

**Microsoft®**

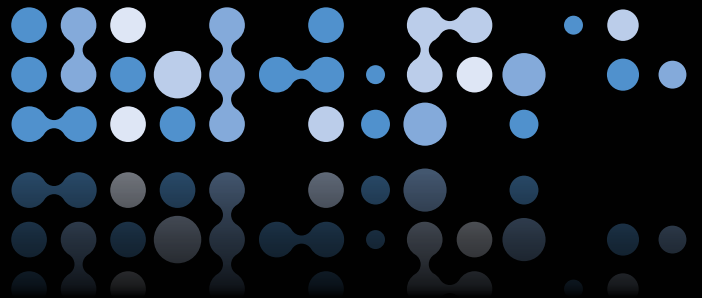


# Create. Manage. Experience.

Your customers want access to the latest rich media content and exciting entertainment services, delivered where they want them, when they want them. But how do you bring it all together?

With Microsoft.

**IBC2007 - September 7 - 11**  
Visit Microsoft at the Topaz Lounge  
in the RAI Congress Centre, Amsterdam



Microsoft's advanced media platform technologies and broad partner ecosystem enable you to create and manage nearly endless varieties of media and deliver stunning entertainment experiences to your customers.

With offerings ranging from Microsoft® Expression® Studio, Microsoft® VC-1 Encoder and Microsoft Windows Media® Technologies, to Microsoft Interactive Media Manager and Microsoft Windows Media server, to Microsoft Silverlight™, Microsoft Mediaroom™, Xbox® and Zune™, Microsoft gives you the ability to make your customers say "Wow."

At IBC2007, Microsoft will highlight the advanced media platform technologies and broad partner ecosystem that enable you to create rich media content and services. Visit Microsoft in the Topaz Lounge at the RAI Congress Centre.

## Create

### Microsoft Expression

New to Microsoft's tools offering, Microsoft Expression Studio delivers a consistent set of designer-developer collaboration tools that work with the technologies and skills you have today. For media professionals, learn how Expression Media Encoder offers hardware-accelerated encoding and template-driven publishing of video for the Web up to 15x faster than software-only solutions.

### Microsoft® VC-1 Encoder

From HD optical disk to IPTV, from broadband streaming and video on demand to small-screen mobile devices and phones, tools built with the Microsoft® VC-1 Encoder deliver best-of-breed video quality across multiple experiences. That's why, for example, in the next-generation home video space, Hollywood has overwhelmingly chosen the Microsoft® VC-1 Encoder for the vast majority of HD DVD and Internet VoD titles available. At IBC, we'll showcase the tools of our partners, demonstrating Microsoft® VC-1 Encoder products covering a broad spectrum of encoding workflows and end-user scenarios.

See demonstrations from Microsoft partners Envivio, Inlet, and Rhozet at the Microsoft booth.

**Envivio:** Envivio Inc. is the leading technology provider of IP video convergence encoding solutions for telcos, enterprises,

and broadcasters. Envivio solutions support the "3 screens" of video—TVs, PCs, and mobile phones—and make IP video a reality over any type of network and to any multimedia device from mobile to HD. Envivio solutions deliver industry leading Windows Media Video (VC-1), AVC/H.264, and AVS compressed video quality at the lowest bit rate for IPTV, Internet TV, and mobile TV applications. Service providers worldwide use Envivio solutions to reduce their operational costs while offering subscribers the highest quality compelling video services anytime and anywhere.

The 4Caster C4 encoder is part of the Envivio Convergence Generation headend which powers an all-IP infrastructure. C4 supports IPTV standard definition video resolutions and CIF (Common Intermediate Format) Internet TV resolutions, simultaneously. The C4 can also simultaneously encode in Windows Media Video (VC-1), AVC / H.264 as well as in QuickTime formats. The design of the C4 allows service providers to protect their investment by providing a solution that can be easily configured to support a variety of formats within one unit.

**Inlet Technologies:** Inlet enables new media for new networks.

Inlet's advanced encoding solutions produce the highest quality video—faster and more efficiently than any other solution. Inlet enables content creators, programmers, and distributors to increase their production efficiency, reduce their costs, and deliver the highest quality video over any IP network.

- **Inlet Spinnaker** – Spinnaker is an advanced, real-time encoding appliance that enables content providers to reach new audiences through IP networks. Its unique coverage of Closed Captioning for VC-1 and Microsoft Silverlight ensures programming meets institutional and state requirements and its proactive network management yields the highest availability via remote notification, control, and redundancy for enterprise solutions. Spinnaker's professional-grade solution means best-in-class quality for live media delivery applications such as Web streaming, IPTV, mobile, PEG, broadband TV, enterprise, education, or government video.
- **Inlet Fathom** – Fathom is a comprehensive capture, encoding, and transcoding application that provides an easy-to-use, automated experience for VC-1 and Microsoft Silverlight media creation. Features like segment re-encoding, support for all captioning standards, and real-time encoding make Fathom the solution for today's hottest media applications—mobile, Web streaming, IPTV, video on demand, and even HD.

**Rhozet:** Rhozet, a business unit of Harmonic, Inc., is dedicated to providing media transcoding solutions to the broadcasting, VoD, Web, and mobile markets. Rhozet's Carbon Coder and Carbon Server products provide a fast, flexible, and scalable architecture for media transcoding. The Carbon family supports



the complete range of media formats including VC-1, MXF, GXF, H.264, and MPEG-2. In addition to media transcoding, Rhozet also provides a host of other functions such as standards conversion, logo insertion, subtitling, and audio channel mapping. Rhozet products have an easy-to-use user interface, as well as an XML-based SDK for complete programmatic control.

