

# CLIP FACTORY

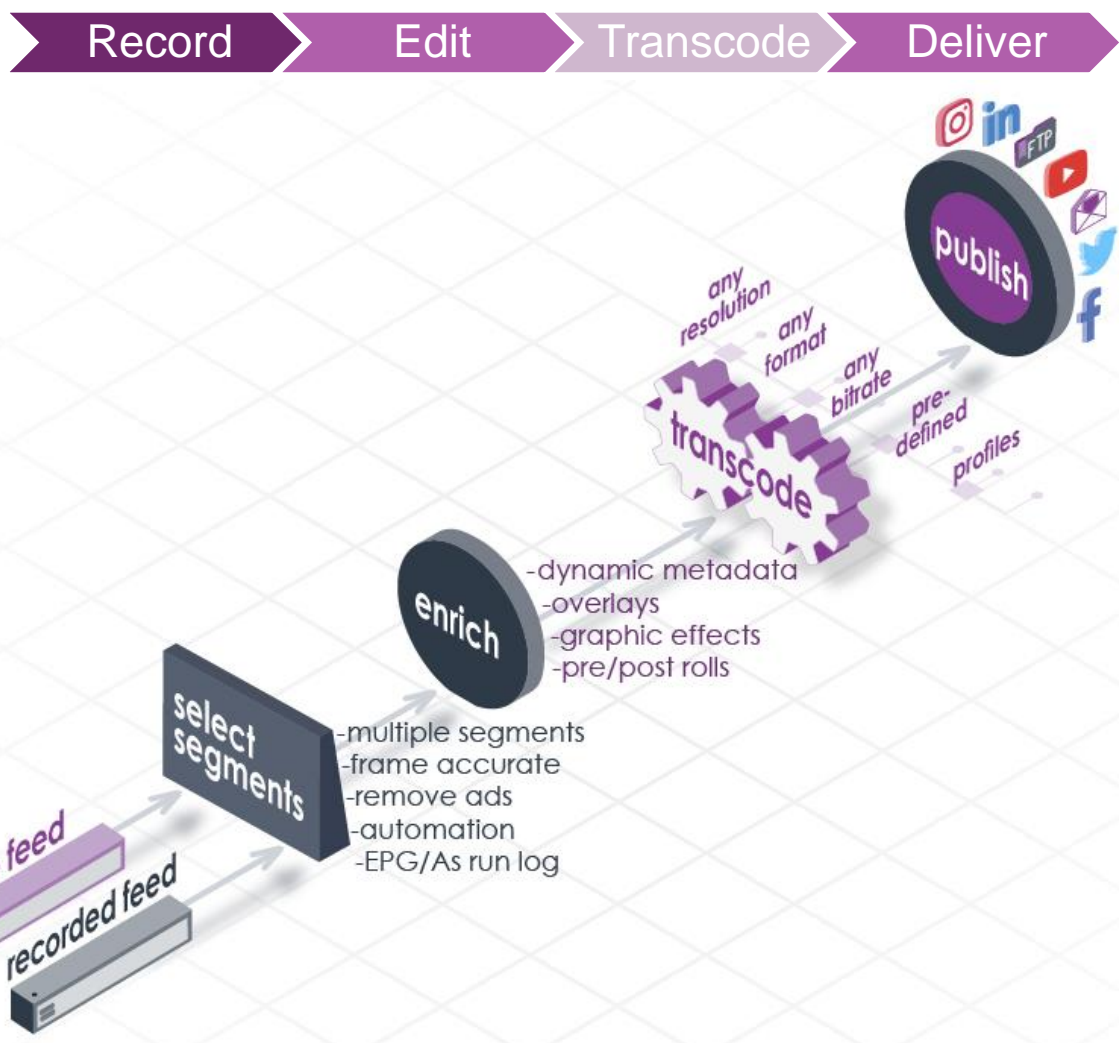
## CLIPS FOR SOCIAL AND OTT

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ACTUS CLIP FACTORY FOR CONTENT RE-PURPOSING:  
CREATE AND PUBLISH CLIPS TO WEB PORTALS, **FACEBOOK**,  
**YOUTUBE**, TWITTER, QUICKLY AND EFFICIENTLY, MANUALLY  
AND **AUTOMATICALLY**

