

## Aurora integration with TMD Mediaflex™



Aurora file-based QC integrated with TMD's Mediaflex modular suite of business software, delivering confidence in your media as part of your business and operational workflows

TMD's Mediaflex™ modular media asset management solution provides broadcast, media and archive organisations with a scalable and flexible system to meet the growing demands of media-rich organisations. By combining the core application platform with specific modules, TMD is able to implement a system that meets the specific needs of organisations working in differing sectors of the media industry whilst ensuring it has the flexibility to expand and/or diversify when required. For file-based QC tasks, Mediaflex now supports Aurora from Tektronix. Aurora has been fully integrated into Mediaflex CI (Content Intelligence) providing end users with the functionality to design and build file QC workflows using a graphical user interface.

Aurora is the automated file-based QC tool that you can rely on to place in your Mediaflex workflow to identify any visual, audio or metadata issues after digitisation. The Tektronix focus on minimising false positives and a high degree of correlation to human perception means that our test reports highlight just the issues you need to address. Our architecture delivers guaranteed QC capacity and unrivalled speed of QC analysis to meet the demands for whatever your size of media operation. As an integral part of the Mediaflex workflow, Aurora delivers you confidence that your media meets the standards required before archiving, distribution and payout.

### TransMedia Dynamics

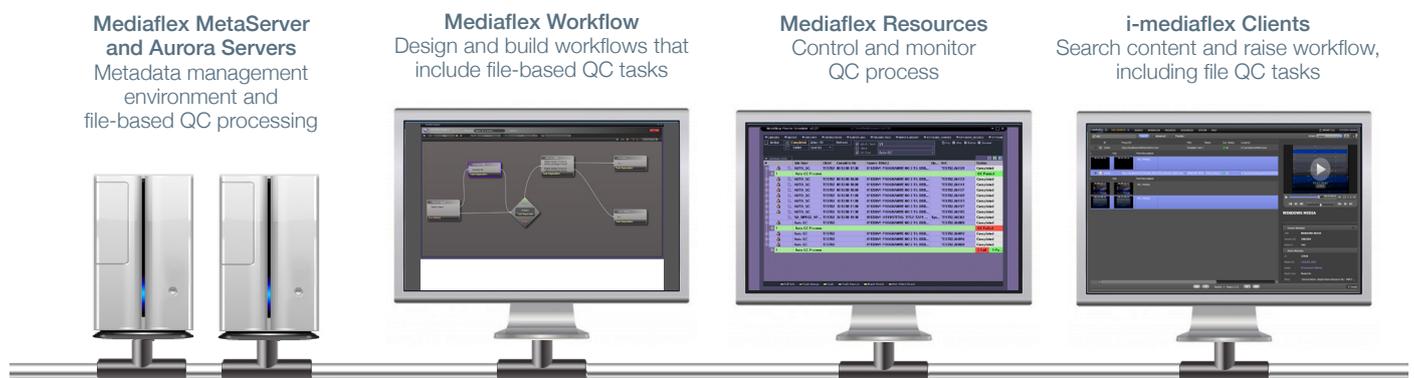
Founded in 1998, TMD is a highly focused and dynamic organisation specialising in the development and delivery of solutions and associated services to the global media, broadcast and archive industries. Their client base spans both global and national organisations highlighting the fact that TMD is small enough to care yet big enough to deliver. TMD Mediaflex solutions have helped drive businesses forward by effectively managing the existing plethora of linear-based media as well as the new and evolving digital formats, and providing a smooth and manageable transition between them.

### Aurora Tests

Visual artifacts that can be detected by Aurora include Macro-block Noise/Cloud, Up-conversion, Comb Artifacts, Field Order Swaps, Tape/Digital Hits, Perceptual & Film Artifacts, Black/Freeze Frames, Letter-boxing/Pillar-boxing, Color Bars, PSE/Flash Detection, and Cadence Change. Audio artifacts that can be tested include Silence, Drop-outs, Peaks (dBTP, PPM, dBFS), Average Levels (R128, ATSC, ARIB), Clipping, Snaps/Clicks/Pops, Test Tones, Phase Swaps and Hiss/Hum.

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## Solution Architecture and Workflow Overview



The TMD Mediaflex solution architecture has 4 key components - Mediaflex MetaServer, Mediaflex Workflow, Mediaflex Resources and Mediaflex Clients.

Mediaflex MetaServer is the metadata management environment and highly extensible data model at the heart of every Mediaflex system. It provides a comprehensive framework for industry standard metadata along with the ability to extend the data model to meet individual business requirements. It can be deployed in a flexible and scalable way, from a single server to a highly resilient multi-server environment, dependent upon the needs of the organisation.

Mediaflex Workflow includes Mediaflex CI, an intuitive and flexible graphical workflow designer which provides a dynamic status driven schedule that enables users to track the progress of each job, including file-based QC jobs using Aurora, as it flows through the organisation. Updates appear in near real time on every screen as users and operators carry out their roles. In addition, messages (email, SMS, on-screen

etc.) can be triggered to be sent when specific events occur during the progress of the job.

Aurora VUs (verification units) are installed on separate standard IT hardware servers, blades or fully virtualized infrastructure. The quantity of VUs installed and the number of servers depends on the number of concurrent QC tasks and the speed of QC analysis required. One or more Aurora Controllers are installed to manage QC job queues, allocating QC tasks to the next available VU instance. Each VU tests one file at a time with dedicated CPUs and GPU acceleration for guaranteed QC capacity.

Mediaflex clients provide an intuitive user experience targeted at providing just the information needed to carry out user specific tasks. It supports a user base that extends from the content preparation environment out into the wider enterprise. From these clients the user can monitor the progress and status of QC tasks, and review the test results.

## Contact Us

For complete information and sales contacts, go to [www.tektronix.com/file-based-qc](http://www.tektronix.com/file-based-qc).