



BLUE LUCY MEDIA

YOUR OEM PARTNER FOR ADVANCED AV PROCESSING FUNCTIONALITY

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MIURA TOOLS - USE CASES, CUSTOMER EXAMPLES & REFERENCE DEPLOYMENTS



ITV - Regional Ingest for Transmission, Catch-Up TV and Archive

Utilising Miura Linear Ingest

ITV are using multiple Miura Ingest channels as part of their Content Store II implementation in order to quickly move content from the ITV regional studios to Technicolor for play out, as well as for the ITV Catch Up service.

Instances of Miura Ingest are located at a number of ITV regional centres including Manchester, Leeds and The London Studios (TLS) on the South Bank in London. The function of Miura Ingest is to digitise content - typically late edits or compliance changes to scheduled programming - in order to allow the content to be transferred in the file domain. The previous workflow relied on using a full bandwidth vision circuit or an overnight tape delivery for this type of contribution.

As part of the ingest set-up the appropriate metadata capture template is loaded according to the delivery channel, or channels. This enables the users to enter the content metadata just once for multiple delivery destinations.

Following the ingest, which for SD content is IMX50 with multichannel audio, the file content and appropriate metadata XML is published for collection and onward distribution over the Aspera Content Deliver Network which utilises an existing MPLS network.

On 'arrival' the content is automatically imported into the content management system (of which there are three) using the XML metadata created by Miura Ingest.



BT Heritage - Content ingest for Archive

Utilising Miura Linear Ingest

BT Archives part of BT Heritage and located at Holborn Telephone Exchange in London preserves the historical information of British Telecommunications plc and its predecessors from the early part of the nineteenth century up to the present day; effectively the history of telecommunications services within the United Kingdom and from the UK to overseas.

BLM have supplied BT with a configured Miura Ingest system based on HP hardware. Miura Ingest is used to 'digitise' the BT Archive content for publication on the film gallery & subsequent file based distribution.

The introduction of Miura simplifies what was a tortuous ingest process and allows BT Heritage to create watermarked low resolution browse quality clips concurrently with the full resolution master for publication on their public facing website.

Further, a custom metadata capture template within the Miura UI has been created which enables the ingest operator to capture all pertinent data about the content whilst building the ingest schedule. This metadata is exported from Miura Ingest as XML which then automatically updates the content repository database.

This deployment is an embodiment of the target application of Miura Ingest at inception: a simplified, easy to use and low cost tool for the bulk multi-format ingest of tape based archive content including tight integration with the asset management system.



Omroep Flevoland - Ingest for Archive & Playback

Utilising Miura Linear Ingest and Integrated with the Evoxe NIS4 Newsroom System

The Dutch regional broadcaster Omroep Flevoland (OF) have a multichannel deployment of Miura Ingest as part of their Digital Archive project.

Launched in 1997, Omroep Flevoland has built up approximately 3,000 hours of tape footage in their archive. The process for retrieving this valuable local content was proving both time-consuming and expensive, and concerns were growing about the tapes deteriorating over time.

The decision was therefore made to execute a Digital Archive project - ingesting from tape into file format and storing on IT servers, adding metadata and making it available over the network to all operational staff. The archive system should also seamlessly integrate with the existing Evoxe NIS4 newsroom computer system that provides the central media asset management workflows for the station.

Miura creates a high quality high resolution file, a browse copy and an XML file for the metadata for NIS4 to access. Content is made available for inclusion in new News packages.



MIURA

A PORTFOLIO OF ADVANCED AV
PROCESSING MODULES FOR EASY
INTEGRATION INTO YOUR PRODUCTS

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Omrop Fryslân - Content Archive

Utilising Miura Transcode, Miura File Logger & MXF Tailor integrated with the Vidispine Media Asset Management System and IBM Tivoli HSM – integration by AA Media Group.

Omrop Fryslân wishes to archive some of their transmitted content to an IBM Tivoli Hierarchical Storage Management System (HSM). AA Media Group based in Nieuwveen, Netherlands, acting as system integrator have partnered with Vidispine and Blue Lucy Media to deliver the overall system. The Vidispine engine is used to provide the Media Asset Management (MAM) system which additionally provides control of the HSM and Blue Lucy Media provides all of the video processing capability.

Transmitted material arrives at the 'archive system' in the transmission file format IMX-30. A frame accurate browse copy of this material is created in H.264 (MP4) using the BLM Miura Transcode service, this and the master format are then registered with the Vidispine MAM.

Operators then use a customised version of the Miura File Logger to search for new material following which they may then add and enrich the metadata for the material using customised metadata templates and libraries held with the Miura File Logger. The File Logger tool provides frame accurate browse logging enabling operators to create sub-clips from the master file. Physical sub-clips are created using the BLM MXF Tailor which derives new files from the master without any loss of quality as the source file has not been decompressed as part of the process. Finally the Miura File Logger is used to send both master clips & sub-clips to the near-line, deep archive, or an Avid edit environment.



Other Customers and Partners

The MXF Tailor which was released in Q4 of 2010 is proving to be a popular product due to its lossless processing and lightning fast execution and is already deployed at Park Post in the Netherlands and the BBC in the UK. Miura tools are also in use with other broadcast and media operations across the UK and Europe including at Rai in Italy. Web Service.



ABOUT BLUE LUCY MEDIA

BLM Media provides advanced audio visual processing modules and metadata creation tools to suppliers and end-customers in the media and entertainment sector.

BLM is a privately owned UK company based in London, operating globally through OEM partners and directly to endcustomers through a network of value added resellers.

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