Vi X
Vi W
PLATFORM
VISION

What is Vision ?

Vision Xplore

Desktop application to manage Media Assets.

Vision vieW

Web based presentation of managed Media Assets.

What is Vision ?

Vision is a MULTI-FORMAT and MULTI MEDIUM platform of products designed to:

- Manage Media Assets using categorisation and meta tagging
- Upload Media Assets to CDN’s
- Create Content items from one or many Assets.
- Create Content lists from one or many Content items.
- Associate adverts and advertising platforms with Content Items and Content Lists.
- Present content lists on websites for playback.
- Utilise appropriate media-player technology as needed.

Definitions

Media Asset:

- A single video/audio clip of any format
- A URL to a live stream of any format
- May have custom versions, i.e. Bitrates, languages.

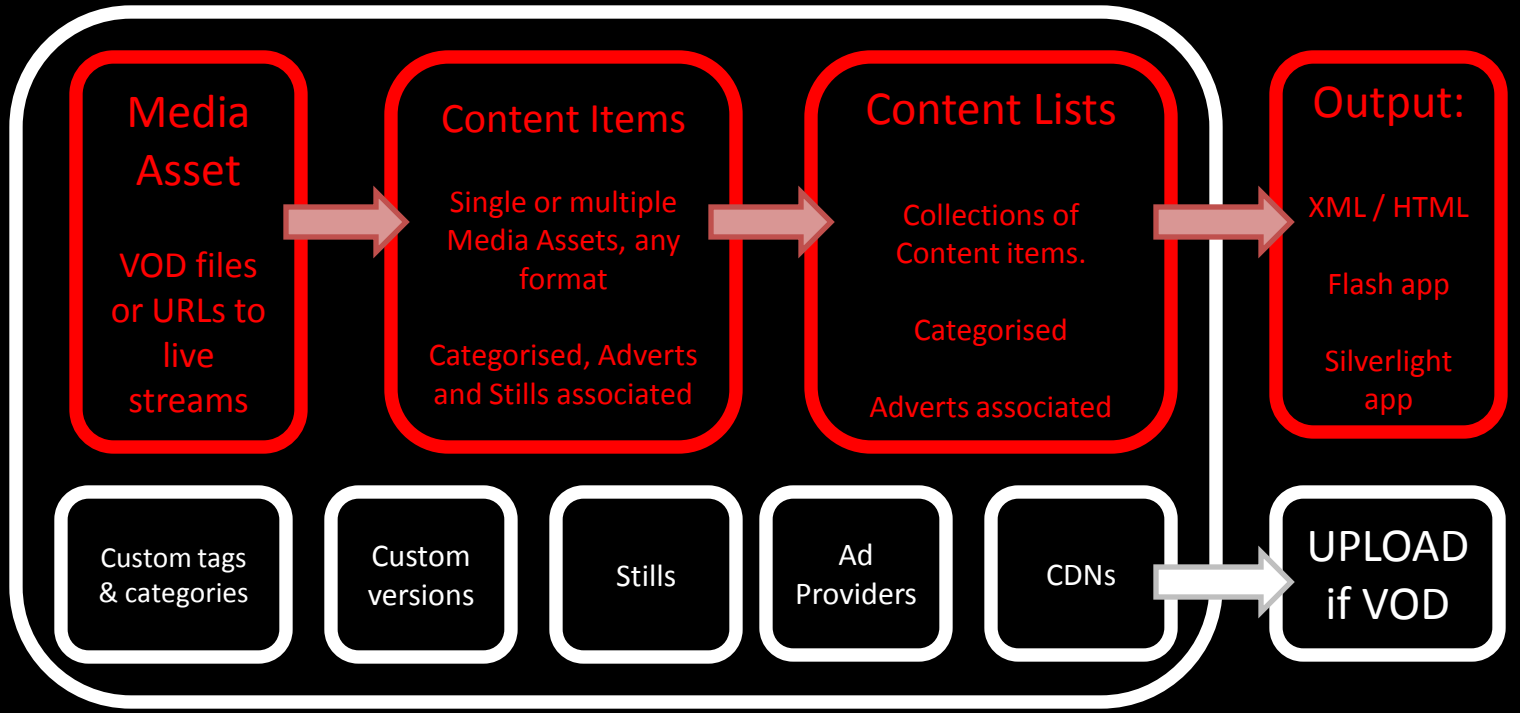
Content Item:

- A collection of or a single Media Asset, categorised and associated with advertising as required. e.g.:
  - A single video / audio clip or stream.
  - A collection of associated Media Assets, i.e. “2008 World Rally Highlights”.