## WORKFLOW

Clip Factory is an “all-in-one” workflow for content production and publishing: it records any linear or internet feed and archives the content in any resolution as long as required. Once the content is available, Clip Factory provides tools to create and edit clips, add or extract metadata, transcode the clip into any format and finally distribute the content to any destination: social media, OTT or web portals. The workflow is straightforward, the system is simple to use, fast, does not require professional editing skills and can be operated from any client's machine.





## RECORD

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### MULTIPLE QUALITY RECORDING

Recording in any bitrate and resolution, from low resolution up to FULL HD, including recording in multiple qualities. It allows users to work on the low resolution version (minimal network loading, faster response) and the resulted clip is executed on the high resolution copy

### RECORD FROM ANY INPUT AND ANY FORMAT

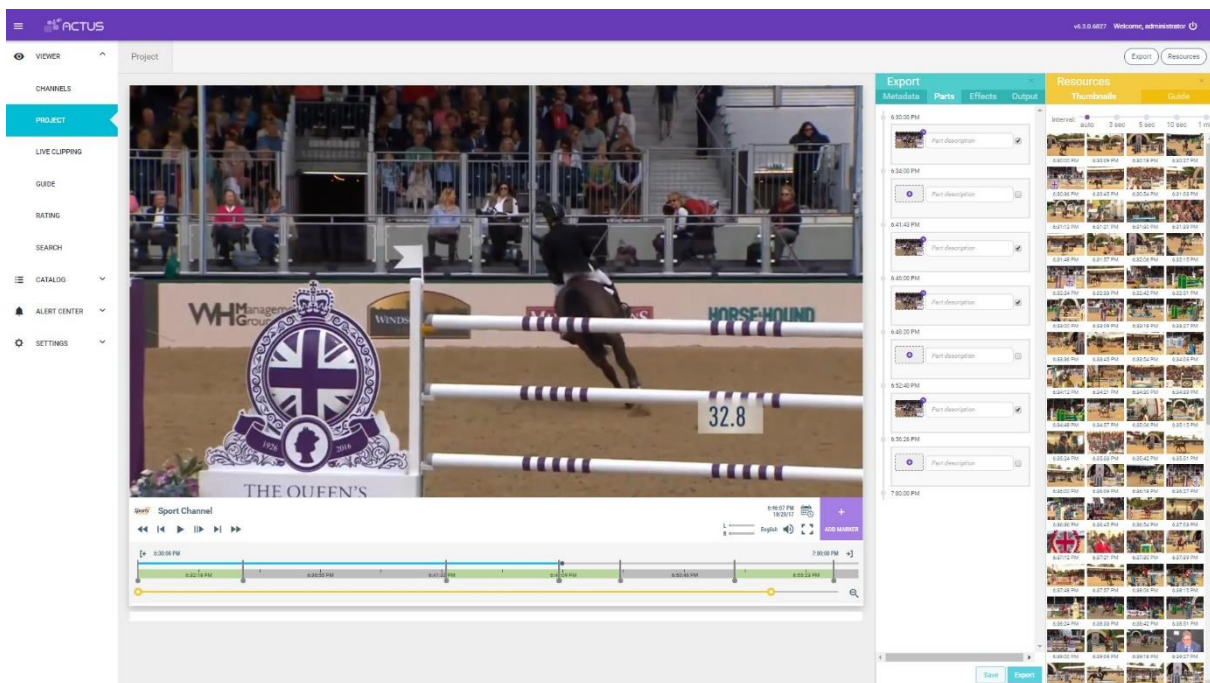
All video and audio formats and interfaces are supported such as SDI, ASI, IP/TS, HDMI, DVB, Analogue, FM, AM

