

Features

- Cinegy Workflow works with all types of media content, from tape and live feeds through streaming data, pictures, audio and other data formats.
- Cinegy's easy-to-use tools allow an integrated media analysis with automatic scene recognition (thumbnails and indexing) as well as optional speech recognition.
- Media-orientated database, from ingest via online editing functions through completion and playout, all features are fully integrated in one system.
- Cinegy Workflow offers content in an individual configurable format for all purposes. It can be used purely as a database or as a multimedia browser. It can serve as a connection between online and offline edit, or between production and post.
- Enables a tapeless workflow, with content accessible anywhere in the world via Cinegy Workspace.
- Full control and rights management for each step of digital workflow, from ingest through edit, final approval and playout.
- Cinegy Workflow enables third party NLE integration, plus support for MXF, AAF, XDCAM, HDV, DVB, and dozens of other formats and interfaces. Cinegy's browser tool allows insertion of Cinegy objects directly from the Cinegy Archive database to AVID systems.
- Multi-database support, enabling workflows that cross departments and locations. This feature allows a simple yet powerful model for archiving and warehousing programs once they leave active production.

Additional benefits

- Cinegy Workflow can be integrated as an active production tool, ingesting material into a central archive from where it can be used offline, as an overview for editing, or sent to another department.
- Cinegy Workflow is a complete production environment, capable of managing content of the highest quality from broadcast, HD or film productions while improving speed and efficiency in all aspects of the production process. Individual departments can work on their own projects with media assets stored in a central database, or they can collaborate with other departments in real-time across a network.
- Cinegy Workflow is an intuitive solution conceived by media professionals for media professionals. It works with any type of media and redefines the concepts of archiving, production and automation for the digital age.

Implementation

Cinegy Workflow can be configured to suit the needs of many different types of users, including broadcasters, professional film and television producers, corporate media departments, advertising agencies, national archives and educational institutions.

It is capable of handling the workflow requirements of organizations involved in high volume media production on a daily basis as well as those where video material is administered, but seldom created.

Through its unique ability to re-use media, to quickly search and retrieve assets, and to facilitate collaboration between team members, Cinegy Workflow represents a comprehensive workflow solution without peer.

Cinegy Workflow provides a clear and transparent network infrastructure that can be integrated into any production environment, including:

- Small company workgroups seeking to search, archive and administer their own content.
- Networked environments in large organizations, requiring multiple, concurrent access to new and archived material while also engaged in new content creation.
- Time-sensitive television productions, such as reality TV shows, with networked teams and a need for a sophisticated logging tool.
- News or monitoring agencies requiring a backbone infrastructure for 24/7 video ingest, logging, editing and immediate broadcast playout.



Cinegy Workflow

non-linear collaborative television production with integrated digital asset management and automation



Cinegy Workflow is an integrated, end-to-end, HD/SD, digital media production and management system designed to meet the challenges of 21st century television and media production. Based on standard PC hardware and IT infrastructure, Cinegy Workflow is a modular, open platform consisting of a suite of tools, applications and open APIs that allow television production to shift into the next gear without being taken hostage by a particular vendor's proprietary solution. It also integrates fully with traditional production and post production processes, including non-linear editing systems, and can be implemented without requiring investment in a completely new infrastructure.

Flexible and scalable

Cinegy Workflow encompasses every aspect of media production, including real-time media ingest in multiple quality levels, automatic shot detection, speech recognition, advanced logging, production notes, voice annotation, rights management, digital asset management, search and retrieval, sequencing, storyboarding, non-linear editing, workgroup collaboration, remote screening, review and approval, conform and playout. It also manages multi-media output for web and to DVD or Blu-Ray. Cinegy has a proven track record, having provided media technology to more than two million users worldwide either directly or through its many OEM customers. Cinegy deployments range from a single seat to hundreds of concurrent users.

BBC since 2001

Cinegy was originally developed with the BBC to address the need for a modern digital archive to manage all their video assets. The BBC's Natural History Unit (NHU) famous for making some of world's best documentaries such as "Planet Earth" and "Blue Planet", started using a Cinegy-based digital production workflow in 2001.

In recent years, Cinegy software has been installed at BBC Northern Ireland, having made the transition to a file-based production environment with a centralized digital asset management system, based on Cinegy Workflow. Cinegy Desktop is installed on more than 100 desktop systems, with over 300 users, with this number continuing to expand. They also use Cinegy Convert for integration with Avid.

