



## MCL - Media Component Library

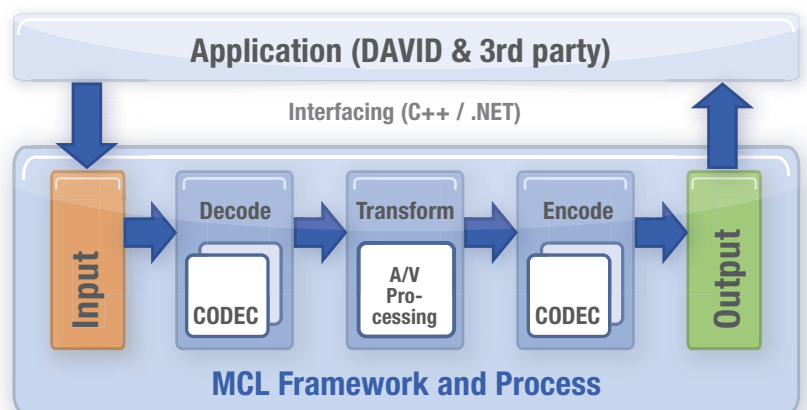
**Software-based Media Conversion: Flexible, scalable and future-proof**

### The Challenge

Media conversion has always been a challenge in standard broadcast workflows where distributed teams need to exchange and produce content. With today's pressure to get news out faster and distributed - in an ever increasing number of formats over a variety of channels - broadcasters and media publishers alike are faced with even higher requirements for media conversion. Solutions based on proprietary hardware are often either inflexible to adapt to the user's changing needs or simply too expensive for smaller organizations to afford.

### The Solution

DAVID's new Media Component Library (short: MCL) is a software-based solution using standard IT components and designed to meet the conversion needs of distributed editorial collaboration and Tri-Media distribution. MCL is built on a completely modular architecture and available for a number of DigaSystem applications (see table). Most industry-standard formats used in Radio and TV are already implemented today; more formats can be flexibly added over time. Running completely in the background, MCL delivers high performance and robustness in any conversion process and can be easily scaled, extended and customized.



**Functional Overview of MCL by DAVID Application**

Function	LowRes Manager	DigaPorter	DigaTransfer System	DigAlign	Transfer Analyzer	DigaBurn DVD
LowRes proxy creation	☒					
HD-SD up-/down-scaling	☒	☒	☒			
File Analysis	☒	☒	☒	☒	☒	
Transcoding	☒	☒	☒	☒		☒
Up-/download & Transcoding		☒	☒	☒		
Logo Insertion						☒

## MCL - Media Component Library

MCL was designed to meet the growing needs for intelligent encoding, decoding and transcoding. This next-generation conversion technology from DAVID allows journalists to focus on content creation and relieves them from worrying about technical format issues. Centrally installed and administrated, MCL becomes the middleware for various applications handling a multitude of formats and delivers unique flexibility, scalability and investment protection.

### Flexible

- MCL's technology is based on standard IT components and does not require the installation of special and expensive hardware
- The software-based solution can easily be deployed in existing workflows and infrastructures
- MCL smoothes upgrades of your existing SD workflows to include HD support with high-quality up- and down-scaling
- Support of all major broadcast formats

### Scalable

- "From Desktop to the Enterprise": Existing hardware can be leveraged and enables you to grow the solution with your needs
- "Need-based" configuration provides ability to prioritize jobs
- MCL easily addresses peak workloads

### Future-Proof

- The modular plug-in architecture allows the addition of 3rd-party CODECs at any time
- For customization and easy integration in 3rd-party products an API is available
- In its evolution, MCL will add the support of upcoming new formats with its standard releases. In addition it can be expanded individually to support new required formats
- With its flexible transcoding, MCL is the ideal conversion tool for tri-media distribution

	Video Conversion Standard	Video Conversion Premium	Video Conversion Premium w/ P2-HD Option (encoding)	Video Conversion Premium w/ XDCAM-HD Option (encoding)
<b>Formats</b>	DV AVI (Type 1 and 2)	✓	✓	✓
	DV SD	✓	✓	✓
	DVCPRO25 / 50	✓	✓	✓
	DVCPRO100		✓	✓
	Generic MPEG1/2	✓	✓	✓
	MPEG IMX D10 30 / 40 / 50	✓	✓	✓
	MPEG DVD	✓	✓	✓
	HDV1 / HDV2		✓	✓
	AVCHD		✓	✓
	MXF DVCPRO25 / 50	✓	✓	✓
	MXF IMX D10 30 / 40 / 50	✓	✓	✓
	XDCAM SD	✓	✓	✓
	XDCAM HD 422		✓	✓
	P2 SD	✓	✓	✓
	P2 HD		✓	✓
	H.264		✓	✓
	ASF (wmv,wma)	✓	✓	✓
	WAVE (PCM)	✓	✓	✓
Audio MPEG1 L2	✓	✓	✓	
MP3	✓	✓	✓	
<b>Features</b>	PAL / NTSC	✓	✓	✓
	Image overlay		✓	✓
	Frame rate conversion	✓	✓	✓
	Scaling SD-HD		✓	✓
	Cropping/ Expanding	✓	✓	✓
	Audio channel routing	✓	✓	✓
	Audio to video conversion	✓	✓	✓
	DigaCut Metadata	✓	✓	✓
	Mpeg index on the fly	✓	✓	✓
	Creation of multiple formats in one turn	✓	✓	✓
	XML template configuration	✓	✓	✓
	Reading from/ writing to named pipes	✓	✓	✓
	RWW (Read-While-Write)	✓	✓	✓

Fully supported  
 Decode only