

Cinegy

Cinegy

Modern Broadcast
& Production Technology

Cinegy is a world-leading R&D company, developing and engineering video, broadcast and OEM solutions for international broadcasters and equipment vendors. Cinegy is fully committed to the advancement of IT technology in video, broadcast and cinema.

Cinegy Workflow is an integrated, all-in-one solution for media workgroups that encompasses every aspect of television production including ingest, logging, storyboarding, editing, post production, play-out and archive. The platform is entirely based on standard IT hardware and non-proprietary storage technology. Modular and scalable; it can be applied to a wide variety of production environments of differing size, scope and purpose. It is low cost, easily deployable and simple to use.

Cinegy's application areas include: media workflow, media asset management, broadcast automation, newsroom integration, nonlinear editing, compositing & effects, MPEG technology / encoders/decoders and Signal distribution & monitoring.



Modern Broadcast and
Production Technology

ingest
archive
convert
manage
search
log & edit
monitor
collaborate
playout
workflow

Cinegy LLC	Cinegy GmbH
1101 Pennsylvania Ave	Muellerstr. 27
6th floor, Washington	80469 Munich
DC 20004, USA	Germany
+1 202 621 2350	+49 89 2388 5360
info@cinegy.com	www.cinegy.com



KEY FEATURES

- SCALABLE & COST EFFICIENT
- EASY TO DEPLOY & SIMPLE TO USE
- DIGITAL ASSET MANAGEMENT BASED
- WORKFLOW DRIVEN PRODUCTION
- STANDARD IT HARDWARE
- NON-PROPRIETARY STORAGE
- SD & HD INGEST
- BROADCAST AUTOMATION & PLAYOUT
- NON-LINEAR WORKFLOWS
- THIRD-PARTY INTEGRATION
- PROVEN ENTERPRISE SOLUTION
- LOCAL & REMOTE COLLABORATION
- OPEN PLATFORM & API'S
- CINEGY CODEC TECHNOLOGY

Enabling media technology

BROADCAST AND PRODUCTION SOLUTIONS, FROM ENTRY LEVEL TO ENTERPRISE

The development of the Cinegy suite of products began back in 1998 in response to the BBC's request for a new integrated digital archive, asset management and production environment. Additionally, the BBC wanted a solution that could be entirely based on desktop PC hardware and standard IT server equipment, all sitting on the existing network infrastructure of the BBC.

Cinegy rose to the challenge, exceeded expectations, and in doing so set a new standard for the broadcast industry. The entrance of Cinegy marked the beginning of a new digital broadcast and production era, focused on standard IT and commodity approaches.

The BBC's Natural History Unit (NHU) famous for making some of world's best documentaries such as "Planet Earth" and "Blue Planet", started using a Cinegy-based digital production workflow in 2001 and are still benefitting from it today with all their material stored on a metadata-rich active archive.

Cinegy was designed as an enterprise level system that is resolution independent, storage systems agnostic, extremely scalable and absolutely open in terms of architecture. It works with any type of media and redefines the concepts of archiving, production and automation for the digital age.

flexible solutions for all production needs

FROM INGEST TO PLAYOUT - AND EVERYTHING IN BETWEEN

Cinegy encompasses every aspect of media production, including real-time media ingest in multiple quality levels, automatic shot detection, speech recognition, advanced logging, production notes, voice annotation, rights management, digital asset management, search and retrieval, sequencing, storyboarding, non-linear editing, workgroup collaboration, remote screening, review and approval, conform and playout. Individual departments can work on their own projects with media assets stored in a central database, or they can collaborate with other departments in real-time across a network.

FROM ONE USER TO HUNDREDS OF USERS

Cinegy deployments range from a single seat to hundreds of concurrent users. Cinegy Workflow can be configured to suit the needs of many different types of users, including broadcasters, professional film and television producers, corporate media departments, advertising agencies, national archives and educational institutions. Cinegy Workflow provides a clear and transparent network infrastructure that can be integrated into any production environment, including:

- Small company workgroups seeking to search, archive and administer their own content.
- Networked environments in large organizations, requiring multiple, concurrent access to new and archived material while also engaged in new content creation.
- Time-sensitive television productions, such as reality TV shows, with networked teams and a need for a sophisticated logging tool.
- News or monitoring agencies requiring a backbone infrastructure for 24/7 video ingest, logging, editing and immediate broadcast playout.

CODEC TECHNOLOGY

More than being simply a technology integrator, Cinegy is a technology creator. One of the keys to Cinegy's success lies in the development and use of their own codec technology. Cinegy owns all of the technology in its products and building blocks; uniquely positioning them to be an independent supplier that can offer a high, innovative level of vertical sets of technology with their very own codecs and technology libraries.

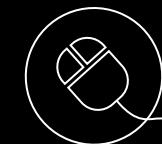
Cinegy's focuses on high-end applications. For example, real-time HD encoding at the highest quality and support for the professional 4:2:2 color space as well as best quality encoding for both I-frame and long GOP formats. Optimized for high-quality broadcasting and archive as well as real-time operation Cinegy's codecs technology has been used by to encode millions of hours of content around the world.



"Cinegy is very easy to use for our colleagues, and it is easy to build up within a couple of minutes. It is so easy, intuitive. I can say that we are now discounting our

operational budget by half. We have found gains in operational efficiencies as well as financial gains. The two run hand-in-hand."

Hakan Tumer, Head of Technology, Dogan TV



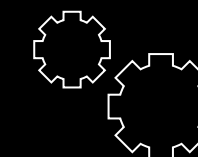
RESELLER PARTNERS

Cinegy products are available around the globe through a network of professional System Integrators and Reseller Partners. As a result Cinegy can extend its presence in multiple directions, knowing each geographical area will benefit from a high level of regional support and market knowledge as provided by locally-based partners.



INDUSTRY PARTNERS

Cinegy is a member of NAB and SMPTE and is heavily involved in AMWA as a board member. This provides Cinegy with in-depth industry knowledge and important vendor relationships for helping to influence, define and proactively support emerging standards. Cinegy supports a commitment to broadcast and IT standards, openness and innovation.



OEM PARTNERS

Cinegy licenses a number of core technologies to various broadcast and consumer video software and hardware manufacturers for use in their product offerings. The Cinegy codec software development kit provides video software developers a full range of MPEG capabilities that can be adapted to any video application.

