AdFlow™

SeaChange AdFlow is an enterprise-class, high-availability automated core advertising ingest system for Infusion Spot™, SeaChange's dynamic local ad-insertion & replacement solution for linear broadcast channels. Using a simple-to-manage centralized environment, AdFlow is capable of handling large-scale advertising automation including schedule file processing, verifications and transcoding of ad variants for ADI-compliant distribution, and more.

FEATURES

SUPPORT FOR WORKFLOW-DRIVEN CONTENT PROCESSING/POOLING

Integrated with multiple content processing vendors (open interface) Optional modules available including:

- Automated QA (monitoring)
- Audio normalization (DP 600)
- MediaInfo (MPEG analysis)
- Invidi API
- SelenioFlex (Imagine)
- Dolby™
- VLC Player™
- Cerify™

TRANSCODING INTEGRATION

- Elemental (ASW)
- Harmonic® ProMedia™ Carbon with WFS file-based integration
- Telestream
- Digital Rapids®, Ericsson/Envivio®, other transcoders available upon request
- Non-redundant configuration (by default)
- Redundant configuration (available as an incremental option)

INCREASED HD PROCESSING CAPACITY (MINIMIZING COST)

- Ad variants can be transcoded in advance before schedule files arrive
- Advanced prioritization engine (weighted average of need by time), and variant profile priority

EFFICIENT DISTRIBUTION

- AdFlow moves assets into master video library only when needed
- AdFlow keeps the base variant and can always generate needed variants on demand to be pushed to master video library

SCALABLE LICENSE PACKAGES (BASED ON NUMBER OF SUPPORTED CHANNELS)

- Small (0 to 48 channels)
- Medium (0 to 1000 channels)
- Large (1000+ channels)

CENTRALIZED DASHBOARD OFFERS INCREASED MANAGEMENT / CONFIGURATION CAPABILITIES, ELIMINATING SCRIPTS.

INTEGRATED WITH LEADING NAS VENDORS FOR ASSET STORAGE (DELL EMC®, ISILON®, ETC.).