## Manage

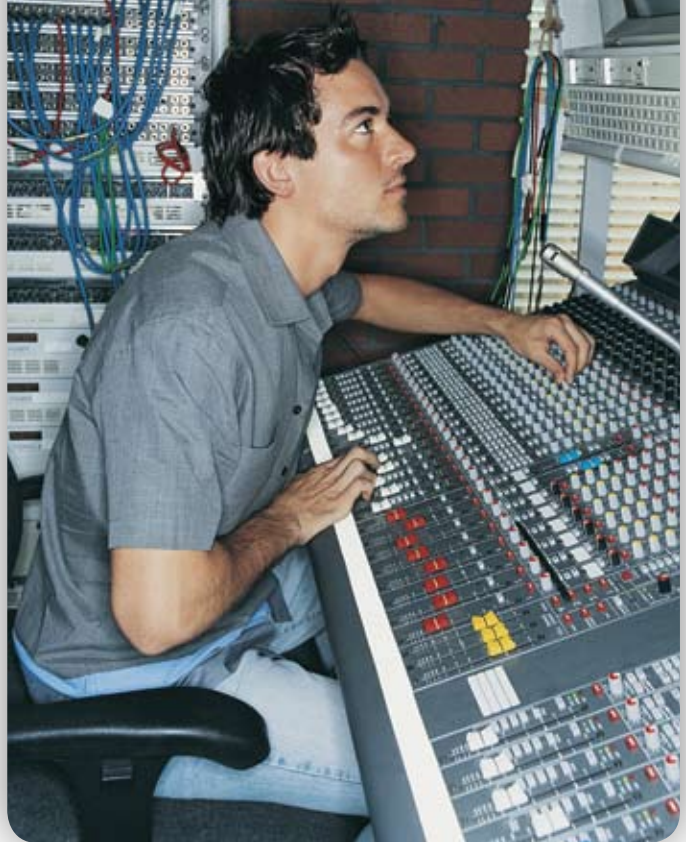
### **Microsoft Interactive Media Manager**

Microsoft Interactive Media Manager is a server-based solution which enables organizations to better manage the complexity inherent in the digital content lifecycle, from content creation to management to distribution. The solution, an extension of Microsoft Office SharePoint® Server 2007, is specifically designed for organizations in the media and entertainment industry, including film, television & postproduction studios, broadcasters, game developers, publishers, and advertising and marketing agencies. The components comprising Interactive Media Manager help media and entertainment organizations bridge the process gaps that exist between content production and business departments, eliminate unnecessary manual workflow, and provide management with real-time insight into production details.

See demonstrations from Microsoft partners Blue Order and RSG at the Microsoft booth.

**Blue Order:** Blue Order provides turnkey Media Asset Management (MAM) solutions, helping customers improve workflow efficiency, enhance product quality and generate new business opportunities. Media and entertainment companies, corporations, and public institutions use Blue Order's Digital Asset Management product suite to support their entire digital production workflow incorporating live ingest and live logging to retrieval, browsing, editing and cataloging of any digital audio-visual and multi-format content.

**RSG Media Systems:** RSG Media Systems, LLC, are creators of RightsLogic®, an enterprise program and rights management product designed to meet the back office and planning needs of the media and entertainment industry. RightsLogic includes tools to help multichannel cable programmers manage the entire deal lifecycle, including the capture of asset and elemental metadata, actionable deal points, key business terms and obligations, financial processing, and content planning. A robust rights engine—the Rights Clearance Report—provides transparency around what assets are available to air or license across all platforms. Modular and open, the platform supports workflows between various user groups including business and legal affairs, finance, production, and program distribution.



## Experience

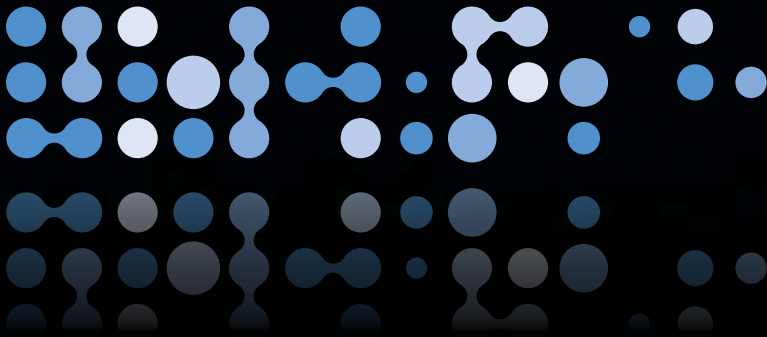
### **Microsoft Silverlight**

Microsoft Silverlight is a cross-browser, cross-platform plug-in for delivering the next generation of media experiences and rich interactive applications for the Web. Silverlight enables high-quality, lower-cost experiences, plus it's compatible with the millions of hours of existing Windows Media content, providing a unified solution from HD to mobile with broad partner ecosystem support. Silverlight media capabilities include fast, cost-effective delivery of high-quality audio and video to all major browsers including Firefox, Safari, and Microsoft Internet Explorer® running on the Mac OS or on Microsoft Windows® operating system.

### **Microsoft Mediaroom**

Microsoft Mediaroom is the latest update to the award-winning Microsoft TV/IPTV Edition software platform, featuring a new consumer-facing brand and new media-sharing capabilities. Microsoft Mediaroom enables a new, personalized television experience, featuring the best in live TV—high-definition programming, video-on-demand, digital video recording, picture-in-picture, browser applications—as well as other advanced connected entertainment scenarios. With Microsoft Mediaroom service providers can deliver a superior experience, with advanced digital TV features and media-sharing capabilities, enabling consumers to easily find and experience TV, video, movies, and digital media at the touch of a remote.

For more information on Microsoft's solutions, technologies, and partnerships for the media and entertainment industry, please visit [www.microsoft.com/media](http://www.microsoft.com/media).



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