

Encoding
at the speed
of **Now.**



948 N. Cahuenga Boulevard
Hollywood, CA 90038
323.468.2200
www.ADSHollywood.com



ADVANCED DIGITAL SERVICES

The overwhelming access to on-demand media, anytime and anywhere via the internet, handheld devices, radio and television has forever changed the time-to-market and monetization model for content providers. Media companies are faced with the growing challenge of seamlessly and efficiently delivering high quality digital content in multiple file formats across a myriad of media platforms and outlets to targeted destinations. All-the-while ensuring its quality, security, and reducing the distribution time gap.

With the dynamic nature of media platforms and formats, turning digital media into delivery-ready file based assets should only be entrusted to an experienced team that has a comprehensive understanding of the digital landscape while consistently delivering exceptional service, speed and quality. That's why since 1994, the most respected motion picture, entertainment and media companies, television studios and advertising agencies have trusted Advanced Digital Services (ADS) to help turn their content into profit, time and time again.

DIGITAL OPERATIONS CENTER

Encoding Services to Fit Every Need

ADS efficient file-based workflows and projects – from a “quick turnaround – need it right the first time” encode for iTunes®, EPK and Trailer Screenings, to the multipurpose project of creating a mezzanine master file used in transcoding for delivery to the variety of digital distribution outlets. Realizing the complexity of project based encoding, ADS has refined dynamic workflows to accommodate client requirements, including archive mezzanine encodes, features and episodic rollouts, and multiple delivery points including studio archive, internet and mobile devices.

ADS Digital Operations Center Services

- EPK and Trailer Screening Files
- Captioning and Subtitle Reference Files
- Internet Media Assets for Web Content
- Mezzanine Assets for Versioning, Distribution and Archive
- Offline and Online Assets for Editorial and Audio
- Digital and Tape Quality Assets for Broadcasters
- PPV and VOD
- Digital Dailies
- DCP, R3D, 3D and 3G
- 4k Digitizing for Digital Intermediate Projects



ADS

Pre-Processing Workflow Ensures Consistent Success

This is why we've created a Pre-Processing Workflow for our clients by providing a team of "Encoding Specialists" who manage the project right from the beginning and provide the client with exactly what they need, no matter how large or small the project. The entire workflow procedure is tailored from collaborative information gathering which our team uses to "fill the gaps" needed to satisfy delivery requirements. Accommodations are made comprising of source formatting, encoding specifications, asset packaging, asset delivery and archive resulting in a comprehensive project roadmap. This gives our clients the confidence and trust in ADS to be an extension of their staff.

Project Workflow Made Easy

ADS's Digital Operations Center is the epitome of repeatable efficiency and quality. The workflow seamlessly unifies 1) Production Management; 2) Encoding Management; 3) Quality Control and 4) Data Management functions into a cohesive process – eliminating potential documentation and tracking errors while optimizing workflow synergy.

Production Management

Our technical operations specialists work directly with the client to ensure each job receives focused execution. Although encoding specifications are flushed out during the Pre-Processing Workflow process; daily documentation, tracking and logging are maintained to ensure a complete and repeatable specification for encoding with verified delivery methods. Production Managers are the hybrid support and information resource for client services.

Quality Control

Despite the level of project complexity, strict adherence to our policy guidelines controls every detail of a job's workflow through the department. Specialized operators monitor and control all asset parameters before delivery – verifying format, specifications, video, audio, metadata, etc.

