



SIFT Digital Product Family

SIFT FlexView

Hypermedia Presentation Creation and Viewer

SIFT Smart Capture

Multi-Angle HD/SD Capture Software

SIFT Pro

Intelligent Digital Asset Management

SIFT Conversion Manager

Automated Media Management Software

What you will learn

The **SIFT** Digital Product Family allows you to more efficiently organize, capture and present video, audio, graphics and documents all within one easy to use interface, or integrate the **SIFT** tools that enhance your current workflow. No matter what your media challenges are, **SIFT** can help.

SIFT Digital Product Family review

The **SIFT Digital** product family creates an easy and affordable total Digital Asset Management Solution. Starting with **SIFT FlexView**, the hypermedia creation and presentation tool, to communicate in an interactive and electrifying way, a multitude of media types simultaneously. **SIFT Pro**, users begin creating digital libraries of content by either Intelligently Ingesting existing files, or using **SIFT Smart Capture** to ingest video into the content library. The Intelligent Ingest tool adds any file into the **SIFT Library** while indexing and adding data tags to make files searchable. Labeling files with the Intelligent Ingest tool creates searchable attributes so the assets are easily retrieved via a simple SIFT Pro Search Engine.

- **SIFT FlexView** is a new and powerful way to display multi-media presentations. **SIFT FlexView** has an adjustable, multiple window interface, that loads multiple assets simultaneously to create Hypermedia Presentations. **SIFT FlexView** supports almost any digital file with its native playback application, and also supports live web browsers and live IP video camera feeds. Additional **SIFT FlexView** tools including recordable voice overs, telestration tools and screen recording allow users to easily capture presentations to make professional looking presentation videos that can be played back with any standard video player. **SIFT FlexViews'** Replay module coupled with **SIFT Smart Capture** provide instant replay of many angles of video synced on playback.
- **SIFT Capture** creates multiple synced video files with metadata tags. IP cameras or converted analog video feeds are recorded in High Definition or Standard Definition. Choices of how to capture footage include: Mark on the fly, auto clip, scheduled record or record everything and edit it later. Video that is capture is available to be view instantly with the **SIFT** Replay software. HD IP cameras are controlled with software using Pan, Tilt and Zoom functions imbedded in the application or use the convenient joy stick controller.
- The **SIFT Pro's Intelligent Ingest** Module brings virtually any digital asset into the SIFT Library; entire folders of content, images, files, digital audio and video media (SD or HD) of any type with searchable metadata and environmental metadata already attached. Batch import entire collections of digital files while labeling them as a group of assets. Using **SIFT Pro's Logging Tool**, users easily make customizable, button panel logging tools to add additional data tags to any asset for further indexing and bookmarking.
- With **SIFT Pro's Search Tool**, users search or query their entire digital library for any asset with a Google™-like search functionality. Quickly find assets and make playlists from search results. Playlists are saved, shared, modified or presented. Assets are stored, delivered to other users on the SIFT system or exported to the most popular file formats to be use in existing system or third party applications. Utilizing Store It Forward Technology (SIFT), assets are on your local machine, removing the need to be connected to a central server and minimizing bandwidth usage and restrictions, also insuring multi-copies are available, just in case...
- **SIFT Conversion Manager** Automated media management makes your productivity increase. The **SIFT Pro's** Conversion Manager Tools give users the power to design almost any workflow

for a unique Digital Asset Management System. Transcoding, delivery, backup and verification of your assets are configured to almost any standard format and location. The Conversion Manager is used in conjunction with SIFT Capture to facilitate IP capture to third party editor/solutions.