### STORAGE

Any storage can be used: local, central, DAS, NAS, SAN or Cloud

## CREATE A SUMMARY CLIP (HIGHLIGHTS) FROM MULTIPLE PARTS

After loading a program into the video editing interface, the user adds markers which separate the video segment into parts. Each of these parts can be easily included or excluded from the clip



**CLIP FACTORY  
PARTS  
MANAGEMENT:**  
add any metadata  
to each of the clips  
highlights (parts)

## NEAR LIVE CLIPPING

Start editing the clips during Live broadcast and be sure the clips will be published as fast as possible

## ADS REMOVAL

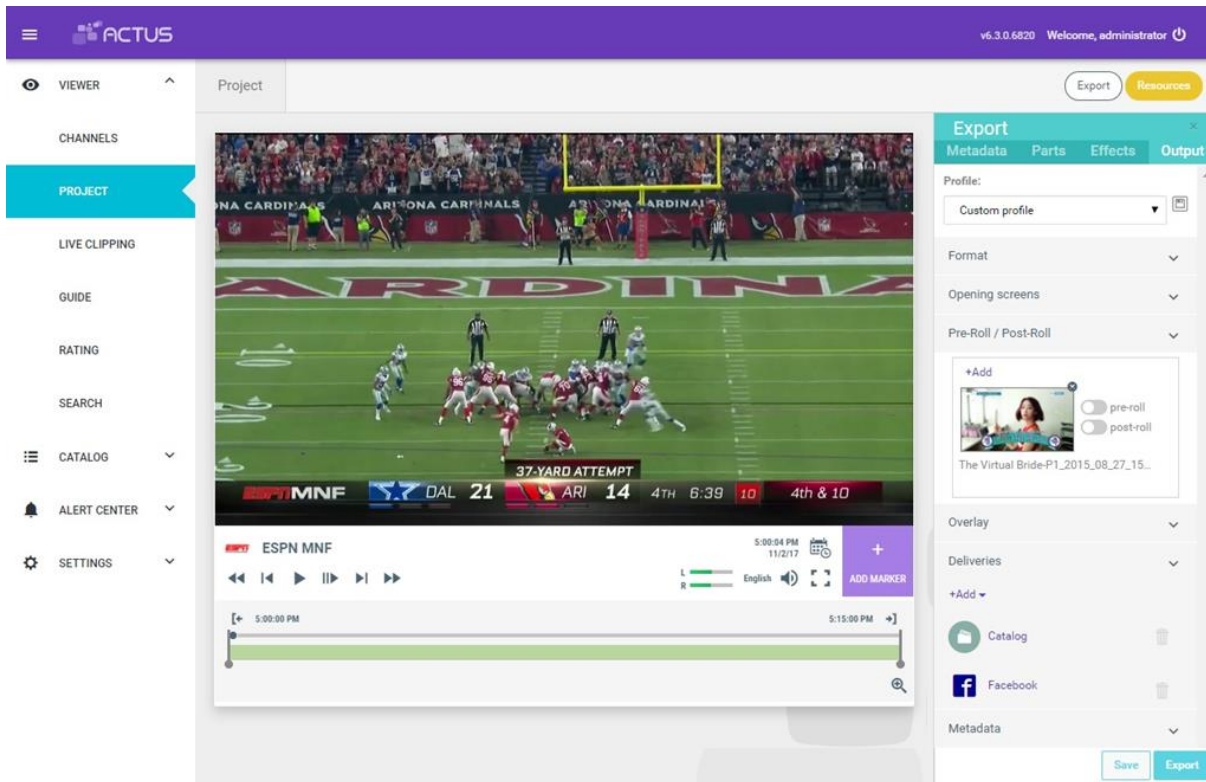
Easily remove commercial breaks and promos and join several parts into a single clip

## ADVANCED EDITING OPTIONS

- Cut to cut editing
- Cut segments into parts
- Frame Accurate

## SPECIAL EFFECTS

Adding effects to the clips such as animated logo, picture in picture, Pre / post roll, graphics or text, blur, mute or date and time stamp.



