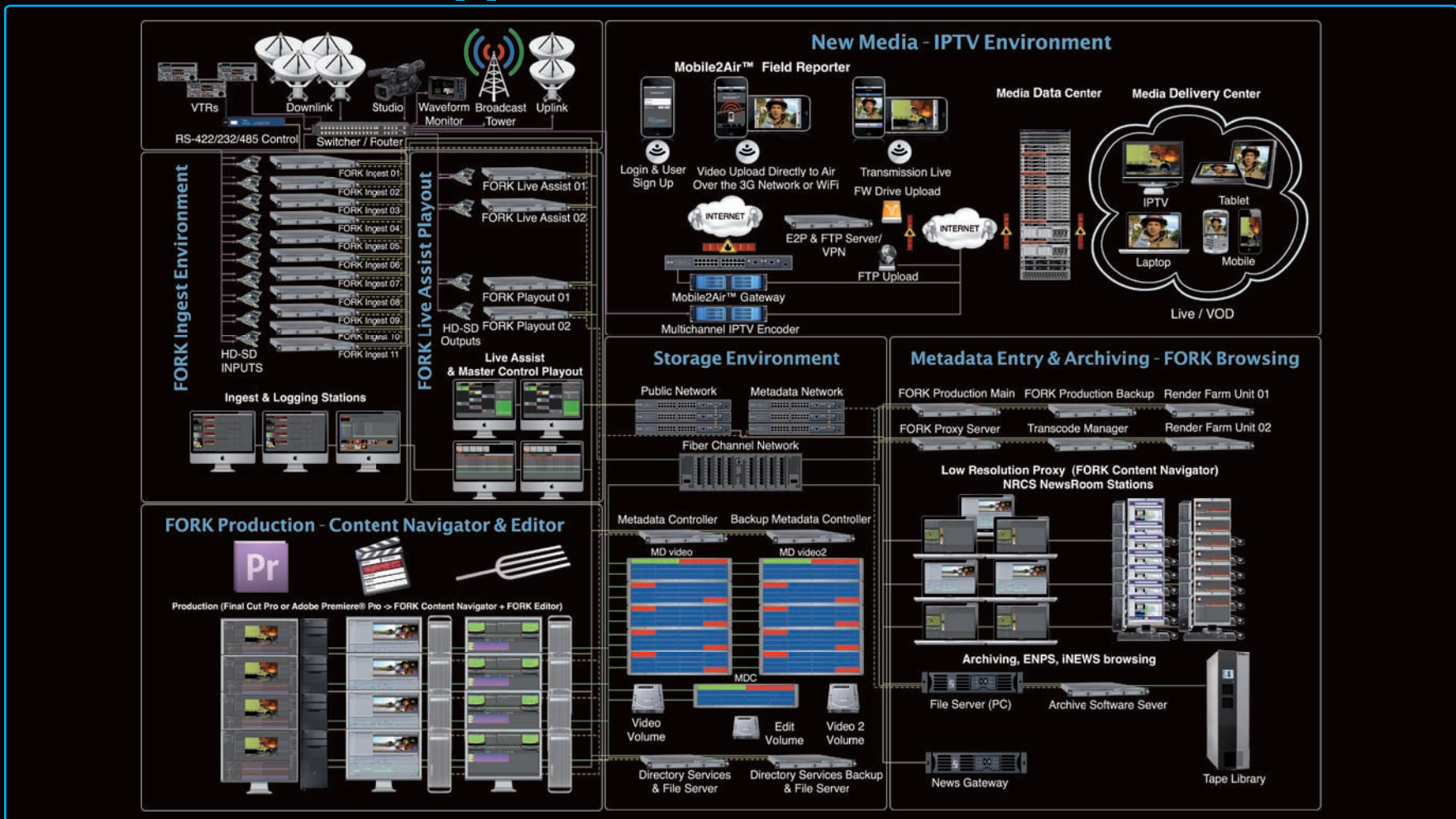


Mobile Video

Mobile2Air™ allows reporters to transmit HD video from anywhere in the world directly to air, conveniently and cost effectively via the wireless telephone network.

- Sends video over 3G or Wi-Fi connection—no satellite uplink or microwave links required
- Allows communications between newsroom and field reporters
- Enter metadata on the phone to help insert video into the right FORK automation workflow back at the station

Typical FORK Network



Specialized Solutions

FORK broadcast automation software is also easily applied for use in specialized vertical markets.

Military: FORK supports on-station and domestic military command and control centers in peacetime and combat scenarios.

- Quickly ingest incoming video from automated drones, manned aircraft, ships, and telemetry data
- Assimilate incoming combat data into a video database while supporting live and review displays for analysts
- Capture video from high speed (1,000 frames per second), high resolution cameras (4K and up)
- Protect sensitive data with secure encryption and erasure protocols

Government: City, state and federal level government agencies use FORK for solutions ranging from remote emergency management to automated video feeds for cable networks and informational websites.

- Assure that government facilities will be reliable and operational in the event of an emergency
- Easily update content, news alerts, security information and related programs from a remote location
- Transcode files for Internet, mobile, and video on demand
- Communicate with constituents via FORK CityCaster™ Emergency Broadcast System

Medical: FORK helps hospitals and health care workers share critical patient test results and medical history.

- Doctors can view MRI, CAT, and surgery videos, adding searchable notes and marking points of interest
- Capture from high definition and high speed cameras
- Complete patient histories are stored and preserved digitally
- Access content from within a facility and via secure remote networks

About Us

Building4Media, a Primestream company, is a leader in the design and implementation of broadcast automation solutions that feature the FORK suite of software products. FORK Production, FORK Payout and Mobile2Air deliver an end-to-end production platform that includes digital acquisition of live and file-based content, media asset management, editing, archiving, streaming, and pushing content to multiple screens and devices. The Primestream platform is currently providing news, sports, entertainment educational and emergency broadcast services to clients in more than 40 countries and over 300 on-air channels, including media giants such as CBS Sports, CNN, NYSE, NASCAR, NFL, CNBC, Liverpool Soccer Club, Reuters, L.A. Dodgers, Star News India, SunTV, RTL and MountainWest Sports Network at the Comcast Media Center.

For more information about Primestream and Building4Media solutions and services, Visit us at www.b4m.com, or www.primestream.com.

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