

# CONTENTAGENT

Streamline your operation, saving time and money with ContentAgent, the industry's most versatile file-based management and automation tool.





The proliferation of broadcast and consumer file types and formats can cause headaches and bottlenecks in the post production and broadcast process, tying up valuable kit and manpower. ContentAgent eliminates these constrictions and the need for human intervention by automating commonly performed tasks from camera card ingest to delivery, improving accuracy and efficiency with subsequent cost savings. Designed with considerable input from the post production and broadcast communities, ContentAgent echoes industry practices and presents an easily understood way of working.

At the heart of ContentAgent is a potent workflow engine which orchestrates job automation. JobAgents provide affordable superfast parallel processing nodes enabling jobs to scale - from one system to many - for the most demanding transcode-intensive operations. JobAgents incorporate the Platinum Engine, ROOT6 Technology's proprietary transcoding powerhouse, incorporating CPU and GPU acceleration to meet the stringent demands of broadcast, film and post production. Resolution independent, the transcoding engine can process files from SD through UHD/4K and beyond.

ContentAgent's Workflow Designer enables individual processes (tasks) to be linked together, from simple one-off jobs to the most complex workflows, in an intuitive process-tree style operation. The process nodes also provide integration with leading third-party technologies (such as file based quality control tools), considerably adding to the versatility of the system. Decision nodes add intelligence to the workflow, using technical or user-generated metadata to examine files and determine the appropriate action. Once created, workflows may be stored and repeated infinitely by non-technical staff.

### Key Features:

- ⚙ Create workflows with intuitive GUI

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- ⚙ Resolution independent transcoding and image processing

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- ⚙ Automated camera card ingest including Avid workflows

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- ⚙ CardAgent. Simplified interface for multi-user ingest intensive operations

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- ⚙ Advanced motion compensated frame rate conversion with Cinnafilm's Tachyon

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- ⚙ Automated broadcast deliverables, including AS-11 UK DPP with Insert Edit and automated QC

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- ⚙ Third party integration with Adobe | Aspera | Avid | Cinnafilm | File Catalyst | Interra | Minnetonka | NexGuard | Tektronix | Vidcheck

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- ⚙ Automated DVD creation for viewing copies

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- ⚙ Enterprise Scaling

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- ⚙ Web-based monitoring of work in progress

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- ⚙ Local and remote processing

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- ⚙ Rich API integration

## Workflow Examples

ContentAgent workflows are many and varied but a number of commonly used examples are illustrated.

### 1 | Automated camera card ingest

ContentAgent enables the automated ingest of camera card-originated media. This has significant implications for editorial as it frees up equipment and manpower. The system supports all commonly used card structures from which media and metadata are ingested; then transcoded (or rewrapped for greater efficiency) and imported into the post production workflow, including automated archiving and proxy generation.

**CardAgent** builds on the automated card ingest capabilities of ContentAgent providing a simplified user interface enabling non-technical staff in multi-user operations to initiate the automated workflows.

### 2 | Advanced motion compensated frame rate conversion for SD/HD/UHD and 4K

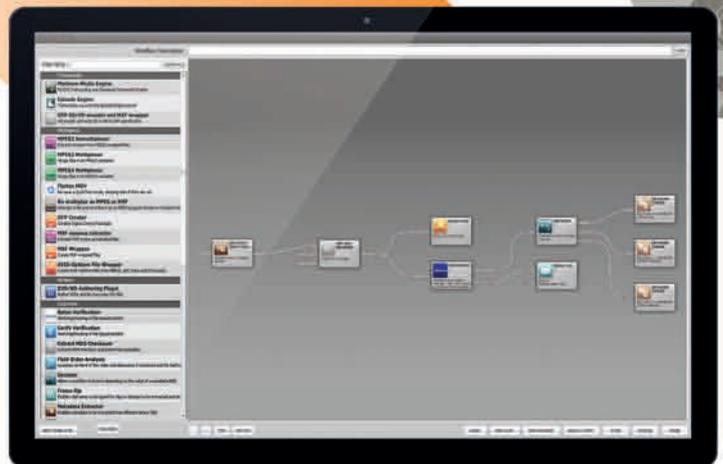
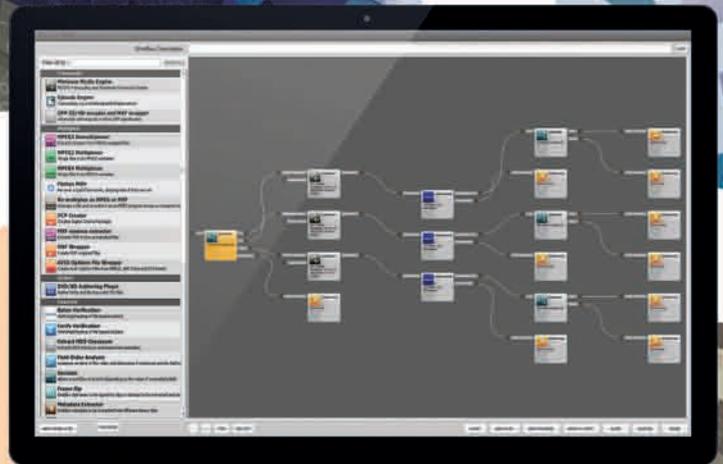
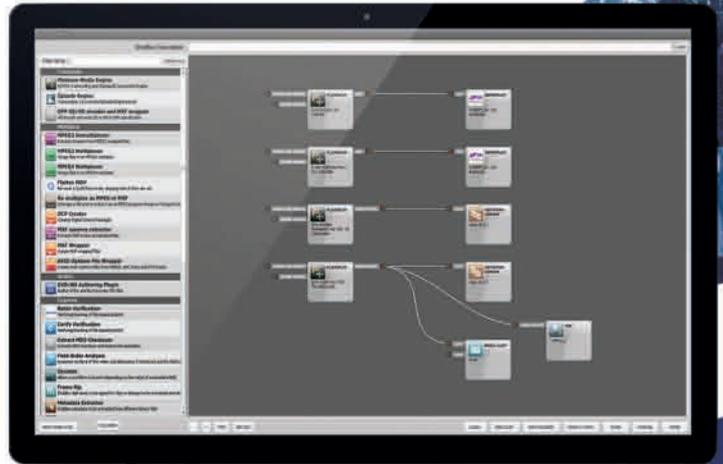
ContentAgent's advanced motion compensated frame rate conversion and high quality scaling is the result of third party integration with Tachyon and Dark Energy, the highly acclaimed image processing and conversion software from Cinnafilm. The advanced motion compensated frame rate conversion option enables ContentAgent to replace expensive legacy hardware based workflows that contain costly trips to/from baseband for standards and format conversions. Created from the ground up for file-based workflows and utilising powerful CPU and GPU processing, this tool facilitates not only the traditional PAL/NTSC conversions but expands across all frame rates, deals with field order/progressive/ cadence issues and scales across all resolutions to UHD and 4K.