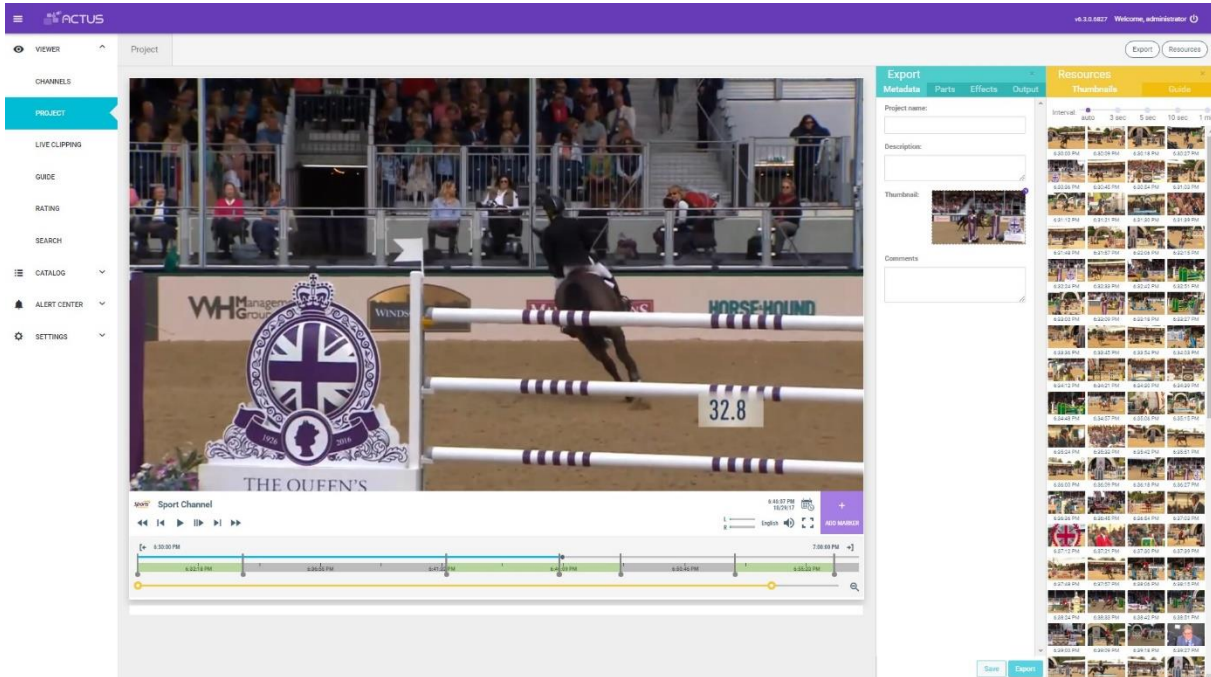
Easily add special effects to the clip, use pre-defined profiles and export to social media

## EASY NAVIGATION

Find the exact positions to be edited by using the smart player options: slow motion, smooth fast forward and rewind at different speed, interactive story board presentation and scrubbing. Using special keyboard shortcuts while editing gives even more options for faster video navigation.

## METADATA

Customized metadata both at clips and parts level. Easily search on the different metadata fields. The associated metadata can be exported as part of the clip



Easily mark in/mark out the segment parts to be included and excluded from the clip; advanced metadata editing and interactive story board

CLOSED CAPTION,  
MULTIPLE SUBTITLES,  
TELETEXT, AUDIO  
TRACKS

All can be exported as part of the clips or as a separate layer, as best suits the clips viewers experience

## TRANSCODE

TRANSCODE TO  
ANY FORMAT

The clips can be exported in any format, any bitrate and resolution

THIRD PARTY  
ENCODERS

Optional integration with any third party encoders such as Telestream, Elemental, Ateme. The integration is using the third party API and is seamless to the user.