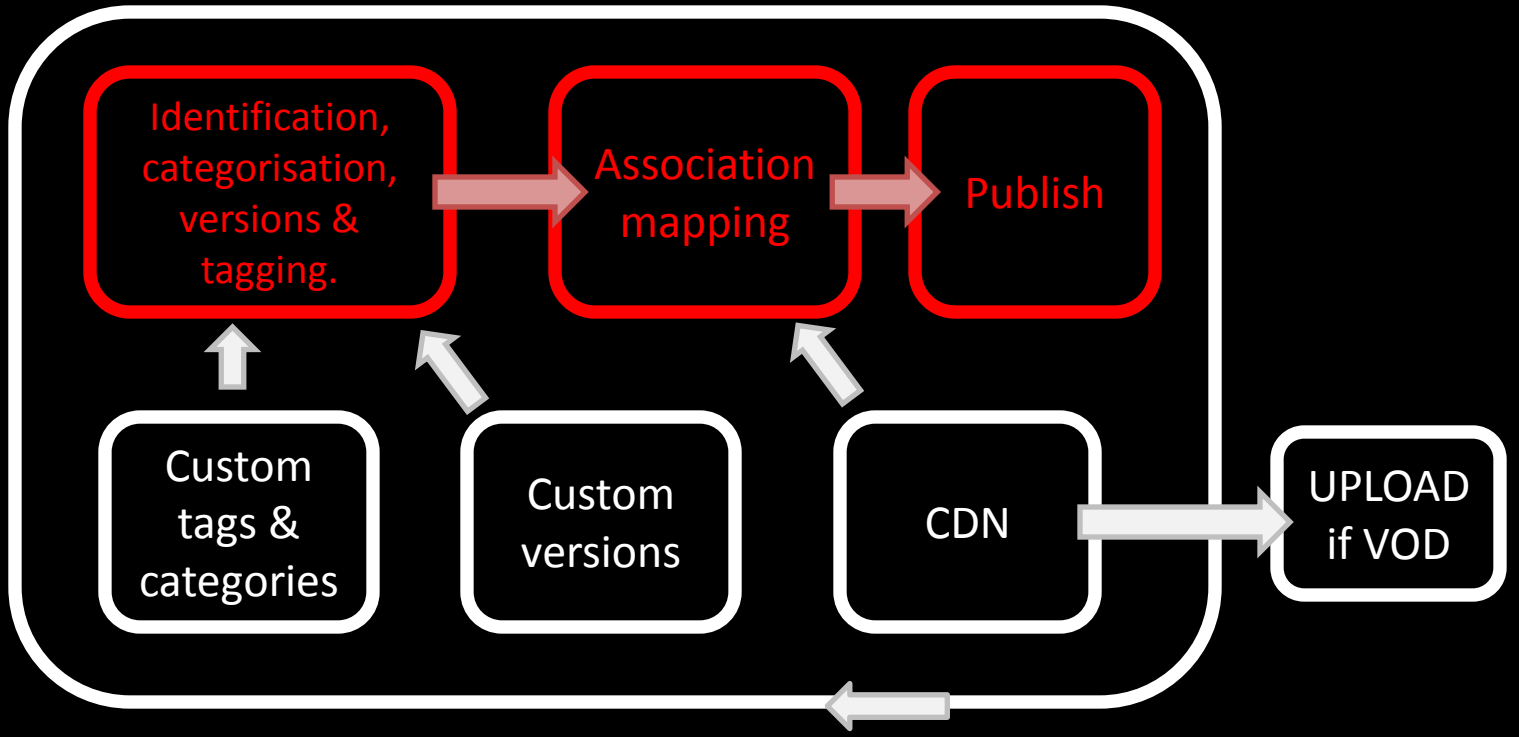
Content List:

- A collection of content items, categorised and associated with adverts / advertising as required.
- Advertising can “over-ride” other Advertising settings.

