

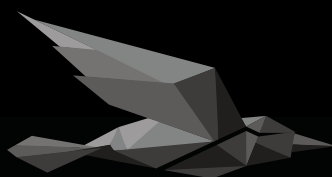


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**The world's fastest, most powerful,  
cloud video editing and publishing platform**

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Solution Overview



BLACKBIRD

## **Blackbird is the industry's fastest, most powerful cloud video editing and publishing platform.**

Developed specifically for the browser, Blackbird delivers unbeatable speed, scalability, quality of editing tools and video output – whether you work in sports, esports, news or any other sector.

The unique and patented Blackbird codec allows you to manage video in a browser like no other solution - enabling rapid, optimised video navigation and manipulation combined with a very rich feature set.

- Fully-featured professional editor for all skill levels
- Log in from your browser anywhere - even on low bandwidth
- Create simple clips, sequenced edits, compilations and crafted highlights
- Publish your content fast to everyone, everywhere
- Enables unprecedented scale and collaboration
- Dramatically reduces the cost and time to create and publish content
- Consolidate your workflows and boost productivity

“**Truly impressed with Blackbird's platform.**”

Caleb Weinstein - Director of Sport,  
Media and Entertainment, Google Cloud





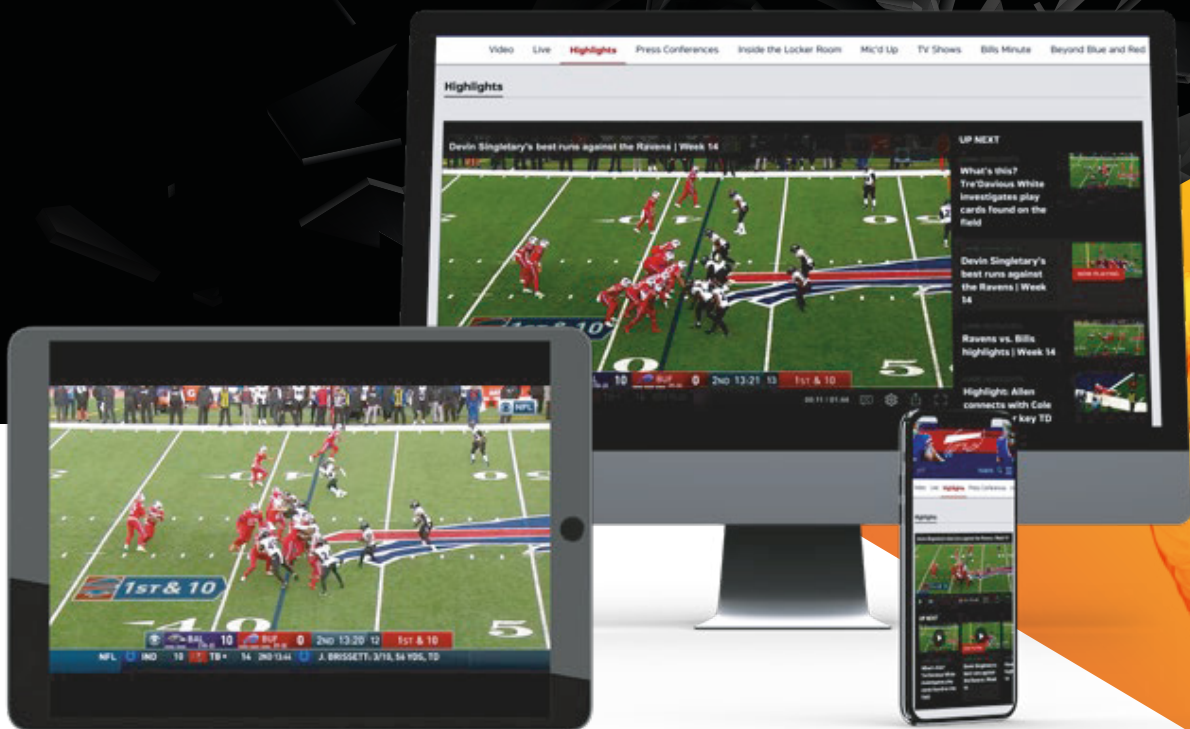
## Professional Feature Set

- Immediate, frame-accurate video navigation
- Support for up to 18 video tracks and 36 audio tracks
- Advanced video toolset including alpha channel overlays, pan and zoom, multicam
- Audio tools to support full multichannel operations for global workflows and tailored output channel mappings
- Realtime video and audio transitions
- Direct voice over
- Subtitles and Closed Captions to comply with international standards
- Color correction, saturation and white balance capabilities
- Powerful collaborative logging and review capabilities
- Precision access to your video
- Access to live streams within 5 seconds
- Frame accurate, multi track, multi channel operation



# Publish In Seconds - To Everywhere

- Rapidly publish direct to social media including Twitter, Facebook, Instagram, YouTube and Twitch
- Advanced integration to Twitter Amplify
- Support for square, portrait and non-standard aspect ratios
- Automated overlays, pre-rolls and post-rolls
- Distribute and syndicate broadcast quality on-demand video content to OTT, web and digital platforms



“ **Blackbird is best-of-breed.** ”