## DELIVER

### DELIVERY TO SOCIAL MEDIA

Optional direct publishing of the clips to social media:  
Facebook, YouTube, Twitter, Instagram

### OTT AND WEB PORTALS

Export the clips directly to any OTT platform or web portals

### CATCHUP-TV, VOD

Manual or automated clips creation for VOD and Catchup TV

### OR ANY DESTINATION

Deliver the clips to any destination such as FTP, Network share,  
CDN, DVD, as well as to the internal catalog

### RELIABLE CLIPS DELIVERY

Delivery status notifications to guarantee that all the clips have  
been created and delivered

### OTT AND WEB PORTALS

Export the clips directly to any OTT platform or web portals.

All In process : 3

Name	Size	Length	Description	Properties	Status	Deliveries	Created by	Created Date
SportNews...	139.4MB	00:30:00	RTHD	512k 352x288	Delivering	[Catalog] Done [Ftp Upload] Clip Upload 8%	Administrator	8/14/16 11:18:14 AM
NewsClip.m...	139.4MB	00:30:00	RTHD	512k 352x288	Delivering	[Catalog] Done [Network Share] Done [Ftp Upload] Clip Upload 14%	Administrator	8/14/16 11:17:33 AM
History Segment.mp4			Special 8 O'Clock segment	512k 352x288	Returning	[Catalog]	Administrator	8/14/16 10:06:44 AM
Discovery Channel.mp4			Fox News	512k 512x288	Cancelling	[Catalog]	Administrator	8/14/16 10:03:21 AM
sLussian_o...	123.9MB	00:30:00	ExtremeE...	512k 512x288	Complete	[Catalog] Done	Administrator	8/11/16 2:14:47 PM

Details on the clips and the delivery status



## AUTOMATION

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### PRE-DEFINED PROFILES

In order to increase the speed and efficiency of the clips creation, the properties of the exported clip can be saved into Profiles. Each profile defines: format, bitrate, resolution, clips destination, metadata and effects to be included

### AUTOMATION

Automated workflow options save human resources, shorten the distribution time and ensures the clips reach their final destination as fast as possible

