

Product Information

- **A low-cost, convenient way to efficiently search, review, and approve video server content from your desktop or laptop computer**
- **Browse and edit synchronized Media Pool content from every computer on your facility's network**
- **Automatically re-purpose selected server content to Internet web sites**
- **Editorial or legal review of content at home or on location by dial-up modem**
- **Conserve server channels for on-air or technical operations, eliminate dub tapes**
- **Intelligent storyboards allow rapid scan of search results**
- **Track assets on multiple servers and archives, with instant access**

At IBC '99, Philips introduces SURF, the first in a range of asset management solutions for the broadcast industry. SURF is a proxy video browsing system that allows video residing on the Media Pool to be located and reviewed from every computer on your facility's computer network. As video is loaded or modified on the Pool, SURF automatically creates a low-resolution MPEG copy that can be viewed using standard web browser technology. SURF can also create a RealVideo proxy copy that can be viewed over a modem connection. Edits to the Pool content or the proxy video are automatically conformed on both Surf and the Media Pool.

Surf is designed to allow video facilities to reduce costs by eliminating dub tapes for review and approvals, by allowing easy research to re-purpose content instead of re-shooting, and by allowing edits to be assembled at the desktop.

SURF Proxy Video Browsing for Media Pool Video Server

IBC '99 Product Introduction

Intangible server assets become accessible

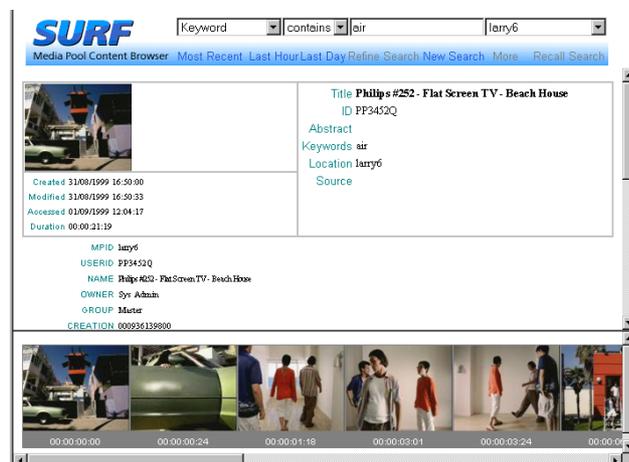
With server files, there is not a tape box to stick a note on or recognize as a clue to the tape's content. Surf allows keywords, abstracts, and adjustable thumbnails to be associated with assets to restore the tape box metaphor and alleviate the intangible nature of video server content.

Surf can also track assets as they are moved between multiple servers and tape robots, allowing content to be located and reviewed without waiting for file transfers or tape restores.

Intelligent storyboards provide rapid review of search results

Surf automatically generates a "storyboard" of keyframes with timecode for each asset by analyzing picture content. This allows assets to be reviewed several times faster than shuttling through a tape.

Many assets do not have detailed logging information, particularly when first ingested or in facilities without loggers or archivists. With Surf, the results of a loose search



SURF's storyboard display allows content to be rapidly reviewed with any web browser.

on limited metadata can be quickly reviewed by storyboards to find the material of interest.

For catalogued archives, Surf's database allows association of keywords with particular frames or segments within an asset. Text files or Microsoft Office documents may also be associated with the video content to provide an easy way to record shot lists, approvals, or instructions.

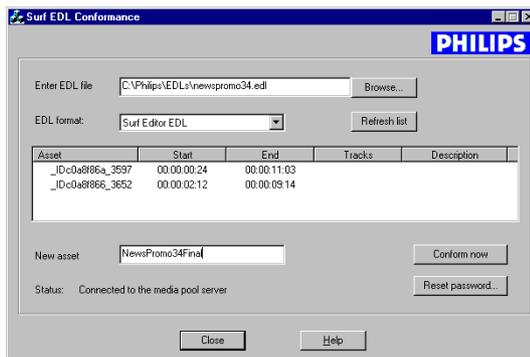
Edit content from your desk

Using Surf's proxy editor, assets may be segmented or trimmed, or may be combined into new assets. Surf provides a password-protected conformance engine to duplicate the edits on the Media Pool.

SURF uses freely distributed player and browser applications and standard Web and LAN technology.

SURF allows any computer to view video, thumbnails, storyboards, and asset metadata using a web browser such as Netscape Navigator or Microsoft Internet Explorer with Windows Media Player or RealVideo G2 plug-ins.

The use of freely distributed browsers eliminates the cost, administration and training of proprietary applications. Since they are



The SURF EDL Conformance application allows edit lists from proxy editors to conform both Media Pool and Surf content simultaneously.

available on all modern platforms, all of your facility's computers can be used to view SURF content.

For external web sites, SURF will copy proxy files to directories on your existing web servers. SURF provides an example site with Active Server Pages that you may adapt for your firm's web site. For trial or internal use, the SURF web server may be used as-is with any dial-up or Internet connection supported by Windows NT.

MPEG-1 coding allows review at off-line quality, while Real Video allows useful review over dial-up connections.

SURF is designed to operate with both MPEG-1 and Real Video encoding. MPEG-1 SIF video at 0.5 to 3 Mb/s provides full-motion video playback with quality similar to consumer VHS tapes. Real Video encoding at 28 or 56 Kb/s allows useful review for users on dial-up modem connections or for external web sites.

Surf is also a gateway to advanced asset management.

Surf's technology is also being used to interface video servers and archives to advanced asset and content management systems with picture content or dialogue search capability, workflow tools, and remote collaboration and transmission.

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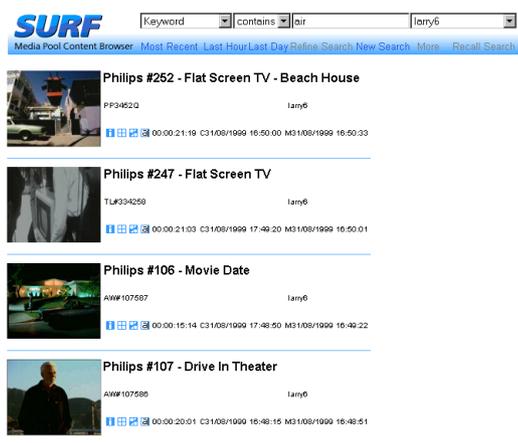
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The SURF search page uses a familiar web interface to allow searching by keyword, abstract, title or date.