Dogan TV in Turkey since 2003

Dogan TV Center is Turkey's leading commercial broadcaster, operating 65 television channels that reach a daily audience of more than 20 million, as well as a production company and a national news agency. It also occupies a front line position in the rapidly growing revolution in IT-based television.

Dogan's Istanbul-based broadcast center employs Cinegy Workflow as the backbone of the largest and most sophisticated IT-based production center in Europe, comprising more than 700 concurrent Cinegy Desktop connections, serving more than 1000 registered users. Its Cinegy Archive currently holds more than 200,000 hours of archived media. Nearly 1000 hours of new media is ingested and more than 3000 edited sequences are produced every day.

Channel One in Russia since 2008

The most known TV brand in Russian television, Channel One, has been hosting the "Good Morning" breakfast show since 1986, providing news and stories from all spheres of life. These several decades of television history were transferred to a Cinegy media asset management system to be preserved for the future.

With the transfer to a new digital storage system, the "Good Morning" material is not just protected; it is now an active archive with all material always at hand. The Cinegy system at "Good Morning" now includes the Cinegy Archive along with 20 Cinegy Desktop connections with five dedicated Cinegy Ingest workstations and plans to add Cinegy Air for playout and switch to High Definition production and playout.

KEY FEATURES

- Cost efficient
- Easy to deploy
- Simple to use
- Digital asset management based
- Workflow driven production
- Standard IT hardware
- Non-proprietary storage
- SD & HD ingest
- Logging
- Storyboarding
- Team collaboration
- Non-linear workflows
- News integration
- Broadcast automation
- Real-time playout
- Third-party integration

The History of Cinegy

The development of Cinegy Workflow began over 10 years ago, as an integrated digital archive, asset management and production environment, based on desktop PC hardware for the front-end and standard IT server equipment on the back-end, all sitting on the existing network infrastructure. This design forms the basis of today's workflow. The work resulted in first pilots during 2001 and first commercial products became available in 2002 branded as Cinegy. The goal was to have the archive not as a mere afterthought, but as a process that starts by accumulating metadata right from the start to create a complete lifecycle as a never-ending process that keeps adding value to the media assets throughout their existence. The Cinegy platform from the start was designed as an enterprise level system that is resolution independent, storage systems agnostic, extremely scalable and absolutely open in terms of architecture. Over time, additional elements such as news integration, broadcast automation and playout have been added to the solution as well.

In order to meet the requirements of the broadcast industry, Cinegy developed new, high-end software MPEG codecs, highly scalable media asset management and collaborative software frameworks, advanced real-time media engines, real-time collaborative metadata handling and communication, heterogeneous production integration (AAF, IMX, DV, MXF, XML etc.) and many more areas.

Cinegy licenses a number of these core technologies to various broadcast and consumer video software and hardware manufacturers that use them in their product offerings, to offer the best-of-breed solutions in the industry. Cinegy directly addresses the needs of the broadcast, television and production markets, to become the premier provider of media technology and production systems.



Cinegy Workflow is an open platform consisting of a suite of software tools, applications & open APIs covering every stage of the digital production process.

Cinegy Archive scalable, enterprise archive and workflow solution

Cinegy Archive is the innovative media asset management solution for any organization with an archive or productions to manage. With its scalable and open architecture Cinegy offers the most affordable solution to digitize tape-based archive and production workflows. With advanced logging and metadata accumulation over the entire lifecycle of your assets these become easily searchable and reusable, saving you time and money. Cinegy Archive enables local and remote real-time collaboration allowing loggers, story editors and video editors to work on video material in real-time already while it is being ingested. Cinegy Workflow is completely database driven. No data is stored on client systems. Content can be ingested from tape or file, or transferred from existing editing systems or shared storage solutions such as Avid Unity. Media is stored in a centralized repository within Cinegy Archive, accessible directly through the Cinegy Desktop client or through Cinegy's platform-independent, browser-based solution Cinegy Workspace.