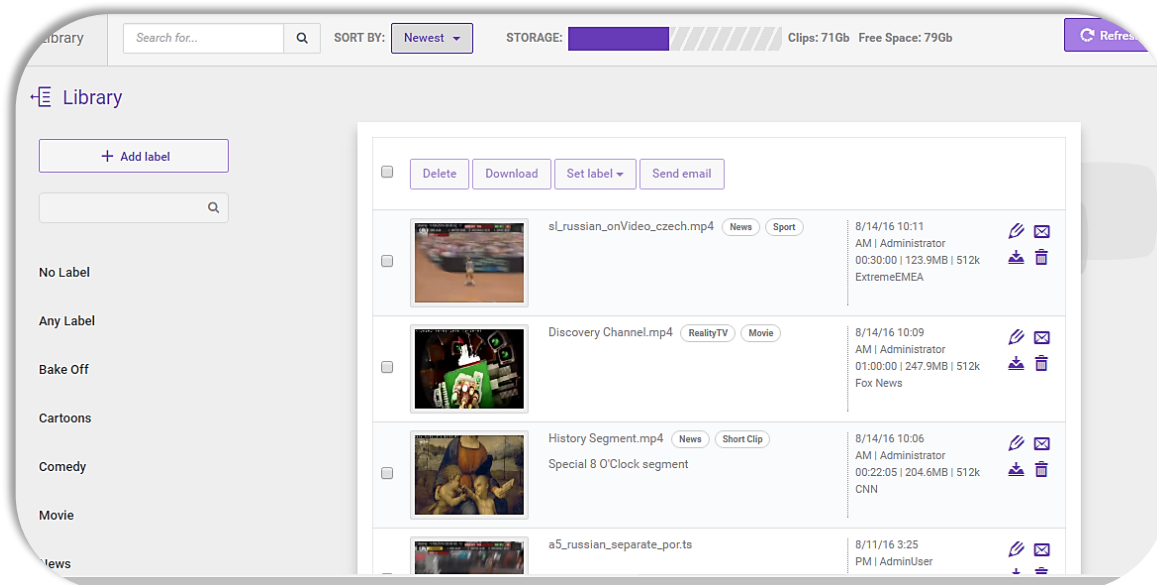
### AS RUN LOG FILES

Mark the clip parts automatically by integrating the As run log or any other file

## GENERAL

### INTERNAL CATALOG

Clips management for categorizing, editing and advanced searching



CATALOG:  
clips management:  
searching, editing,  
deleting,  
downloading,  
sending as mail

### SIMPLE TO USE

No need to be a professional editor to create professional clips

### ALL IN ONE

No need for additional human resources or other systems  
resources: one solution gets it done

### SAVES COSTS

No need for professional editors, no need for special workstations, 30 minutes training session. Clip Factory is an alternative to various combinations of capture and encoding, video editing, transcoding and delivery solutions – integration that is complicated, time consuming and expensive. Clip Factory incorporates video recording, editing, transcoding and delivery into a single streamlined solution



## NO CLIENT INSTALLATION

Fully web based, no need for any client software installation, works from any client (PC, MAC, iPads, Smartphones), can be accessed from any connected workstation within the organization or remotely

## UNLIMITED NUMBER OF USERS

Any number of simultaneous users can work with the system without affecting the performance

## UNLIMITED NUMBER OF CHANNELS

Unlimited number of channels can be managed. The scalability assures that additional channels can be easily added, without interrupting the user's work

