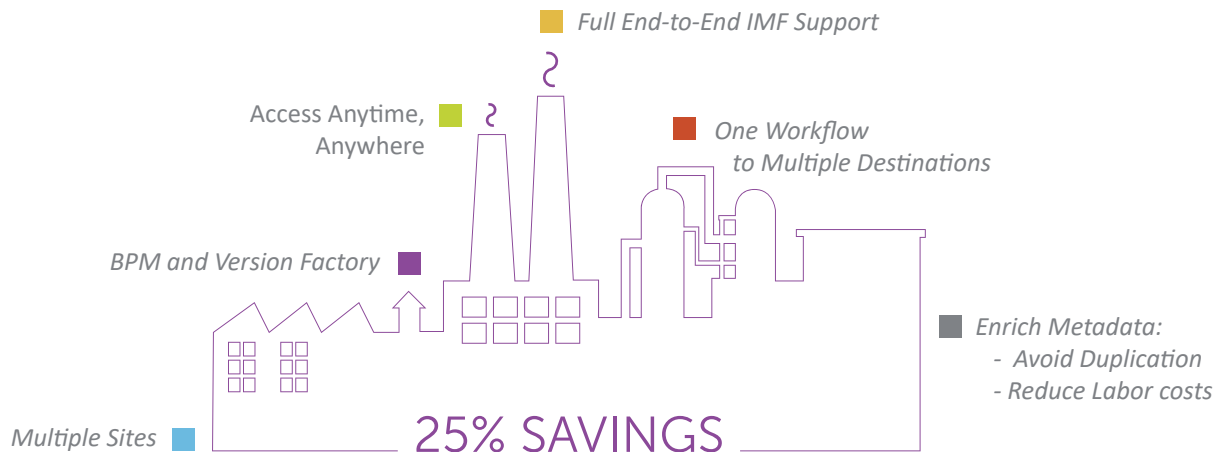




# HYPER IMF

THE WORLD'S LEADING END-TO-END  
IMF MAM SOLUTION



Leveraging IMF methodologies in a complete MAM solution saves users 25%\* or more in storage and versioning costs. HYPER IMF is a true IMF solution that supports IMF Package ingest, supplemental file ingests, and creation of unique CPLs for archive, versioning, and delivery. This complete solution can leverage IMF markers for software-driven partitioning and pre / mid / post-roll insertions.

Evolution Version Factory unifies in a single platform comprehensive content publishing / distribution, automation of required transformations, and coordinated delivery.

Evolution Version Factory uses SMPTE IMF methodologies to specify simple Distribution Instruction Sets (DIS) that define the components / transformations / packaging required to service each destination. Content is delivered with all related elements including artwork, XML packaging, subtitles, audio tracks, translations, and attachments.

HYPER IMF presents a unified Content Distribution Solution that employs the use of IMF to define Distribution Instruction Sets (DIS): CPL media components and OPL

transformations, utilizing an abstraction layer for the integration of 3rd party products (our large portfolio of integrated systems includes transcoders, autoQC, file delivery, watermarks, etc.) as part of the DIS Profile in a heterogeneous ecosystem.

HYPER IMF goes further than other MAM systems to define and support complex destinations as a single DIS using standard EBU Core relationships, so media packaging includes components such as audio languages and subtitles plus additional relational elements like artwork, trailers, JPEGs, poster art, etc. Furthermore, our unique system supports XML packaging for destinations that require handshake deliveries (such as Netflix, iTunes, HULU, RightsTV, etc.), and automated version transformations to support ad insertions, pre / mid / post-roll insertions, logos, overlays, and much more.

HYPER IMF even supports watermarked supplemental files for late deliveries! Efficiently deliver a watermarked package with only the adjusted component, referenced to the original watermarked delivery.