SIFT FlexView - Hypermedia Presentation Creation and Viewer

*Create magnificent multi-media presentations
Give outstanding interactive Hypermedia lectures*

SIFT FlexView is an easy to use, multi-window, digital asset Hypermedia Presenter that allows users to present multiple formats of media in a single interface with little technical knowledge required. SIFT FlexView also displays virtually any document, image, or even websites, easily creating open source, Hypermedia Presentations from almost any assets that can be “seen by a PC” in Microsoft Windows. . SIFT FlexView gives you the capability to do all of the following:

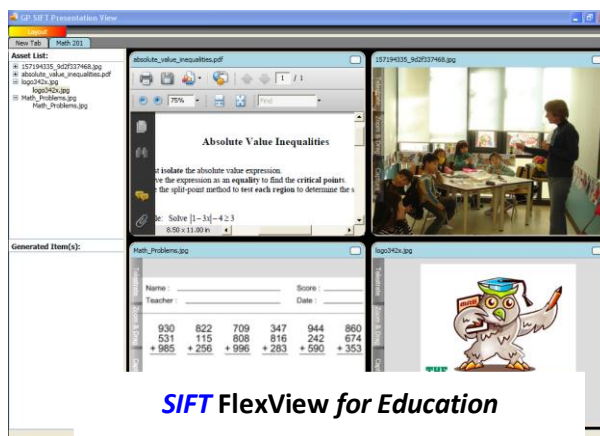
- Show Hypermedia Presentations and Teaching Software with Telestration
- Hypermedia Presentation Creation with screen recording
- Share Hypermedia presentations & assets
- Intuitive touch screen interface
- Compatible with most file formats and web sites,
 - Sift Capture for instant review, acquisition of video assets
 - Sift Pro Search Sift Point libraries for content
 - Sift Conversion Manager to gather and delivery to third party s/w

Using any digital asset on your PC or storage device, or lists of assets that have been gathered from **SIFT Pro** or **SIFT Capture** software, you can easily play back these assets with **SIFT FlexView**. **SIFT FlexView** presents video, audio, images, documents, files, live web content, live IP camera feeds; almost any file to create, multi-view, Hypermedia Presentations.

Combine a variety of digital assets into **SIFT FlexView** in one to six windows for a flexible exciting playback experience. Utilize live web browsing and live IP Camera feeds to supplement the presentation.

Enlarge any window on the fly to enhance the playback experience. Jump into the native application to enhance the lecture or browse a website on the fly. Keep the audience engaged with the latest presentation technology.

SIFT FlexView can be used in any environment including E-Learning, Corporate, Medical, and Sports. With FlexView, any live presentation is enhanced with the use of interactive and fresh Hypermedia. Communicating to educators, students, sales, support, staff members has never been so important and easy to accomplish.



SIFT Capture - Smart Recording HD Capture Systems

Multi-Angle Capture, Metadata, Replay, View Live

Video is becoming easier to gather and use, and more cost effect to utilize. Many organizations record meetings or training sessions automatically, in high definition, and deliver to employees; or create online content for an on-demand training program. SIFT Capture can be configured for the most simple workflow to multiple synchronized cameras within the same user interface.

- Multi-Angle, High Definition, IP Camera Capture Systems
- Live Data Entry and Bookmarking
- Compatible with:
 - Sift FlexView for playback and instant replay
 - Sift Pro for asset management file creation
 - Sift Conversion Manager for third party video systems

Organizations have several different options for gathering video, but many methods are cost prohibitive, require expensive hardware at each capture location, and do not provide easy solutions for adding data tags for recalling the content, or tools for easy delivery. **SIFT Digital** provides a next generation, software based solution, removing the requirement of purchasing large amounts of expensive hardware to serve the video.

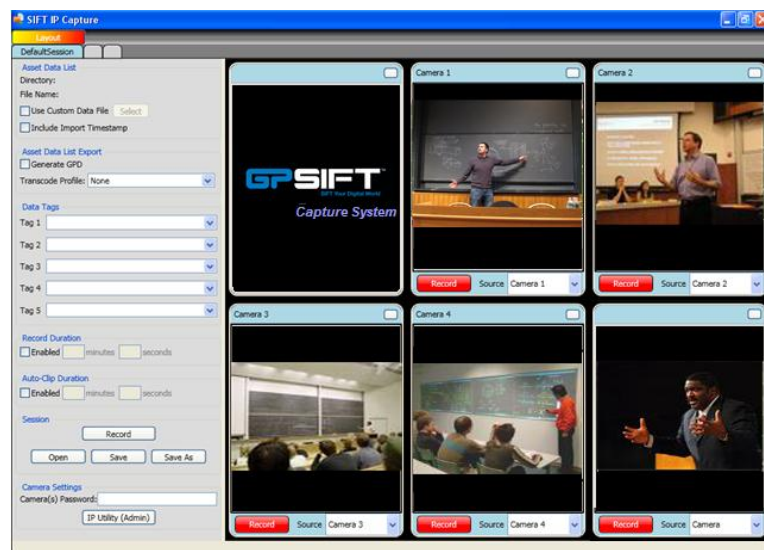
An easy and cost effective way to automatically capture high quality video is by using IP cameras.