Cinegy Workspace anywhere, anytime collaboration and archive access

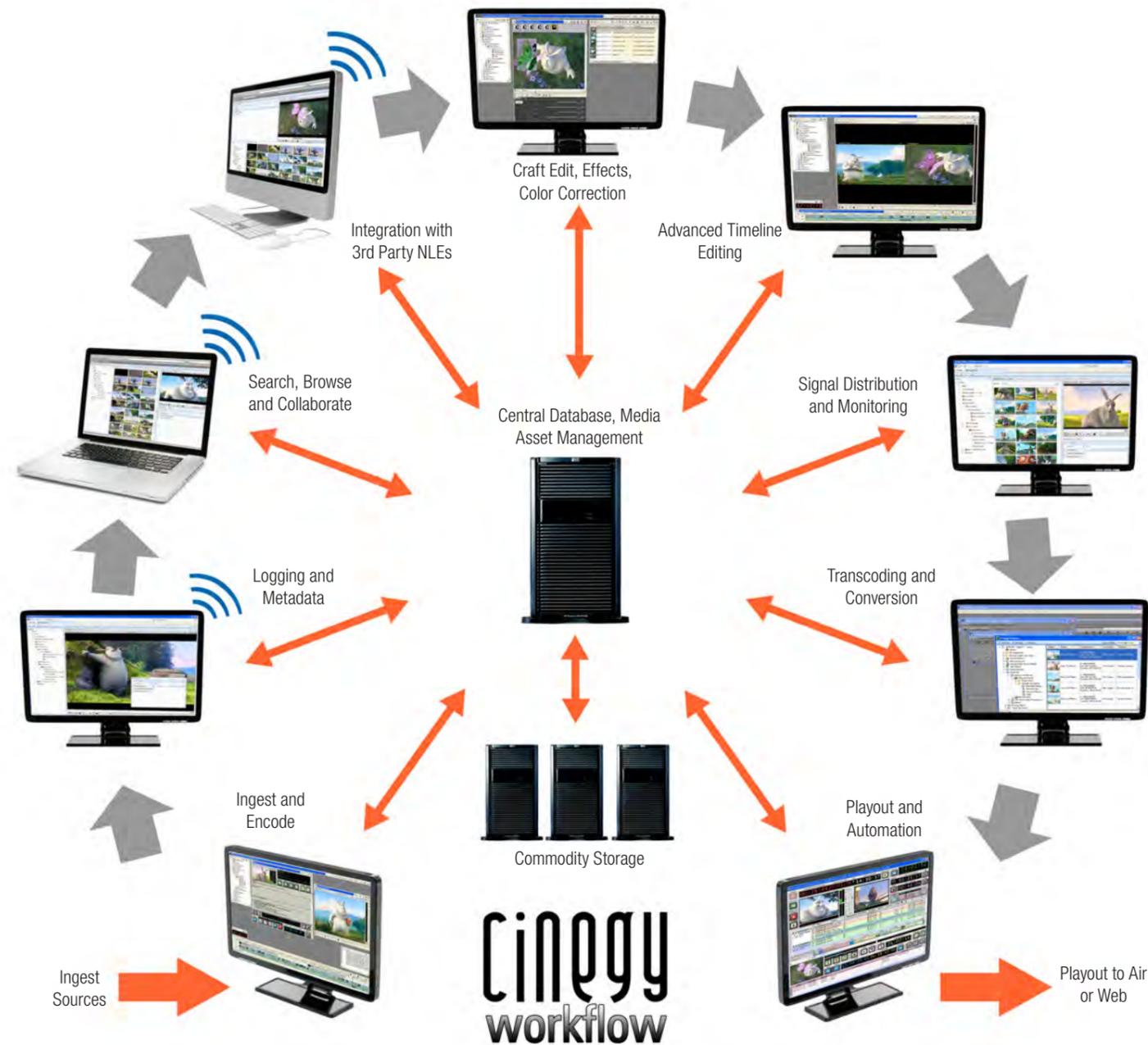
Cinegy Workspace empowers media production teams to collaborate on projects wherever they are – in the office, at home or on the road. Cinegy Workspace provides secure access to your Cinegy Archive Database from anywhere at any time. Using the Cinegy Workspace browser-based interface, clips can be searched, browsed, selected and even edited. Users can participate in a collaborative workflow even when they are based in different locations. Changes made to a project from a team member on the road using the Cinegy Workspace client are immediately reflected in the Cinegy Desktop application and vice versa.

Cinegy Workspace has been developed using all new technology based on Microsoft's Silverlight providing cross platform support (running on Windows and Mac OS) and requires no dedicated application installation.