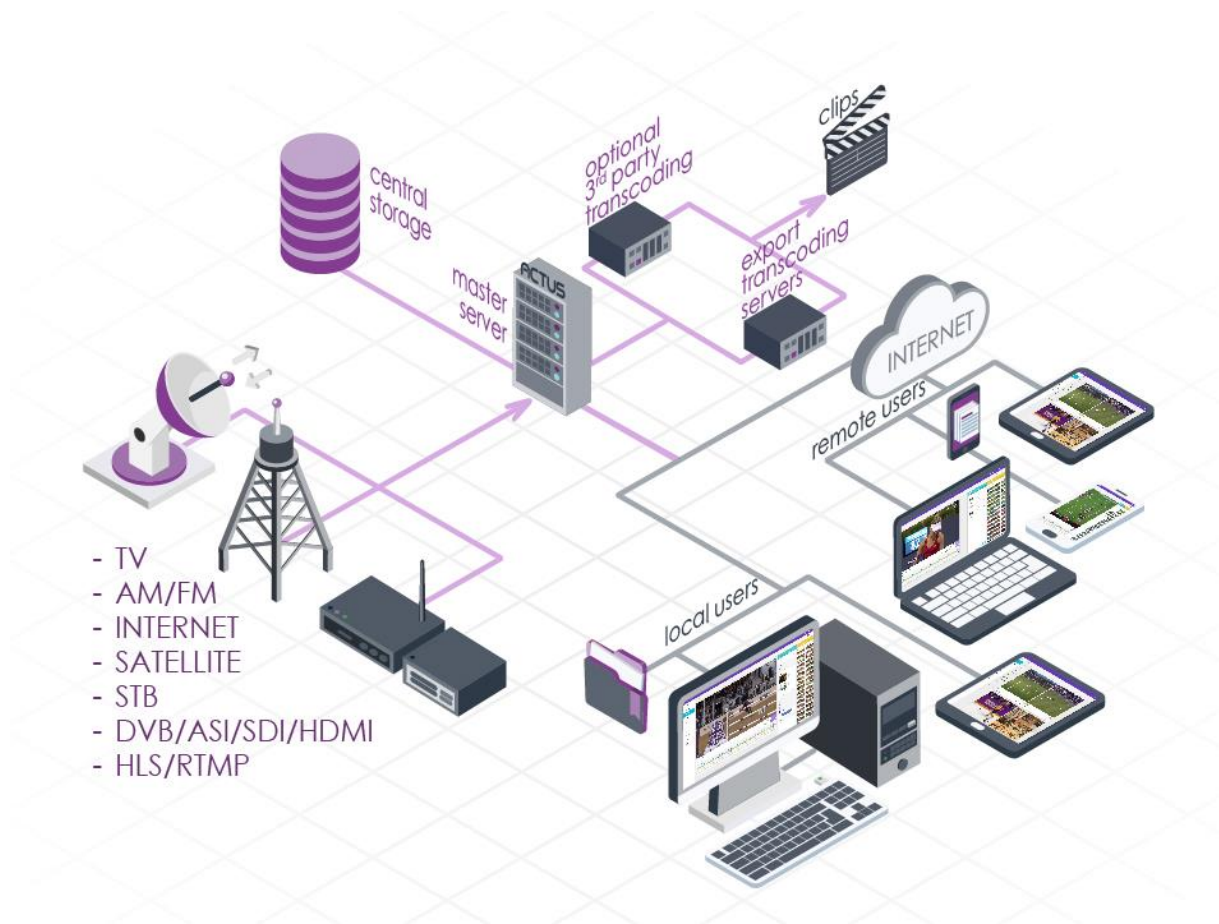
## UNLIMITED NUMBER OF CLIPS

### You choose what you need

Clip Factory comes as one of three alternative products:

- Quick-Export  
(without Clip-Factory) Simple clips, mark-in, mark-out
- **Clip Factory Standard**  
Simple clips with some limited editing
- **Clip Factory Advanced**  
Frame accurate multiple-parts, manual
- **Clip Factory Professional**  
Automation, effects, direct distribution to Social Media, pre-defined Profiles

## ARCHITECTURE



## AVAILABLE FEATURES TABLE

	Feature/Available in	Quick export	Clip factory Std	Clip factory adv	Clip factory pro
General Features	Using Actus View database of recorded media	✓	✓	✓	✓
	Web based – no client software is required	✓	✓	✓	✓
	Customization of Metadata				✓
	Legal compliance clipping	✓	✓	✓	✓
	Advanced manual clips editing		✓	✓	✓
	Professional large scale clipping			✓	✓
Navigation Features	Automatic interactive storyboard		✓	✓	✓
	Scrubbing		✓	✓	✓
	Display AsRun Log information, searchable, clickable	✓	✓	✓	✓
	Display Subtitles and Teletext, searchable, clickable	✓	✓	✓	✓
Editing Features	Simple cut with Mark-in and mark-out	✓	✓	✓	✓
	Advanced cut-to-cut editing: including cutting segments into multiple parts		✓	✓	✓
	Frame Accurate cuts	✓	✓	✓	✓
	Zooming (enlarging) of part of the segment during editing			✓	✓
	Near-Live: ability to edit the clip a few seconds from Live			✓	✓
	Extend Clip: clip length can be lengthened to live when working in Near-Live			✓	✓
	Add Overlay: any text, channel name, date, and time		✓	✓	✓
Feature	Loudness: burn overlay with Loudness LKFS valu	✓	✓	✓	✓
	Add Pre-Roll (video) and post-roll (video)				✓
	Add a Logo/any graphics		✓	✓	✓
	Add one or multiple logo(s) within the clip, in any shape and size			✓	✓
	Blur one or many ROI (Region of Interest) within the clip, with selectin of transparency			✓	✓
	Mute one or multiple parts within the clip			✓	✓