Organizations can use HD IP cameras in any room requiring content collection. Cameras can also include PTZ (pan-tilt-zoom) controls to allow remote camera control.

SIFT Capture automatically tags video captured by the IP cameras with data so that multiple angles of video are seamlessly catalogued in the SIFT System to be searched and used later.

IP cameras feeds are captured at a central location with **SIFT Capture** software. Multiple video feeds are captured by a single computer, processed and delivered to end users. Using the automated IP camera configuration, companies capture multiple video feeds automatically without relying on people to operate the cameras individually.

The 'Auto Mark' feature turns video sessions into more manageable segments automatically, by capturing clips in user defined durations. Clip recording makes search and recall for segments of



SIFT Capture Multi-Angle Capture Software

content fast and efficient to view rather than playing back an entire recorded session. Also, as video segments are created, video immediately begins the distribution process to other users, and become available for 'TiVo' like replay. The replay software controls pausing, rewinding, and switching video angles while the system is continuing to capture the live event. In the event of a need to transcode the video from its native HD format to other formats such as FLV, MPEG4 or Apple formats, the SIFT system can convert the media as it is being captured and clipped instead of waiting for the recording session to conclude. There is no faster, easier or more affordable system on the market to get video and data recorded, converted, and distributed.

SIFT Pro - *Intelligent Digital Asset Management*

*Digital Asset Management for Media, Documents, Images and Files
Complete Indexing, Bookmarking and Data Logging Management*

SIFT Pro is an asset command center that performs many unique Digital Asset Management operations. SIFT Pro is an entirely new concept in Asset Management by providing users a tool kit to design their own digital asset management workflow instead of forcing a preconfigured product into the organization. SIFT Pro provides Tools to customize the following processes:

- Intelligent Asset Ingest of Most Any Digital Files
- Playback of Multi-Angle Video and Data
- Metadata Tagging
- Search and Retrieval of assets
- SIFT Conversion Manager - Toolset
- Compatible with:
 - SIFT Capture for video media files
 - SIFT FlexView as presentation creation and playback

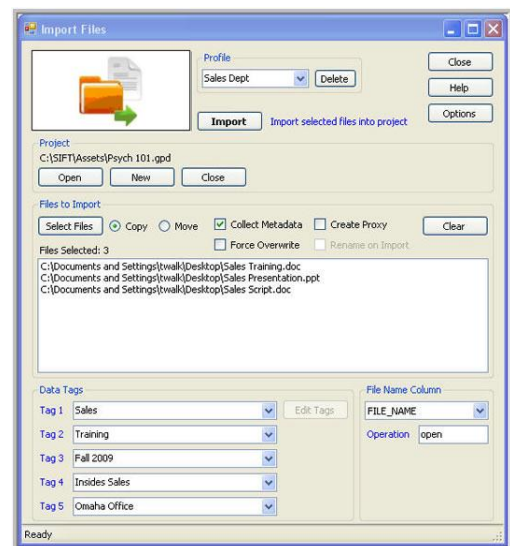
Intelligent Asset Ingest:

With **SIFT Pro**, assets are intelligently ingested into the digital library and bookmarks are attached identifying data, location, subject, and any other broad information that describes and indexes the files.

Users add more specific data tags to identify information about the items using the easily customizable **SIFT Pro** logging tool. Adding additional bookmarking and indexing allows anyone with access to the SIFT system to easily query and recall any asset such as video segments, documents, images, or audio files.

SIFT Pro handles most any asset in its native format without worrying about modification. This “open” capability allows incredible flexibility to customize the SIFT solution as a ‘bridge’ between different software applications. If the user has an editor that they use for video and another product for photos, SIFT can be configured to locate, transfer and convert material right from both products storage volumes and process them.