Cinegy Ingest collaborative workgroup production tool with SDI ingest option

Cinegy Ingest is a high quality, high volume media ingest system for broadcast and media production environments. It is capable of producing superior quality video material in real-time from virtually any video source, broadcast stream or IP stream. It supports SD and HD, and includes such features as scene detection, multiple level proxy generation and the ability to concurrently generate high resolution and low resolution formats.

The ability to produce video in multiple formats concurrently enables Cinegy Ingest to meet complex delivery requirements for broadcast, internet and mobile platforms. This feature is ideal for distributed production environments where different users (including remote users) and different applications require media in different formats and resolutions. Cinegy Ingest preserves the original tape timecode, while simultaneously creating a new, clean system timecode. Cinegy Ingest also supports the re-ingest of media, while preserving pre-logged metadata.



Cinegy Air scalable broadcast automation and playout solution

Cinegy Air is a network-attached real-time video playout service appliance. It consists of two parts – the Cinegy Air Control broadcast automation front-end and a real-time video service – Cinegy Air Service – for SD / HD playout. Cinegy Air Control can be used to control multiple channels playing to air online or to plan schedules, program and commercial blocks offline. Multiple remote or local users can control the schedule and playout operation. Offering unparalleled flexibility by playing mixed format and mixed resolution content as well as un-rendered edit sequences straight to air. Insert logos, add overlays and control external devices. Cinegy Air is entirely software-based, and runs on certified standard IT hardware and certified, standard SDI video cards.

Automating broadcast operations with Cinegy Air control is simple, it can be installed on any machine in a network and playlists can be created in online or offline mode. Clips, edit sequences and other objects can be added to playlists simply by drag-and-drop. Prepared blocks and playlists can be appended or inserted. Cinegy Air service continues to play existing playlists unattended until modified by Cinegy Air control. The studio playback mode enables the use of slow motion, multi-speed forward and reverse playback, bounce and loop playback. In studio mode the playback can be controlled by keyboard, mouse, and jog & shuttle devices.

Cinegy Desktop collaborative workgroup production tool

Cinegy Desktop is a universal production tool that provides real-time access to media in the Cinegy Archive, along with a powerful suite of tools for logging and editing, and an almost limitless ability to import and export media to third-party non-linear editing and automation systems.

Multiple Cinegy Desktop clients can form a highly efficient team collaboration environment for ingest, import, logging, and editing. All these activities can be performed in parallel with all the access being controlled and changes being stored via the central Cinegy Archive database. Cinegy Desktop offers simple storyboarding as well as an advanced timeline editor that can edit mixed SD / HD video as well as different aspect ratios. Cinegy Desktop can work with proxy resolution material or full resolution and switch between them on the fly. Cinegy Desktop can be deployed easily and can be scaled to hundreds of concurrent users.

Cinegy Convert automatic media transcoding and processing

Cinegy Convert is Cinegy's server-based transcoding and batch processing service. Designed to function like a network-based print server, it can be used to perform repetitive export and conversion tasks. Cinegy Convert allows material to be exported in different formats automatically. It is an ideal tool for exporting material in different formats and for integration with third-party NLE systems. Along with export to AVID and Final Cut Pro additional supported file export types include (but are not limited to) WMV, AVI, MPEG2 / H.264, MXF OP1a, MXF AS03, QuickTime, RealMedia and Flash. Cinegy Convert also supports the creation and registration of additional media qualities from the existing ones, or the rebuilding of existing qualities with different settings.

Cinegy Gateway, Cinegy Route & Cinegy Monitor IP signal conversion, management, control & monitoring

Cinegy Gateway is a bridge device that allows broadcasters to migrate from an SDI- to an IP-based infrastructure in a gradual manner. It has the ability to convert SD or HD SDI streams into broadcast-quality, SMPTE-compliant RTP/UDP streams or vice versa. Cinegy Route registers, controls, and announces RTP/UDP streams on the network, while Cinegy Monitor allows monitoring all the IP-based signals no matter whether they are return feeds from satellite receivers, from Cinegy Gateway, Cinegy Air, Cinegy Capture or other IP-stream sources.

Cinegy Type animated CG and channel branding option

Cinegy Type is the new CG and branding option for Cinegy Air allowing adding multiple layers of automation controlled, template based titles, logos, animated graphics, and more. From simple ticker tapes and lower thirds to multi-layer character animations Cinegy Type includes a whole range of advanced effects and features. The new module addresses simple requirements such as logo insertion right through to complex branding with picture in picture and background squeeze.