	Multiple parts in clip. Include or exclude each part		✓	✓	✓
	Cut parts automatically, remove parts (e.g. Ads), using metadata from EPG, AsRunLog,, triggers (e.g. SCTE-35, SCTE-104)			Optional consult us	Optional consult us
	Separate metadata fields per part and per segment				✓
Export Features	Export in any bitrate, resolution and file format	✓	✓	✓	✓
	Catalog (mini-MAM) for clips management	✓	✓	✓	✓
	Possibility for local storage or Central Storage	✓	✓	✓	✓
	Export a single subtitle or Teletext track burned-in	✓	✓	✓	✓
	Export a single Audio language track	✓	✓	✓	✓
	Export multiple subtitles embedded in a single file		✓	✓	✓
	Export multiple audios embedded in a single file		✓	✓	✓
	Export all Metadata in an XML file		✓	✓	✓
	defined profiles (Bitrate, Frame size, File Format and Destination)		✓	✓	✓
	Create predefined profiles (Bitrate, Frame size, File Format and Destination)			✓	✓
	Automated clipping and distribution using scripts, hot folder			✓	✓
Destinations	Single click export to multiple destinations: FTP, Network Share and Internal Catalog			✓	✓
	Export to a single destination at a time	✓	✓	✓	✓
	Export to multiple destinations at a time			✓	✓
	Export to Facebook/YouTube/Twitter/Instagram				✓

## FORMATS

Input Source	<ul style="list-style-type: none"> <li>· IP Transport Stream, Analog, Digital (SDI), ASI</li> <li>· HDMI, ATSC, QAM, ISDBTb, HLS, RTMP</li> <li>· DVB-T/T2, ASI, DVB-S/S2, DVB-C/C2</li> <li>· SD, HD, UHD</li> </ul>	
Input Bitrates	<ul style="list-style-type: none"> <li>· Video: 256 Kbps – 20 Mbps</li> <li>· Audio: 64 Kbps – 1024 Kbps</li> </ul>	
Input Frame-sizes	<ul style="list-style-type: none"> <li>· QCIF (176 x 144) – UHD (4K)</li> </ul>	
Export Video Formats / Codecs	<ul style="list-style-type: none"> <li>· MPEG4 - H.264   VP8</li> <li>· MPEG2-TS - MPEG2   MPEG1   H.264</li> <li>· 3GP - H.264   VP8   H.263   MPEG4</li> <li>· MOV - H.264</li> <li>· WMV - VC1   WMV v8   WMV v9</li> <li>· MPEG2 - MPEG2</li> <li>· AVI - DivX   Xvid   MPEG4   H.264</li> <li>· FLV</li> <li>· SWF</li> <li>· SVCD</li> <li>· VCD</li> <li>· DivX DVD</li> <li>· DVD</li> </ul> <p>Any other format can be added upon request</p>	
Export Audio Formats / Codecs	<ul style="list-style-type: none"> <li>· AAC</li> <li>· M4A</li> <li>· AMR</li> <li>· FLAC</li> <li>· MP3</li> </ul>	<ul style="list-style-type: none"> <li>· MMF</li> <li>· MPEG2</li> <li>· OGG</li> <li>· WAV</li> <li>· WMA</li> </ul>
Export Broadcast Quality formats	<ul style="list-style-type: none"> <li>· XDCAM HD422 files in .mov or .mxr</li> <li>· XDCAM IMX/D-10 files in .mov or .mxr</li> </ul>	<ul style="list-style-type: none"> <li>· AVID DNxHD files in .mov</li> <li>· ProRes 422 files in .mov</li> </ul>
Cue Tones / Triggers	<ul style="list-style-type: none"> <li>· Extracts SCTE-35, SCTE-104</li> </ul>	

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