Also, using **SIFT Pro** tools such as the video and picture transcoder, users are able to take large batches of digital pictures and videos and convert them to uniform sizes, resolutions and file formats, streamlining the workflow for an end user who may use these assets in a post-production project.

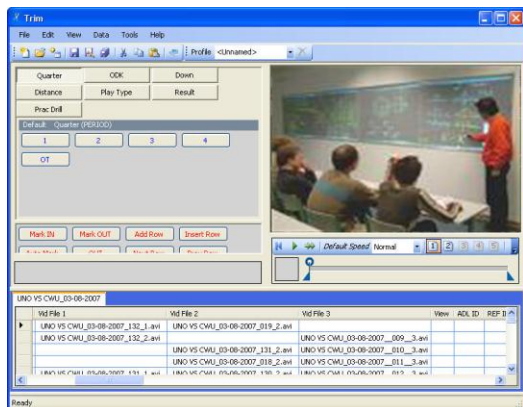


SIFT Pro Intelligent Ingest Tool

Playback and Review

Playback any number of video types within on interface. Preview proxy versions and transfer, share or export high definition copies of media. Launch non-video assets with their natural creation program for review.

Video Trimming, Cutting and Merging:



SIFT Pro Preview and Trim Functions

SIFT Pro allows users to find assets and preview them. Users can trim video and audio clips to get only the portions that are necessary for a project. Trimming video prepares media before converting and distributing, or can be checked back into the SIFT system as modified or new assets.

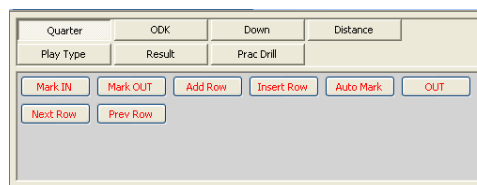
MetaData Tagging:

Storing large quantities of digital assets has more value if there is an effective way to access them later. Bookmarking and indexing these assets allows you to later query and recall assets in the SIFT system. Data is added to SIFT assets in three ways.

Environmental Data - data is “scraped” from the files when imported into the SIFT system. When importing assets with the import tool, **SIFT Pro** will ‘scrape’ any associated file data. This data includes file type, resolution, size, duration, author, and numerous other characteristics available in the Windows world. The “scraped” data tags are automatically attached to the assets, and appear with the assets when loaded in the data grid which displays the information for sorting and further searching as well as previewing the material. All environmental data can be used for query.

Project Data – During the import process, users add data tags by naming the project. The project details along with customizable data tags are added to the assets during the import process. This data is attached to the assets and can be used for searching.

Custom User Data - The customizable logging tool assigns data and bookmarks to the assets individually after import. Data can also be entered directly into the data grid with standard cut and paste commands, or data can be imported from third party sources, providing the ultimate in flexibility.



SIFT Pro Data Logging Tool

Search and Retrieval of assets

Search large quantities of digital assets in an effective way, quickly select the assets, and begin the creative process. The contents in the SIFT library can be sift'ed to a FlexView workstation for use in interactive hypermedia presentations.

SIFT Search Tool, users search or query their entire digital library for any asset with a Google™-like search functionality. Quickly find assets and make playlists from search results. Playlists are saved, shared, modified or presented. Assets are stored, delivered to other users on the SIFT system or exported to the most popular file formats to be use in existing system or third party applications. Utilizing Store It Forward Technology (SIFT), assets are on your local machine, removing the need to be connected to a central server and minimizing bandwidth usage and restrictions, also insuring multi-copies are available in the event of a hardware failure or loss of equipment. SIFT Search Tool will create **SIFT** FlexView's Project Asset Lists (PAL's) for sharing content for presentation creation. **SIFT Pro** can create a copy of assets from the SIFT Library to FlexView computer, effectively sifting the assets local for use in interactive hypermedia presentations.

SIFT Conversion Manager – toolset

Sift Pro encompasses this entire toolset to perform automation of transcoding, transferring, and exporting media from the Sift point libraries customize for user workflows.