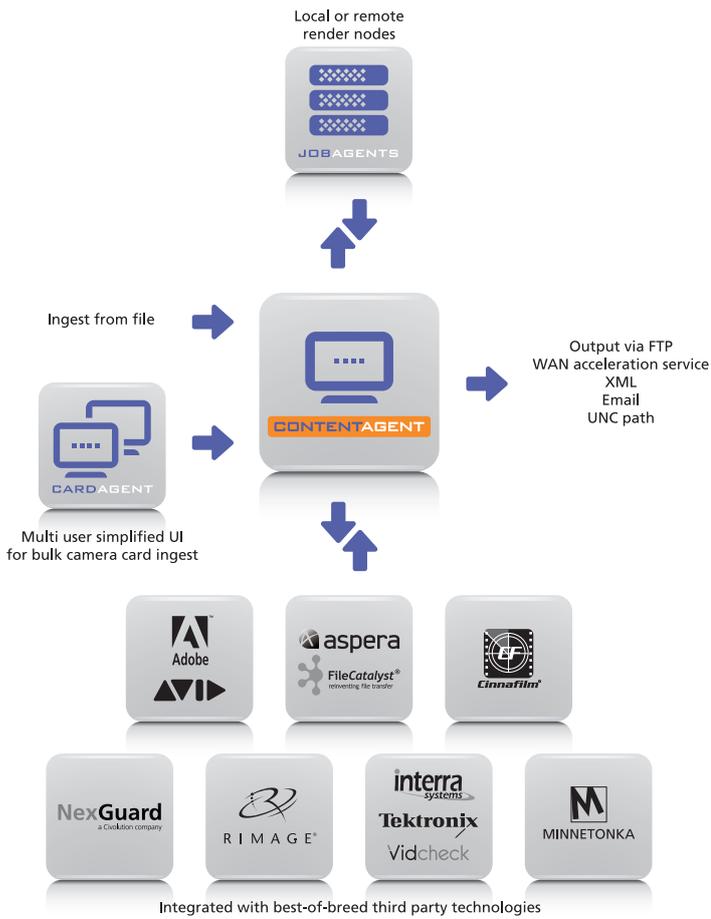
### 3 | Broadcast deliverables with automated file-based QC

This workflow is ideal for facilities needing to deliver compliant MXF files to broadcasters such as XDCAM-HD, XAVC and AVC-Intra MXF, including the AS-11 UK DPP standard. ContentAgent automates the entire process from the addition of metadata to master file creation (including last minute changes with the Insert Edit Tool). Integration with leading file-based QC vendors saves time and ensures accuracy. Tektronix Cerify, Interra Baton or Vidchecker from Vidcheck may be selected as the QC software of choice. As with all ContentAgent processes, email notifications can be triggered to alert operators or recipients of the state of play (including PDF reports from the QC analysis). Passed files may be delivered through Aspera or FileCatalyst for secure and accelerated transfer while failed files sent to folders for further investigation.

**Visit the website for further information  
or call us to arrange your local demonstration  
and start transforming your business now.**

**Call +44 (0)20 7437 6052**





**Integrated, not isolated**

ContentAgent’s architecture is designed to permit easy integration with third party vendors providing users with best-of-breed solutions. Applications are driven from the ContentAgent UI.

**Adobe** – Use ContentAgent as the conduit between Adobe and Avid

**Aspera & FileCatalyst** – For accelerated and secure file delivery

**Avid** – Remove ingest transcoding tasks from editing resources. Interplay integration

**Cinnafilm** – Tachyon & Dark Energy integration for frame rate conversion and scaling

**Interra | Tektronix | Vidcheck** – Automated QC

**Minnetonka** – Advanced audio toolset including Dolby E and Loudness

**NexGuard** – Deploy forensic watermarking for total security

A highly versatile workhorse, ContentAgent will deliver significant benefits to your file-based operations, creating and automating workflows, reducing the need for human intervention and making the most of valuable resources. A powerful, scalable and intuitive system, ContentAgent is a globally installed, mature solution ready to start saving you time and money.



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