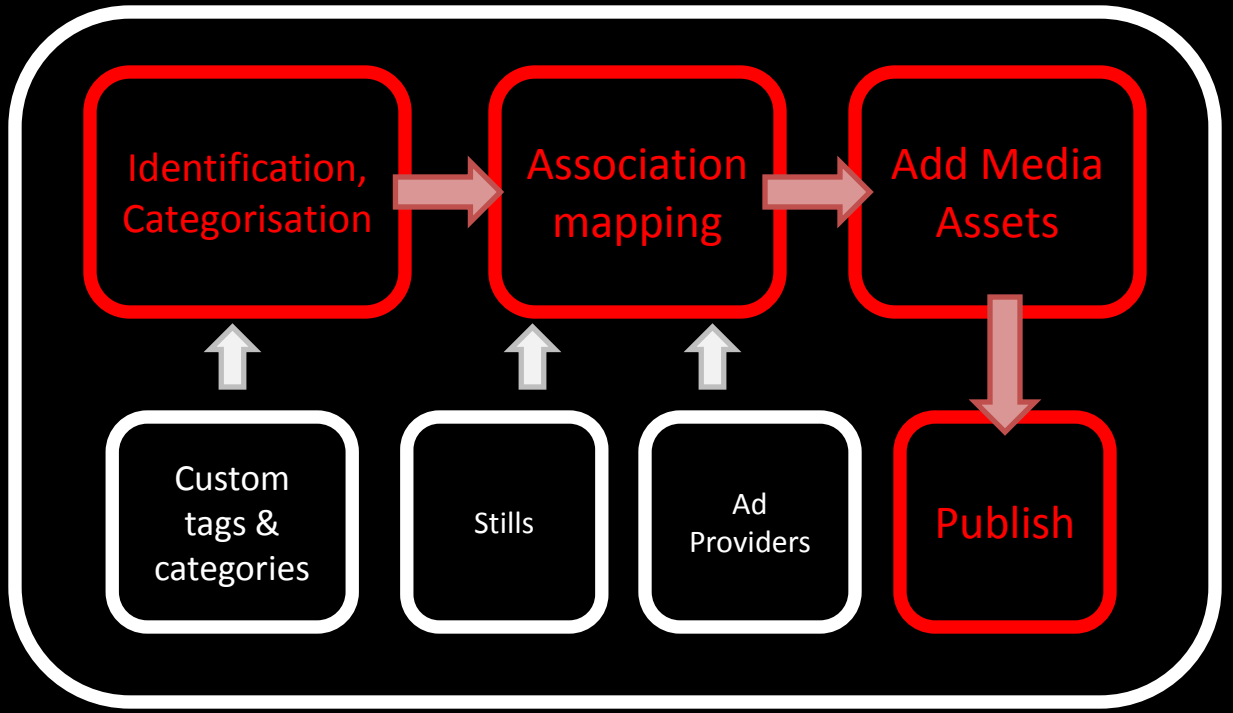
Vision Xplore



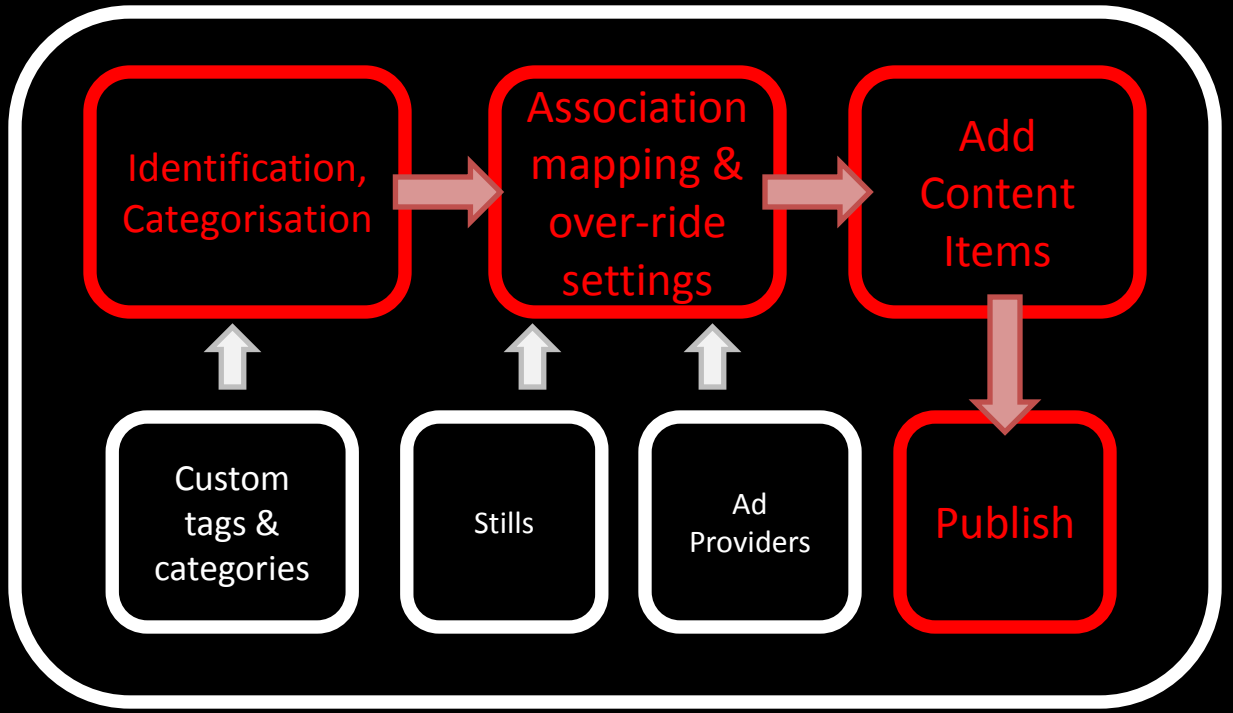
Media Assets



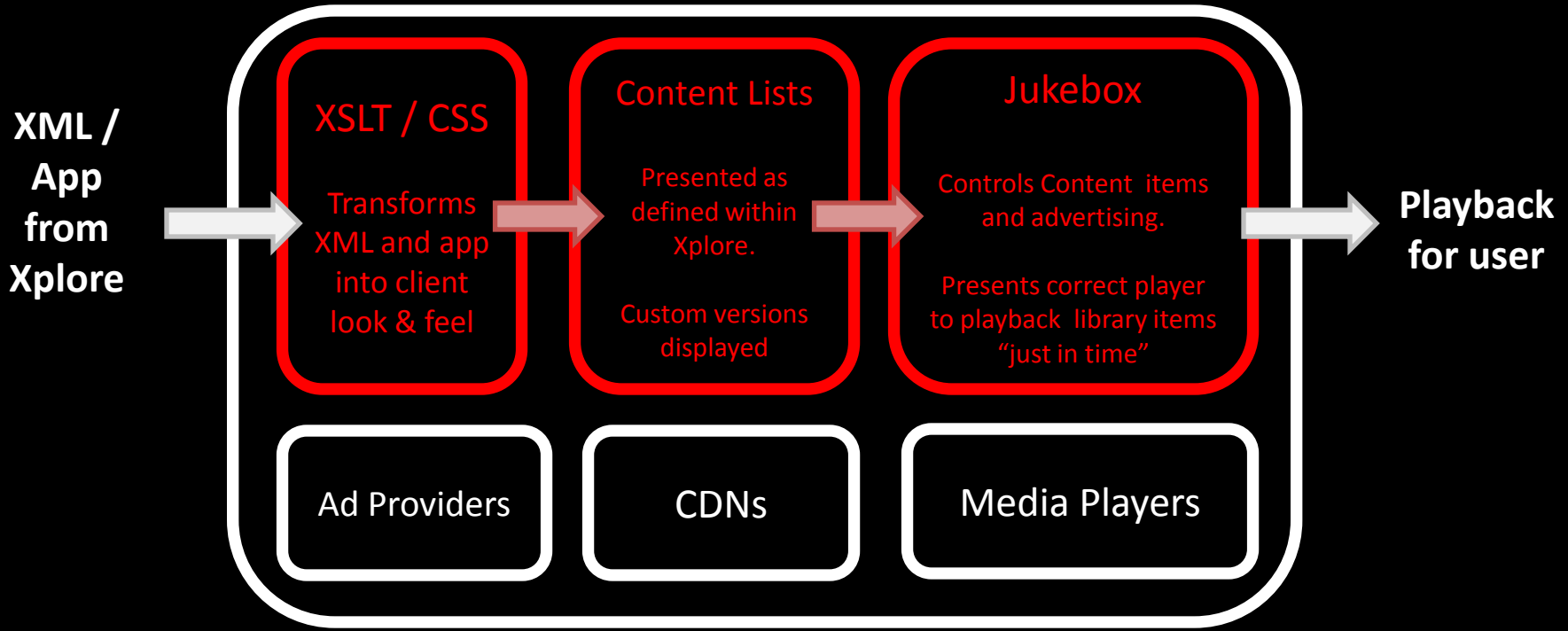
Content Items



Content Lists



Vision vieW


XML / App from Xplore
XSLT / CSS
Transforms XML and app into client look & feel
Content Lists
Presented as defined within Xplore.
Custom versions displayed
Jukebox
Controls Content items and advertising.
Presents correct player to playback library items "just in time"
Playback for user
Ad Providers
CDNs
Media Players