



ensure Pulsar is suitable for any size organization (as well as individuals). Notably, Venere not only provides the traditional software permanent ownership model (perpetual license), but it also provides a unique and innovative edition, called Pulsar PPU (Pay-Per-Use).

Installed within the user's facility, Pulsar PPU provides the flexibility of a "Software as a Service" solution and the security of a dedicated on-site system. Pulsar PPU provides the same comprehensive audio/video/container analysis capabilities of Pulsar but the user will only pay for what they use! Pulsar PPU has been beneficial for, and very well received by, many boutique Post houses where the quality of the content they process is as critical as some bigger facilities and they can now use a similar

professional tool to QC their file-based content.

It proves the power of Pulsar in not only providing value to large broadcast customers, but also meeting the technical needs of smaller entities within their budget.

With the recent announcement of its cloud-based QC offering, Venere provides a unique hosted service that allows users to make use of advanced Pulsar QC capabilities without the need for the installation of Pulsar on their infrastructure. Pulsar Cloud is currently available on Amazon Cloud (AWS) and can be used via API by the customers while the required infrastructure to perform the QC task will be automatically provisioned and maintained by Venere.

Users can select from and subscribe to a wide range of available usage based packages. This flexibility and instant access, allows users to start using the Pulsar QC immediately for all of their cloud based assets without worrying about any infrastructure issues on Cloud.

And with a long list of pre-canned templates (test plans) based on specifications from CableLabs, DVB, Netflix, iTunes, DPP, and others, Pulsar simplifies the QC process for the content that needs to be submitted based on those specifications.

Pulsar is in use in many large broadcast and media organizations, worldwide. For example, Encompass Digital Media, one of the major content delivery organizations in the US,

has been a Pulsar user for many years. They have deployed Pulsar to assist their existing QC operations to help detect and report video/audio artifacts.

Pulsar's extensive support and tremendous speed for analysis of Adaptive Bit Rate (ABR) files has been part of the reasons that some of the prominent OTT operators in the Northern America have chosen Pulsar for their QC needs.

Major League Baseball Advanced Media division, which does extensive delivery of OTT content for its partners, chose Pulsar to handle the QC of the large volume of content it delivers daily. For its Shomi service, a "Netflix-like" service in Canada, Rogers Media chose Pulsar for QC verification of its large VOD content. Adstream, world's leading advertising digital asset management, workflow and Distribution Company, also uses Pulsar to verify the structure and quality of the advertisement at its various facilities worldwide.

"Pulsar is a strategic fit for the large-scale content QC requirements of many major broadcast operations," said Faridoon Khosravi, senior vice president of business development - Americas, at Venere. "We are very pleased to be a technology partner to these broadcasters and to

support their Pulsar installation as an integral part of their file-based workflow. We take pride not only in the advanced features and great performance of our Pulsar product, which is being increasingly recognized worldwide, but also in the quality of support and responsiveness we provide to all of our customers, which brings them back to us when they choose to expand their operations".

VIDEOMENTHE

The French-based software distributor and publisher specializing in media files, has chosen to distribute BATON, from Interra Systems, and also to integrate it within Eolemanthe, its platform for creating media-file workflows in the cloud.

A number of years ago, when manual QC switched to being mostly automated, broadcasters and post-production houses significantly reduced the amount of time it takes to check content quality. Today, most of the broadcasters integrate automated QC into their workflow. It's also true that most of these solutions are saving companies time, but how many really ensure that premium content quality, efficiency, flexibility, scalability and ease of use are built into

the same solution? This was the question asked by Videomenthe. 8 years ago, when the French-based company was launched with the goal of offering premium software solutions for media processing.

Videomenthe looked at the different QC solutions available and listened to the needs of its broadcast, post-production and media facilities customers and finally concluded an exclusive agreement with Interra Systems to develop their presence on the French market. Videomenthe not only distributes Interra Systems solutions but also offers a range of services for installation, configuration and training to help broadcasters to enhance their use of BATON.

Quality Control is one of the critical factors for success

Interra Systems' BATON automated file-based QC solution improves efficiencies across the entire content lifecycle, from ingest to editing, transcoding, playout and archive, providing comprehensive checks for media files. BATON also offers a high availability feature to guarantee business continuity even if some of the hardware components break down, making this solution essential for all media owners. The system also includes support for audio language and text

detection as well as recognition of burnt-in subtitles, audio quality noises, and the latest loudness specification. In addition, BATON supports new image formats, enhanced closed captions and compliance updates to DPP/ARD_ZDF as well as AS-10.

