



MediaPulse™

MediaPulse™ is a revolutionary application suite for asset and resource-based media workflows. The next-generation platform leverages Xytech Systems' twenty years of experience in providing proven business workflow solutions to the media and entertainment industry. *MediaPulse* was developed using the latest technology benefits of the .NET framework combined with extensive customer feedback to create a remarkable new product. Specifically created to improve, streamline, and automate media operations, *MediaPulse* provides a high-performance, end-to-end solution, extending from initial request through delivery and billing.

BENEFITS

- ▶ Powerful end-to-end, enterprise-wide media business workflow solution.
- ▶ Scalable from small deployments to global operations with multiple business units.
- ▶ Equally suited to resource-based or media-based workflow.
- ▶ Powerful asset management solution with federated physical/file-based asset search.
- ▶ New, optimized user interface is easily customizable by users via Layout Editor.
- ▶ Automated, 24 x 7 file-based workflow management (ingest/transcode/deliver).
- ▶ ClickOnce technology makes deployment to users simple.

- ▶ Major modules and applications have been totally redesigned (Library, Schedule Book, Media Order).
- ▶ Multi-tier architecture with separate business rules.
- ▶ Web service API enabled for easy platform integration, SOA environments.
- ▶ Wide range of modules and options meets future growth and expansion requirements.
- ▶ Completely internationalized, including error messages and prompts.
- ▶ Use of Smart Client technology provides power of native-run programs plus the benefits of Web-based systems.
- ▶ Robust, embedded reporting tool.

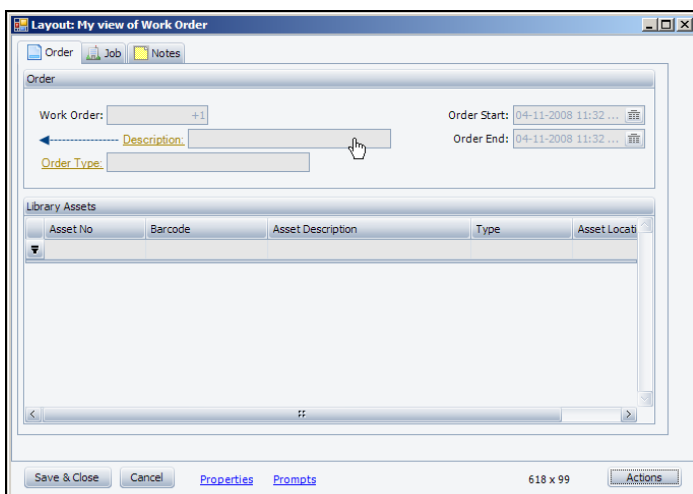
Easily Customize User Interface Layouts

A key advantage of the *MediaPulse* platform is the powerful Layout Editor. This tool allows the layout of every screen to be fully customized to individual user needs by a system administrator. Using the standard application layouts that are supplied with *MediaPulse* as a foundation, you can remove fields and columns you don't need, add others that are not standard, and move them around to any location using simple drag-and-drop techniques.

All application fields, images, and columns can be added to any tab page, which are also completely configurable with the click of your mouse.

A virtually unlimited number of non-standard fields can easily be created, customized, and added to each application layout. Standard fields can also be configured to have custom properties. Multiple layouts can be created for the same application, which gives you the ability to design screens for particular groups or even individual users. Comprehensive language localization is also possible.

What separates the Layout Editor from similar tools is that as fields are moved around, the prompts, security, and all business rules automatically moves with them.



Sample Customized Work Order Layout

Business Applications

With its extensive range of modules and options, *MediaPulse* is suitable for many media environments, including broadcast, production, postproduction, visual effects, media preparation, rental, satellite uplink, media services, and content aggregators and distributors.

Job Management, Contacts, Scheduling, Library, Media Order, Project Management, Purchase Order, Time Card, Rental, and Service Requests are just some of the key features available in *MediaPulse*.

Powerful User Interface Methods

Both the Web thin-client and the robust Smart Client technologies are supported in *MediaPulse*. Smart Client systems deliver the power of applications that run native to a computer plus all the benefits of Web-based systems, including a much smaller footprint. Deployment involves the use of the ClickOnce technology, which allows the application to install in a minimum amount of time with the simple click of a hyperlink.

The look-and-feel is consistent and modifiable for all of the platform's applications. Designed for optimal speed of performance, users can change visual themes, create toolbar "favorites" for commonly accessed programs, and quickly access recently viewed records and reports.

Robust and Configurable Reporting Tools

A wide range of standard reports are included with *MediaPulse*. Using the built-in Report Writer, these standard reports can be customized and completely custom reports can be built to fit unique business requirements. All reports are available from the Navigator pane for easy access.

A unique "drill-down" capability allows more detailed analysis of report data before printing. The interactive tools in the Preview screen also allow extensive control over the look of the report display, including features such as "find," watermarking, and background color settings. Reports can be printed, e-mailed in PDF form, or exported in a variety of file formats, such as, Excel. Reports can be set-up to run periodically and e-mailed automatically.

Document Map	Report Data	Value
SSG Work Order	6558-1 EDITING	39,866.40
10 Duplication	Performing Arts	2,100.00
65/Video Conf	4957-1 Scoring Session	2,100.00
Administration	Production	7,756,499.50
ADS Duplication	20124-1 New Production	0.00
Animation	10578-1 Stage Production	3,625.00
Audio	20129-1 New Production	0.00
Audio Post	6131-1 Production	0.00
Audio Production	7332-1 Stage Production	1,287.50
Billable	5003-1 Phase Two	26,735.00
BSE Type 1	20127-1 New Production	0.00
Creative	20139-1 New Production	0.00
Design	20131-1 New Production	0.00
Dubbing PO	6128-1 Stage Production	686,245.00
Duplication	20138-1 New Production	0.00
Duplication (100)	6121-1 New Production	0.00
Duplication (101)	6130-1 Stage Production	686,245.00
Editorial	20124-1 New Production	0.00
Graphics	20135-1 New Production	0.00
Miniatures	6121-2 New Production	0.00
Multi-Cam Location	20135-1 New Production	0.00
Offline Editing	10579-1 Performing Arts	26,735.00
Online Editing	7020-1 Production - LA	0.00
Performance Arts	20128-1 New Production	0.00
Production - LA	20125-1 New Production	0.00
Programming	20133-1 New Production	0.00
Rental		
Single-Cam Location		
Telephone		

Sample Report Preview Screen

Powerful System Architecture Promotes Speed and Flexibility

The powerful, multi-tiered architecture of *MediaPulse* provides significantly increased performance and flexibility over traditional client/server applications. Built-in client- and server-side tunable caching provides lightning fast performance and minimizes network traffic. Microsoft .NET Remoting is utilized to move data between server and UI components. Most business rules are executed in the server layer, further reducing network traffic. Database, Windows, and LDAP user-authentication techniques are supported. Concurrency is supported by a leasing technique. Sophisticated role-based security meets the most demanding requirements and ensures complete protection of sensitive data.

Integration across Platforms

Platform integration is easy and all platforms use the same business rules, including Smart Client and Web interfaces, APIs, PDAs, and scanners.

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