Jon Hanford, Group CTO, Deltatre

## Rich User And Media Management Portal

- Clipping, logging, editing and editorial production roles
- Roles define toolset and publishing rights
- Simplicity of operation allows users to focus on content creation and publishing
- Powerful statistics for usage, editing and publishing

## Easy Integration With Your Infrastructure

- Blackbird references your media from its current location - on-premise or in the cloud
- Dramatically reduces the need for uploading and down loading large files
- High volume file access through cloud and/or Network Attached Storage
- Works inside your Amazon Web Services (AWS), Microsoft Azure or Google Cloud instances
- Publishes in full quality from your source media



## Extensible and Interoperable

- Custom metadata input and output for integration to MAM / CMS / CDN
- Data interchange APIs for AI/ML data and external data providers
- Integration with Avid, Adobe Premiere and other NLEs



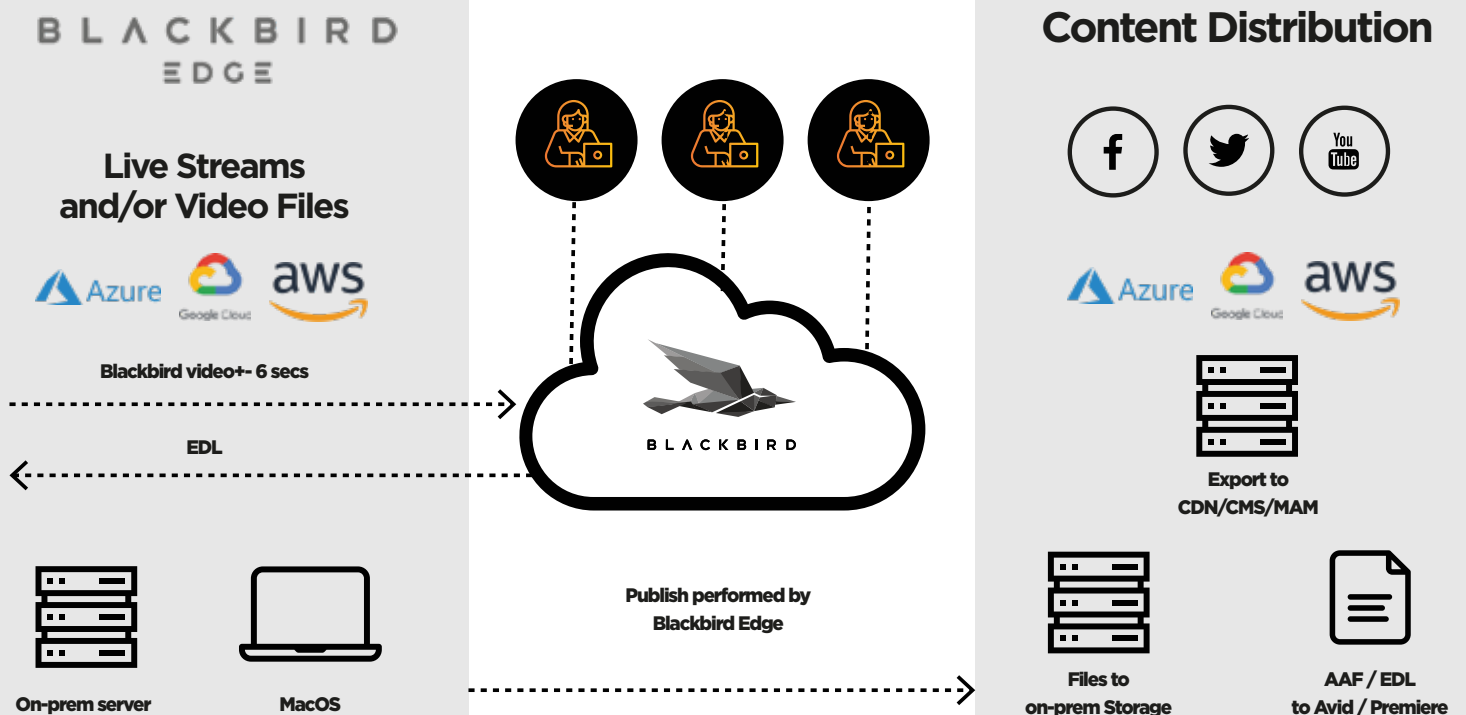
# The Architecture

Blackbird Edge is the gateway for all professional live and non-live streams, feeds or file ingests into the Blackbird cloud. Blackbird Edge technology can be hosted on premise, on an Apple Mac laptop or desktop, in a VM, remotely or by a public cloud infrastructure provider.

Efficient processing enables your content to be rapidly scanned, transcoded and immediately available in the Blackbird cloud using our high quality, lightweight and incredibly efficient Blackbird video codec.

Edge is also Blackbird's publishing engine. When a piece of content is published, source material is accessed from the Edge and the render/publish is performed at that point, minimising the amount of content up- and downloaded from the cloud and accelerating workflows even further.

Content is effortlessly delivered for publish, conform and delivery to multiple platforms in a variety of standards including closed caption and metadata delivery.





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**“ Blackbird is the fastest ”**  
**video editor on the planet**

RedShark News

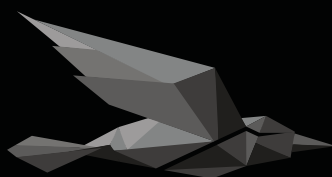
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