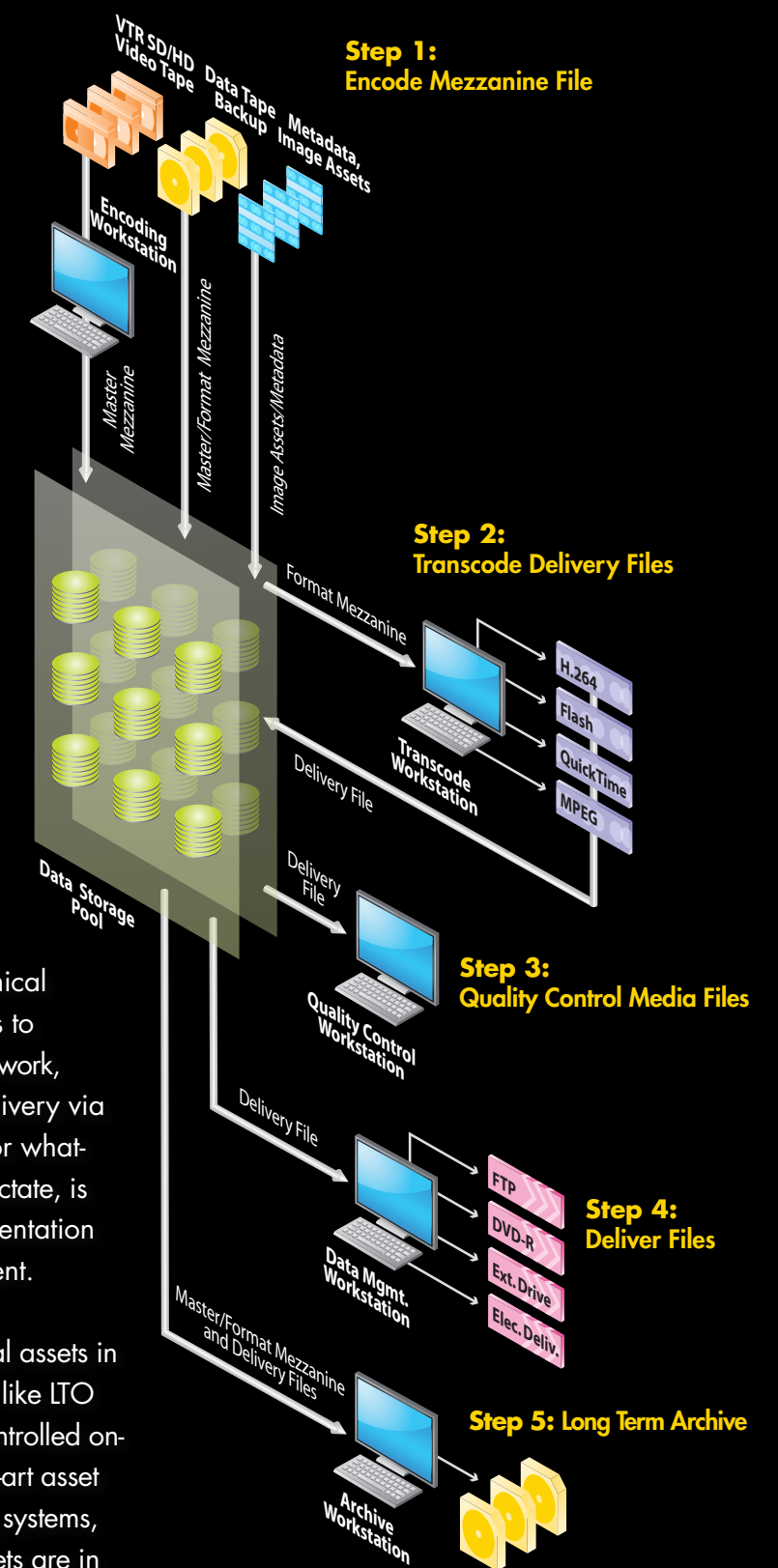
Encoding Management

By splitting skill-sets required for workflows from an individual to multiple operators, each encoding/transcoding service type can be focused and optimized. The team, mastering their service set, provides the necessary checks and balances throughout the encoding workflow, resulting in the highest quality deliverable asset. Utilizing professional hardware and software designated to be adaptive and prevalent with encoding standards, the Digital Operations Center was designed to seamlessly grow with encoding advancements.

Data Management

During this process, our technical specialists package the assets to include relevant metadata, artwork, encryption, etc. for assets. Delivery via Aspera, FTP, FireWire drive or whatever the needs of the client dictate, is accompanied by strict documentation and logging of asset movement.

ADS can also store your digital assets in an approved archive medium like LTO in our fully secured and air-controlled on-site vault. With our state-of-the-art asset catalogue and Xytech tracking systems, you can rest assured your assets are in trusted hands.



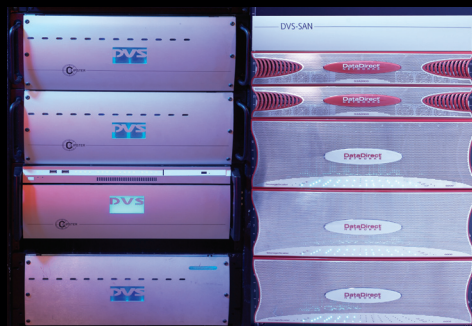
ADS Digital Operations Center Equipment

The Digital Operations Center can handle all encoding and transcoding services utilizing a variety of professional hardware and software encoding systems, expandable to accommodate future formats. Additionally, the high performance and scalable storage network architecture provides the utmost in speed, security and storage needed for sustained long form workflows, quality control and data management.

Encoding and Transcoding

Digital Rapids®

- StreamZHD™ – High-performance HD/SD video ingest, encoding and transcoding to dozens of standard and specialized media file formats from live, tape and file-based sources.



DVS®

- CLIPSTER® – Gen 3 hardware for encoding SDI HD/SD. I/O capabilities include all tape standards up to 4:4:4 dual link HD. The hardware supports accelerated JPEG 2000, RED, DCP, and stereoscopic workflows. CLIPSTER utilizes multiple tools including:
 - Editorial including limitless timeline, transitions, and key framing up to 4k resolution.
 - Conform real-time – Format/scale & rotate/Color space conversion.
 - Metadata and SAN management.

Apple®

- Mac Pro® – Hardware for encoding SDI HD/SD. I/O capabilities include all tape standards up to 4:2:2 HD.
- Final Cut Pro® – Standard non-linear editorial and specialized encoding.
- Compressor® – Standard transcoding software.

Rhozet®

- Rhozet™ Carbon Coder™ transcode engine for all standard and specialized media file formats.

Time is money. So whether your project needs are small or large, ADS is your best source for 'Encoding at the speed of Now'. With an uncompromising commitment to excellence in both personnel and equipment, our goal is to ensure your complete satisfaction.

Call us today at 323.468.2200 or visit us at www.ADSHollywood.com.

Around the World. Around the clock.

We deliver at the **speed of Now.**