Despite the industry wide migration to automated workflows, manual QC hasn't totally vanished. Most broadcasters and post-production houses rely on a mix of automated and manual QC processes. Choosing an automated, file-based QC solution, with the option for manual intervention when needed, is critical. Through its user-friendly stand-alone media player interface, BATON also offers support for complete manual review flow.

With BATON, broadcasters and post-production houses can easily meet the various delivery criteria of file-based content, with pre-configured test plans for a full list of delivery standards. Whether they're checking SD, HD, UHD/4K content, or a mix of all formats, BATON meets all of broadcasters' needs, offering unmatched 4K content verification speed.

A powerful tool for simplified preparation and delivery of file-based media

Muriel La Bellac, Videomanthe's CEO says of this

QC system: "It is surely the most powerful and complete QC solution available on the market. That's why we don't hesitate to recommend it to our clients". For instance, Hiventy as well as VDM, providers of broadcast services, needed a reliable state-of-the-art QC solution. Hiventy covers all cinema and broadcast media fields: post-production, restoration, subtitling and dubbing; all formats distribution. As for VDM, the company provides all work of video laboratory. Hiventy and VDM, was named Netflix Preferred Vendor and for these leading broadcast companies, providing high-end services for demanding clients is critical. So, Videomanthe suggested the use of BATON, to guarantee the accurate delivery of premium contents. Cedric Cochenne, Hiventy's COO, explains: "We have to deal with a huge quantity of files, and a lot of media formats and standards as well. Our clients can be VOD platforms, on-line app stores, film festivals and so on. So we needed automatic QC solutions to improve the preparation and the delivery of file-based media." He continues: "Furthermore, Videomanthe handled the entire deployment of the solution, from the installation to the training of our staff."

This automated QC allows companies to save time and expense by performing quality

checks at every stage of their workflow. By providing the most complete standards compliance, regulatory and baseband checks in the industry, including PSE/flashiness checks, BATON measurably speeds up QC operations. Baton also offers integration with a wide array of architectures: media servers, transcoders, MAM archives and workflow solutions through its easy-to-use web-service-based APIs.

Videomanthe offers BATON as part of its Eolemanthe solution, to create and automate workflows

"As media formats and standards are evolving, it's imperative to recommend an automated, file-based QC system that offers flexibility. Also, in broadcast and post-production environments, acquiring a growing amount of file-based content is a common challenge and the QC process needs to be able to scale", Muriel La Bellac, Videomanthe's founder, explains.

Understanding these new challenges, the French-based company not only distributes BATON, but also offers this QC system via Eolemanthe, its cloud-based portal for creating media files workflow. Videomanthe, as a distributor of transcoding, quality control, audio loudness correction, subtitling solutions and more,

has great experience in streamlining these processes and now makes them available via a single portal. Eolemanthe is particularly designed for special events, specific projects, archive management, content validation etc., allowing users to level out peaks in workload. Whether they're working out of office, in a lab, at HQ or wherever it may be, users can retrieve their media, processed in accordance with their own workflow model. Its user-friendly interface promotes intuitive workflow design for automated processing of media files, facilitating their delivery via all types of platforms. Muriel La Bellac explains Videomanthe's

strategic vision in offering BATON via its portal: "We decided to offer Interra Systems' BATON solution via Eolemanthe, because we see it as a key solution for Quality Control in our industry. Offering BATON as part of our Eolemanthe services provides real added value: clients who can't usually afford the cost of a BATON farm, or who have specific projects to outsource, can now integrate this QC solution into their workflow".

To save time, users do trust in their QC solutions and use them with their eyes closed, because of the large quantity of files they have to process. Thus,

BATON is the perfect tool for ensuring content readiness. Used within Eolemanthe's portal, it also permits companies and freelancers to integrate this QC system into a process of automated workflow.

"We have built a strong partnership together, Interra Systems trusts us and our clients see the benefits, because we are very reactive. In addition, Interra Systems is still enhancing its product line, by continuously releasing new features and enhancements: this company has a great capacity for innovation," Muriel La Bellac concludes.

