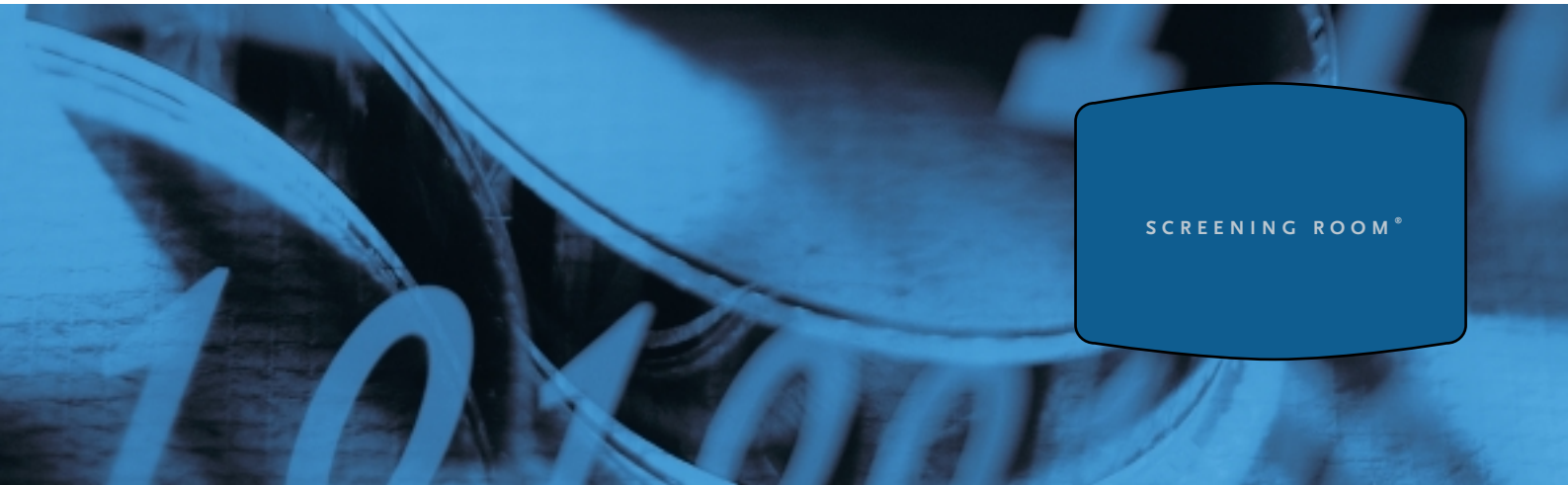


Video Asset Management at Your Fingertips



CONVERA™

Not so long ago, organizations wanting to produce, manage or repurpose video found the entire process cumbersome, inefficient and expensive. They would spend hours locating and manually shuttling the analog-format tape to find specific clips. As a result video assets remained under-utilized. Even today, many global corporations lack a video management and publishing solution. As a result, they possess enormous volumes of existing tape and digital video without the tools to manage these assets effectively.

Organizations of all types – from network news agencies to Fortune 500 corporations – need flexible, intelligent access to their video-based resources. Now **the door has been opened** by Screening Room from Convera, the first video content management solution that lets you easily capture, manage, repurpose and publish your video content using a single system. Screening Room is not only a powerful management tool, but it can also radically cut your production costs while allowing you to bring new products to market fast using your existing video content.



SCREENING ROOM®

Now video producers can easily analyze, index and storyboard every major scene change in an archived video, and place that catalog of video content on a corporate intranet for instant desktop or Web access. Directors, editors and web designers can then find, preview and edit the segments they need for a particular program right from their desktops. Video producers can capture valuable footage automatically and search, browse, assemble, preview and export Edit Decision Lists.

The time to manage your video assets is now. Increasingly video is becoming a powerful and compelling communication medium that extends beyond traditional television and broadcasting into the enterprise and corporate environment. Television, computers and the Internet are evolving and converging to create a powerful and global communications environment. With your video resources on your desktop, you'll be positioned to easily reach, inform and entertain employees, customers, and audiences via the Internet, the intranet and broadcast – while creating fresh sources of revenue.

Screening Room® Today's most advanced video asset management system

Convera has applied two decades of experience in intelligent, high performance search and retrieval technology to develop the world's most sophisticated and easy-to-use video asset management system. The result is Screening Room, which gives today's video producers a fast, accurate, fully integrated, modular system to browse, search and preview all of their video source material (either analog or digital) directly from their desktops and in a fraction of the time it takes to locate material by traditional methods.

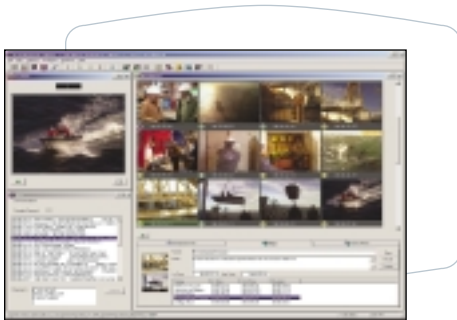
Video producers can effortlessly search vast tape archives for supplemental footage; automatically capture video; browse storyboards; catalog content using annotations, closed captioned text, voice sound tracks, and metadata; search for precise video clips using text and image clues; create rough cuts and edit decision lists (EDLs) for further production; and publish those video assets to the Web for streaming.