SIFT Conversion Manager –

*Intelligent Media Management
Automated Backup, Convert and Distribute files
Keeps metadata assignment with new media type*

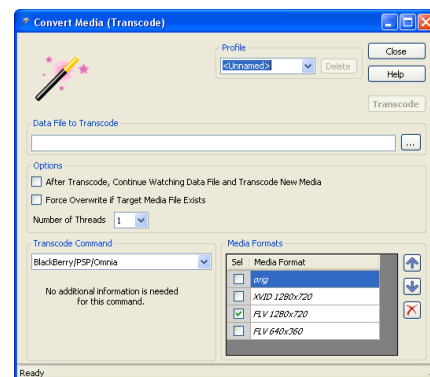
SIFT Conversion Manager's automated media management makes your productivity increase. With SIFT Pro's Conversion Manager, design your own custom workflow for your unique Digital Asset Management Requirements.. Transcoding, delivery, backup, and verification assets are configured to almost any standard format and location. The Conversion Manager is used in conjunction with SIFT Capture to facilitate IP capture to third party editor/solutions. SIFT Conversion Manager provides the following:

- Transcode/Convert Video, Audio and Images
- Asset Distribution/Transfer and FTP
 - Backup / Verify of Digital files
- Exporting Compatible files
- Workflow Configuration
 - Hot folder watch
- Compatible with:
 - SIFT Capture for video media files
 - SIFT FlexView as playback presentation and augmentation

Transcode/Convert Video and Images

SIFT Transcode which is a multi-threaded application that runs on a server or a standard PC to take video that has been ingested and convert it to one or more other formats. The **SIFT** Transcode also keeps the data intact for any “sister” video formats transcoded from the original making multi-format video and data distribution fast, easy and affordable.

The **SIFT** Transcode application can be configured to “watch” various locations including the media bins of third party editors or servers for new content and transcode the assets into the selected formats and automatically deliver the new video and metadata to any storage location on the network.



SIFT Pro Transcode Configurator

Asset Distribution/Transfer and FTP

The **SIFT** Pro toolkit also contains an Asset Transfer option, which automatically distributes assets to anyone, anywhere on the network or via VPN remotely. To accomplish Automated Distribution, **SIFT** Pro provides an easy to use, customizable tool that can be configured by even the most basic level user. The FTP tool allows the upload of assets to a URL target folder.

Transfer and FTP can be used in conjunction with the **FolderWatch** feature of the **WatchExec** tool, users with the appropriate permissions configure folders to be “watched” which will move assets from source to target folders, automatically anywhere in the **SIFT** Digital system. Also, if **WatchExec** converts the media, notifications can be sent to email and Smart Phones, and even call Third Party applications to complete workflows between otherwise separate hardware and software systems.

Exporting Compatible files

SIFT Export is a convenient way of getting content into a form to be used by other applications. **SIFT** Export has powerful options to meet the most difficult needs. **SIFT** Export allow “Export Name” which create a subfolder by that name in the selected destination folder. Export will also rename the assets prefixed with Export name followed by the row number in the grid by default. Selective metadata can be exported in Comma or tab delimited file, XML form or not at all. There are also a variety of folder hierarchies to choose from to make using the exports files most useful for your workflow. There is a zip file creation for compression benefits and also the ability to select the columns of data to export. **SIFT** Export creates custom workflows where other asset management products require expensive customization and proprietary hardware and software.

Workflow Configurator- SIFT WatchExec

SIFT Pro’s **WatchExec** tool is the configuration center for **SIFT** workflows. **WatchExec** configures transcoding profiles; file distribution options, backup configurations, FTP publishing sessions, e-mail notification and more. All of these workflows are designed to be executed automatically and multiple configurations can be created; giving **SIFT** the flexibility of many unique workflows in a software based system.

USE CASE: For example, when **WatchExec** is programmed to “watch” a location for media in a **SIFT** location or a third party directory, a full list of commands are executed any time there is new content added to the folder. A common use for **WatchExec** is during ingest from a HD Camera card, or from a capture or import of media, to back the contents of card up for protection to a local folder, **WatchExec** will pull the content into **SIFT** transcode the media to Flash and MPG-4 HD, and notify the web team that new content has arrived and passes the new media to the local drive of the web team’s publishing computer. **WatchExec** is preprogrammed, user customizable, and running multiple **WatchExec**’s simultaneously is supported.

