



**MOTOROLA**

## MOTOROLA MEDIOS VIDEOFLOW



## AUTOMATING MANAGEMENT OF THE INFINITE VIDEO CATALOG

### MEDIOS VIDEOFLOW AT A GLANCE

- Centralized asset management
- Automated workflow
- Reduced capital expenses
- Scaling for the future

**MEDIOS VIDEOFLOW AUTOMATES AND CENTRALIZES ASSET MANAGEMENT TO HELP YOU KEEP CUSTOMER SATISFACTION HIGH AND COSTS LOW.**

*Frank and Rita have been married for 23 years and they tend to agree on most everything. Except on what they like to watch. Rita loves sophisticated comedies, mysteries and anything Woody Allen directed or Alec Baldwin is in. Frank loves sci-fi; the good stuff like "Close Encounters" and "Stargate" to the cheesy stuff from "Forbidden Planet" to "Plan 9 from Outer Space." No wonder Frank and Rita love Video on Demand. The question is, how do you make sure they'll love your VOD? How do you more efficiently manage the rapidly expanding video catalog to give them exactly what they want when and where they want to watch it? And how do you do it cost-effectively, without expensive staff increases?*

The answer is Motorola Medios VideoFlow. VideoFlow allows you to provide your customers with easy ways to enjoy the video content they prefer on the screen of their choice. It also allows you to manage and automate the workflow. You can efficiently scale the growing content catalog to support multi-screen delivery without increasing staff levels or fork lifting you infrastructure. VideoFlow captures, validates and stores all types of video content: movies, television, games, advertising and more. Based on open industry standards, it delivers scalable, efficient automation of the infinite video catalog. And it provides automated metadata processing that lets your customers watch VOD on multiple screens: TV, computer and mobile devices like tablets and smartphones.



# MANAGING A VIDEO UNIVERSE THAT'S CONSTANTLY EXPANDING

How do you manage the infinite? Medios VideoFlow makes it easy. VideoFlow lets you monitor video catalog expansion, and ingest, manage and distribute video assets — VOD, multimedia, linear, OTT, apps, games and ads — over your entire broadband network efficiently and cost-effectively. As the infinite video catalog expands, VideoFlow helps you cost-effectively expand your revenue opportunities.

## CENTRALIZED ASSET MANAGEMENT

Motorola Medios VideoFlow empowers you with a scalable multimedia asset management system (AMS) that's built to support the ever-growing VOD catalog and acts as an aggregation point for all assets. VideoFlow serves as a highly efficient centralized point of management, allowing for access and control by regional operations teams and partners. In addition, centralized asset management supports network-wide operations such as extending an availability window or asset re-categorization.

## AUTOMATED WORKFLOW

The VideoFlow platform helps you streamline operations by automating crucial workflow processes. Our rules-based workflow logic simplifies and optimizes content acquisition, validation, transformation, localization, storage and migration. It also supports multi-DRM encryption. The result is increased efficiency that helps save time and reduce cost.

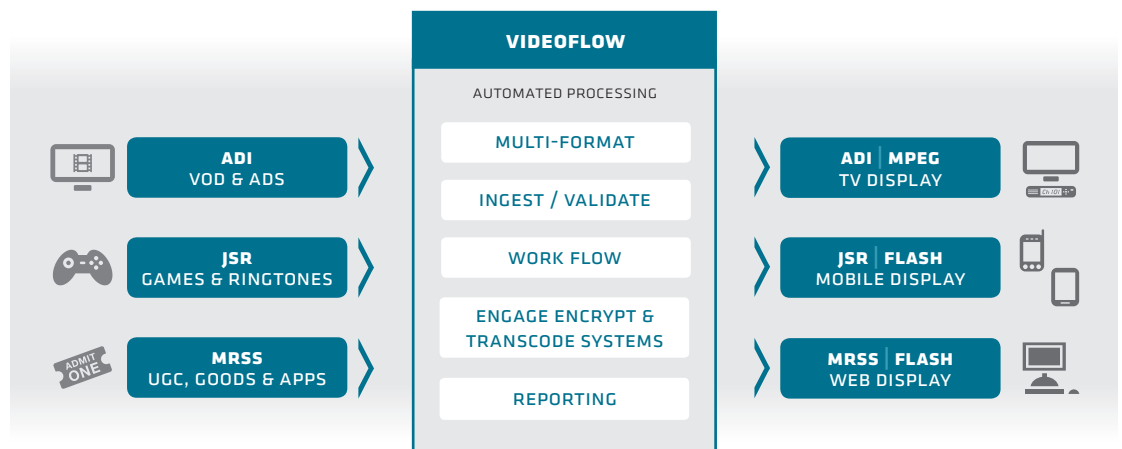
## REDUCED CAPITAL EXPENSES

The VideoFlow platform provides more efficient ingestion and storage of assets, enabling you to reduce capital costs by significantly reducing the number of servers you need to buy, license and manage.

## SCALING FOR THE FUTURE

Medios VideoFlow is designed to grow with you into the future as your video needs expand. It supports your acquisition and assimilation of new content, enables the easy addition of Internet assets and supports extension to Web and mobile screens. Bottom line, Medios Video Flow helps you build, grow and sustain a VOD business model that delivers increased average-revenue-per-customer (ARPU).

For more information on how the Medios VideoFlow software suite can help you more efficiently and more cost-effectively manage the infinite video catalog, visit us on the Web at [motorola.com/medios](http://motorola.com/medios).



MOTOROLA MULTI-SCREEN INGEST AND WORKFLOW

