

Press Release

The Enterprise Solution for QuickTime-MXF Workflows

AtomFactory now available as integrated DigaSystem package

Munich, August 21, 2008 – DAVID Systems' AtomFactory harmonizes the editing process of Apple's Final Cut Pro with the MXF-driven workflows of professional IT-based broadcast environments by converting MXF content on-the-fly to QuickTime and vice versa. Useful far beyond format conversion, however, AtomFactory automatically controls background functions that minimize bandwidth consumption, centralize media production, and accelerate workflows to make producing compelling content on Final Cut Pro within tight deadlines seamless and efficient. New in DAVID Systems' product portfolio is an integrated DigaSystem/AtomFactory bundle to round up exchange and integration functionality in a DigaSystem environment. DigaSystem is DAVID Systems' multimedia production management platform used by the largest broadcast organizations with more than 15000 seats installed worldwide.

A subset of Hydrogen Media Accelerator (HMA) designed specifically for Final Cut Pro, AtomFactory not only provides edit-while-ingest and playout-while-fusing capability but solves many integration problems. Even in production environments with twenty or more NLEs and additional central processes like ingest from a video server, AtomFactory is the perfect solution. The HMA central services *HMA Ingest*, *HMA Send*, and *HMA Fusion* are employed to share tasks and to intelligently manage resources such as bandwidth management and workstation availability.

HMA Ingest, installed centrally on a server, allows every member of the workgroup to ingest incoming material without having an additional application installed. In that case, only *HMA Send* and the QuickTime to MXF conversion are installed on every workstation while MXF to QuickTime is operated externally. *HMA Send* optimizes the traffic between client and server to release the server.

In combination with *HMA Fusion*, it is even possible to offload the MXF generation to a central system. In such a scenario only the modified parts of the project are sent from Final Cut Pro to this server which is ideal for those broadcasters who receive material in MXF but prefer production in the native QuickTime format. Additionally, many daily tasks can be automated through AtomFactory's scripting functionality. Whether exporting to third-party systems, archiving, uploading via FTP, or generating backup copies, a few lines of code are enough to push a follow-up action automatically.

There are other helpful and elaborate features: Once the producer has edited his QuickTime project and is ready to export it, he often faces an impossible choice between a seemingly endless list of folders all with cryptic names. AtomFactory reduces the choice to a manageable number of folders with a clear structure with understandable titles. That way, a folder with a follow-up task, for example, can be clearly named as "Send to Playout." AtomFactory is also configurable with a sequence preset, thus avoiding working with incorrect sequence settings by mistake.

Especially designed for the use in DigaSystem environments are the new bundles to integrate HMA/AtomFactory into the DigaSystem. Supported by DigaTransfer System the bundles allow bidirectional file exchange between Final Cut Pro and DAVID Systems' content management system including the typical AtomFactory features like edit-while-ingest or playout-while-fusion.



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About DAVID Systems

DAVID Systems has been developing products and system solutions for the broadcast market since 1991, with a focus on radio, TV, and associated Internet services. DAVID Systems is an abbreviation of Digital Audio & Video Integration & Development.

The broad product portfolio represents all fields in a typical broadcast workflow as a single, unified system environment – from multimedia production to data exchange and file transfer through to play-out and broadcast process control. DAVID Systems products are, without exception, network capable, centrally administrable, based on standard industry platforms, and use a shared content management system. Open interfaces facilitate integration with third-party systems.

A highly motivated team in Germany and the US ensure that new trends are recognized quickly, evaluated, and rapidly implemented in close consultation with our customers and partners. DAVID Systems' client base includes well-known broadcast organizations, some with over 2,000 networked workstations in both European and North American core markets.

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