Screening Room is a cost-effective way to turn video assets into useful, profitable corporate resources.

Screening Room Streamlines

video archiving, managing and re-purposing

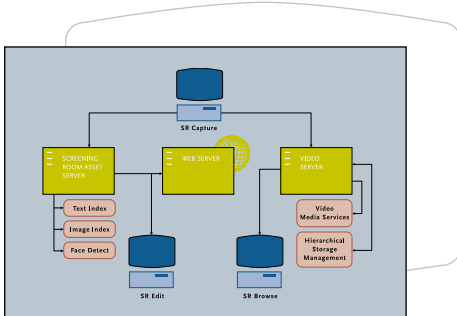
Convera's fully integrated, modular system gives you the power to intelligently capture and index video content, accelerate the video production process and easily publish your re-purposed video to the Web.



SCREENING ROOM · Capture

Screening Room Capture – the most complete, extensible video logging product available today

This sophisticated video logging solution lets you effortlessly archive your video assets. Capturing existing analog or digital video, including live feeds, is as easy as running Capture – either manually or unattended – from a desktop PC. Using state-of-the-art video encoding and analysis technology, it extracts metadata from source material and stores it for later use and encodes digital proxies in commonly used streaming formats, as well as MPEG-1 and MPEG-2. Storyboards are generated automatically based on major scene changes, such as cuts, fades, dissolves and time-based events. The storyboards, clips or frames can be annotated with additional notes and comments. It also extracts closed-captioning and Teletext and provides speech-to-text conversion of the audio track.



SCREENING ROOM · Video Asset Server

Screening Room Video Asset Server – a powerful indexing solution that gives you instant Web access to video assets anytime, anywhere

The Video Asset Server stores the referenced digital video assets, metadata, and indexes produced during the capture process. Powered by Convera's robust RetrievalWare search engine, it provides the most accurate, distributed and scalable searches across managed video assets available today. Since all metadata is tied back to the original video via time codes, it's possible to use natural language search at the asset, clip or frame level to find precise segments without having to view the entire content.

Screening Room Browse helps you find what you're looking for

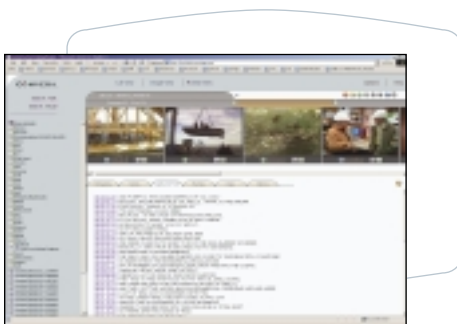
No indexing solution works unless it has a powerful search component. Using industry standard XML, it enables enterprise-wide access to retrieve and preview archived video assets from any computer using a standard Web browser. And Screening Room enabled Web sites let visitors find and play back the video content you want them to see.



SCREENING ROOM · Edit

Screening Room Edit – video re-purposing and production begins at your desktop in a fraction of the time required using manual search-and-review

You'll spend considerably less time with expensive editing systems when you use Screening Room Edit. You can search for and quickly locate video, add, modify and delete metadata and user annotations, review and delete individual storyboard clips or frames and create new video assets – all from your desktop. You simply drag-and-drop storyboard in-and-out points into a new Bin to create new video clips. Arrange the order of the new clips with a click of the mouse. Preview the new rough cut, then export an edit decision list of the rough cut to industry-leading non-linear editing systems. You then go to the edit bay and batch digitize only the segments needed for your project. You can also extract clips from the original referenced video, complete with all its relevant metadata, to create new assets that can be published to the Web.



SCREENING ROOM · Publish

Publish your content – send your re-purposed video content into video production or directly to your Web site

Your selected video, including storyboards, closed captioning and annotations, can easily be published on the Web. You simply export your video metadata to an XML file. Or, send your rough cuts and EDLs on for further production.

As technology brings digital media and the Internet closer together, Screening Room helps establish the infrastructure needed to power scalable, rapid video content management and distribution capabilities, providing ongoing benefits as the video market grows and matures.