*behind  
the play*

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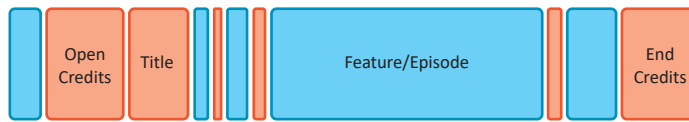
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# ON-THE-FLY DISTRIBUTION VERSION ASSEMBLY

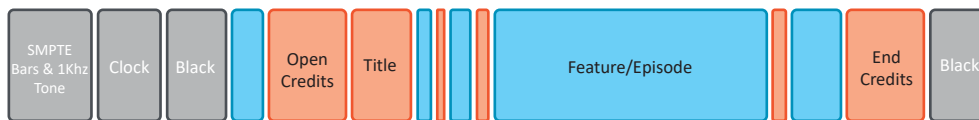
**Master version(s):** HDR, SDR, HD



**Localized Version(s):** HDR, SDR, HD



**Localized Version(s) + Leader Insertions (for a Specific Platform):** HDR, SDR, HD



Employing physical and logical assets and leveraging frame-accurate proxy IMF markers, the Tedral Evolution Version Factory can assemble distribution versions of media by transcode-stitching components and automatically building compliant IMF packages (complete / supplemental) that exceed stringent media delivery specifications. Combinations are quickly and efficiently created per planned schedules or on-demand, and these automated processes can include audio timing adjustments, subtitles, embedding HDR XML information, watermarking and metadata filtering for site requirements, related artwork and attachments, and package-

wrapping to meet any challenging delivery requirements.

The system employs Tedral's unique IMF Markup Tool, a web-based non-linear editor-like interface with industry-standard controls that can rapidly spot-check and quality control Interoperable Master Packages (IMPs), make dynamic editorial adjustments to picture, audio, or subtitles, and rapidly modify IMPs for unique delivery of the "on the fly versioning requirements" of OTT providers.

## KEY FEATURES:

UNIFIED content publishing/delivery platform

- Agnostic to 3rd Party Components
- Simple and intuitive management from a single, centralized platform
- Supports thousands of DIS delivery profiles
- Complete end-to-end workflow orchestration

SCALABLE & MODULAR with NO BOTTLENECKS

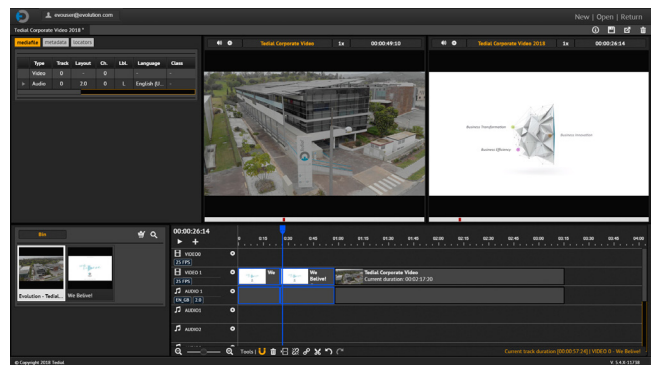
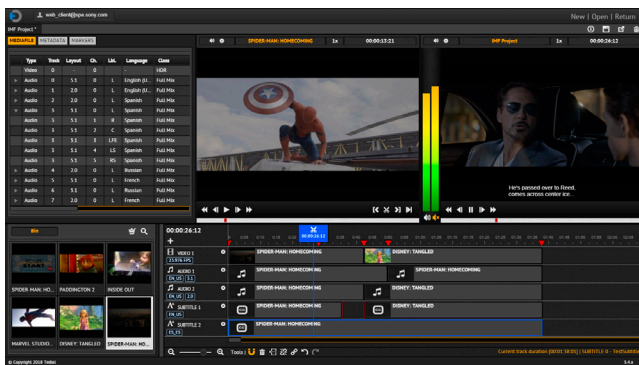
SECURE & FLEXIBLE

ROBUST DESIGN WITH NO SINGLE POINT OF FAILURE

FUTURE PROOF: Based on Industry Standards

## HYPER IMF BENEFITS:

- CAN BE DEPLOYED ON-PREMISES/CLOUD/HYBRID
- IMPROVED EFFICIENCY
- REDUCED PRODUCTION COSTS
- REDUCED TOTAL COST OF OWNERSHIP
- REDUCED INFRASTRUCTURE COSTS
- GROW AS YOU GO
- GUARANTEED RELIABILITY



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