

Konan Digital Partners with Leading Vendors to demonstrate End-to-End Media Asset Management Solutions at NAB 2006

NAB 2006 Conference Booth #SL1835, April 24, 2006 – Konan Digital Inc., an innovative Media Asset Management (MAM) solutions provider for the broadcast, corporate enterprise, and content creation markets, will partner with industry leading vendors to demonstrate a variety of end-to-end MAM solutions, integrating their second generation KONAN DigitalArc at the National Association of Broadcasters show in Las Vegas, NV, April 24th – 27th.

Konan Digital will be demonstrating completely integrated digital news and production environments in both SD and HD, as well as integrations with a range of popular production environments from partners including GVG, Apple, Avid, Marquis, ScheduALL, Omneon, SGL, and ENPS. Konan Digital will be demonstrating the following.

KONAN DigitalArc and GVG

The KONAN DigitalArc and GVG display will demonstrate the ability to store, retrieve, and partially retrieve assets from a SGL archive while providing complete workflow automation and media asset management throughout the GVG broadcast lineup. DigitalArc streamlines the production process by managing assets created by GVG's K2 Encoding and Playout server, and automatically creates low-resolution browse and rough-cut proxies of the encoded video. DigitalArc automatically creates metadata, and allows for 3rd-party or user-based cataloging to extend the metadata for any asset, allowing users throughout the enterprise to search and browse all of the video content located on the GVG Santanas storage device, as well as content located on any network SAN, NAS, or HSM appliance. In practice, DigitalArc allows users to perform frame-accurate rough cuts of production materials across the network, as well as add audio and voiceover tracks, and then send their completed rough-cut edits to any network attached NLE, including GVG's NewsEdit. Once the NewsEdit has completed the craft editing, it is rendered and automatically re-ingested into Konan DigitalArc for immediate availability. The completed production is simultaneously and automatically pushed into the GVG NewsQPro for immediate broadcast playout.

KONAN DigitalArc and Apple FinalCut Pro with Omneon and ScheduALL

The demonstration showcases KONAN DigitalArc's ability to fully integrate with FinalCut Pro NLE users to access assets in a shared NAS, SAN, or Apple XSan environment. As content enters the production facility, it is automatically ingested with the Omneon encoding server and cataloged, which is then immediately available to view or edit across the enterprise. The integrated workflow system from DigitalArc and ScheduALL, using shared metadata and harmonizing disparate legacy systems with the appropriate middleware, provides users with a true service-oriented architecture (SOA) using robust web services, providing seamless search, metadata view, preview, and retrieval of digital assets, throughout the production workflow process, across their entire facility. KONAN DigitalArc allows FinalCut Pro users to share content as well as access to the entire

digital library. Completed productions are automatically saved back into the KONAN DigitalArc MAM server for immediate broadcast and/or distribution.

KONAN DigitalArc and Avid with Marquis Broadcast

The demonstration integrates KONAN DigitalArc with Avid's NewsCutter and Marquis Broadcast's Medway to create a seamless high-resolution archival and editable video workflow. In operation, catalog and metadata information is created, and multiple low-resolution video proxies are created for low-res browsing and rough-cut editing across the enterprise. Producers can create rough-cut edits of their content, as well as access to their entire digital archive. Open standards based interoperability with flexible APIs and broadcast-centric functionality for rapid integration, the Medway and KONAN DigitalArc sub-system allows these rough-cut edits to be seamlessly copied into the Avid environment for frame-accurate craft editing.

KONAN DigitalArc and ENPS

The demonstration shows how KONAN DigitalArc uses the industry-standard MOS protocol to allow browse clients to link video in the MAM to stories as they are created in ENPS. DigitalArc has an embedded client which can sit inside of ENPS, allowing ENPS users to search their entire media archive for video clips. Video can be linked to the story, and automatically pushed to playout from within the ENPS interface.

"We are defining and innovating the next generation of media asset management technologies (MAM) that free producers, editors and content creators from the daily obstacles of managing media assets while giving them the ability to fully utilize them for maximum benefit," said Richard Eberhart, vice president of Americas/Europe. "KONAN DigitalArc allows users to integrate one or more stand-alone DigitalArc components with third party software and hardware to improve workflow efficiency, providing them with solutions for the entire life cycle of media assets from ingest and acquisition through to distribution."

About Konan Digital Inc.

Konan Digital is a leading provider of dedicated and focused Media Asset Management (MAM) technologies in the world today. Our products represent the next generation of MAM technologies and are designed to be lightweight, platform agnostic and standards based. KONAN DigitalArc is comprised of a series of interoperable components that seamlessly integrate to form a fully file-based enterprise environment or independent components open to integration into existing systems. Konan has distinguished itself as a thought leader in the digital media sector and proudly holds numerous technology patents, including an MPEG-7 International Standard. The company maintains its international headquarters in Glendale, California, with offices in San Mateo, California; London, England; and Seoul, Korea. For more information, visit <http://www.konandigital.com>.

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