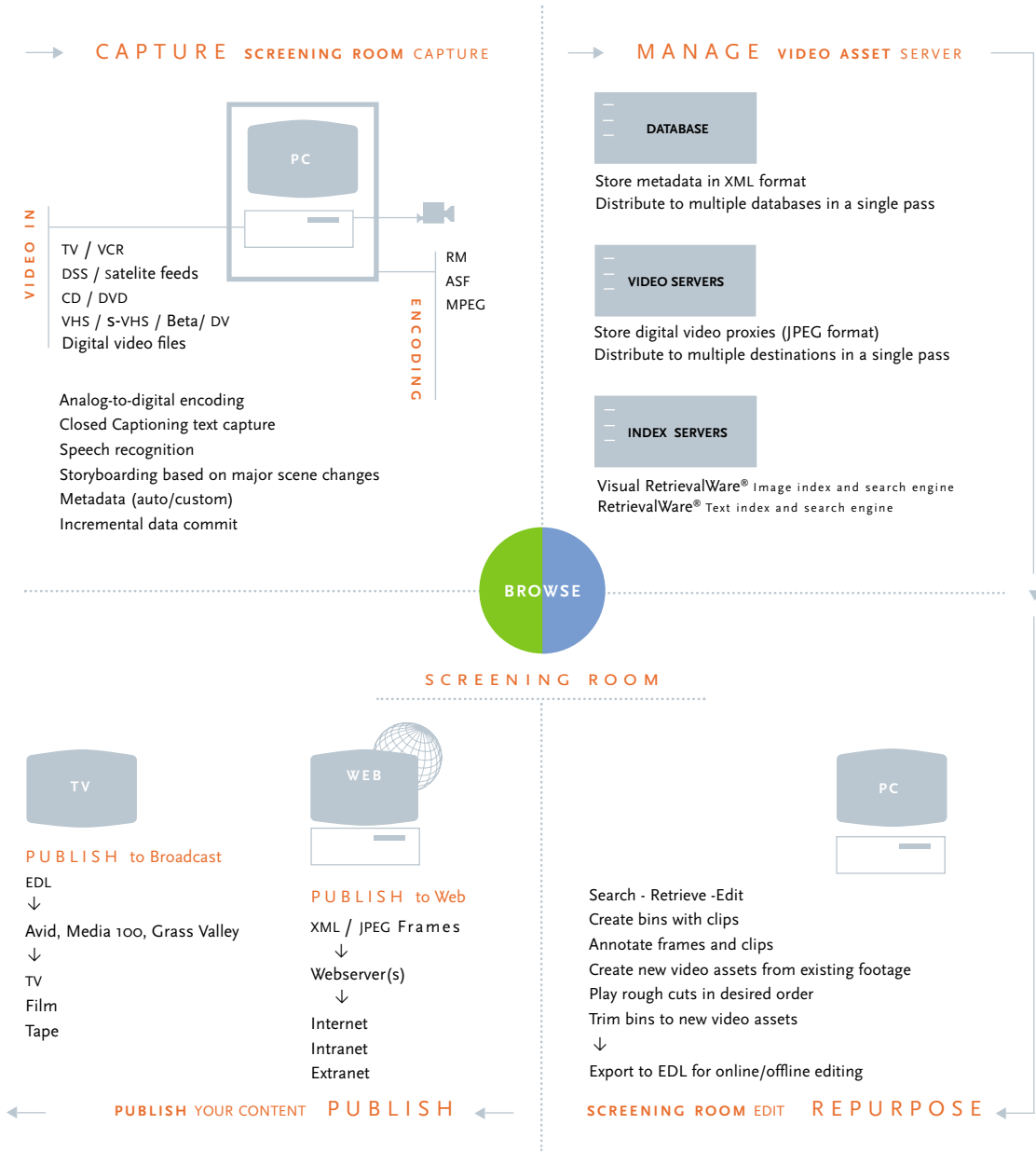


LIST OF BENEFITS

Screening Room enables organizations to realize immediate benefits:

- CONVERTS VIDEO TO DIGITAL FORMATS QUICKLY AND AFFORDABLY
- EXPEDITES THE SEARCH FOR THE RIGHT CONTENT WHEN REPURPOSING EXISTING FOOTAGE
- REDUCES INTERNAL AND EXTERNAL VIDEO PRODUCTION COSTS BY CREATING EDLS AND XML IN LESS TIME
- IMPROVES EFFICIENCY IN OFFLINE AND ONLINE EDITING SESSIONS BY OPTIMIZING YOUR SELECTION OF VIDEO SOURCE MATERIAL
- ACCELERATES BROADCAST OR WEB PRODUCTION AND PUBLICATION
- CREATES A NEW SOURCE OF REVENUE BY LEVERAGING YOUR CONTENT

When you purchase Convera products, you gain access to its world class Integration Services Group (ISG). ISG offers all the services you'll need to realize the utmost value from Convera solutions – from highly specialized implementation and integration services to group and individual training. ISG program managers, software engineers and human factors engineers have years of experience with large, complex engagements. Together we strive to ensure the highest quality implementation and integration of our software solutions.



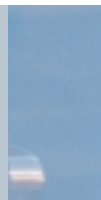
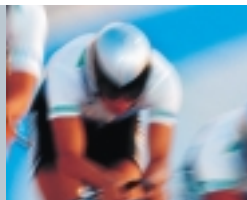
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→ About Convera

Convera is a leading provider of mission-critical enterprise search, retrieval and categorization solutions. Convera's RetrievalWare solutions maximize return on investment in vast stores of unstructured information by providing highly scalable, fast, accurate and secure search across more than 200 forms of text, video, image and audio information, in more than 45 languages. More than 750 customers in over 29 countries rely on Convera's search solutions to power a broad range of mission critical applications including enterprise portals, knowledge management, intelligence gathering, profiling, corporate policy compliance, regulatory compliance, customer service and more.