

IBM Content Manager VideoCharger, Version 8

Highlights

- **Delivers high-quality audio and video streams over corporate intranets or the Internet using the latest standard formats, including MPEG-4 and Apple QuickTime 5**
- **Integrates with IBM Content Manager to enable search, archiving, management and sharing of rich digital assets, integrating them seamlessly into an enterprise content management infrastructure**
- **Provides flexibility by enabling low quality bitrate, mid-band or high quality bitrate video streaming**
- **Improves security and tracking to provide better control of your media assets.**

Turning digital video into dynamic business content

In today's communication-packed environment, it's hard to get your message to stand out from the millions of others grasping for audience attention. So enriching otherwise static presentations with audio and video can create big payoffs. But video and audio files can be hard for non-technical users to store, replay and integrate with traditional electronic document formats. Moreover, they eat up huge amounts of bandwidth and disk storage space.

IBM Content Manager VideoCharger™, Version 8, solves these problems. An audio and video streaming solution based on industry-standard protocols, Content Manager VideoCharger transforms digital video into an effective desktop tool supporting a myriad of uses—security, customer service, education, news, sales or entertainment.

You can deliver dynamic, high-impact information wherever it is needed—at the office, on the road, in the classroom or at home. For businesses, virtual presentations or demonstrations of new merchandise can take the place of expensive corporate travel. Shop-at-home customers can take digital walk-throughs of homes for sale or potential vacation sites. And for entertainment, Content Manager VideoCharger offers the flexibility and strength to deliver high-quality video-on-demand content.

Content Manager VideoCharger provides an integrated desktop player for realtime video delivery of multiple file types. A part of the IBM content management portfolio of offerings, Content Manager VideoCharger can be integrated with IBM Content Manager, letting you combine multimedia data with other data types in an enterprise content management infrastructure. The latest version of Content Manager is a multimedia



Content Manager VideoCharger makes virtual presentations a breeze by streaming video to a monitor near you.

Enriching your communications with audio and video

data repository tightly linking to the functionality of IBM DB2® Universal Database™, IBM WebSphere® Application Server and IBM Tivoli® Storage Manager.

A common access point to your information assets

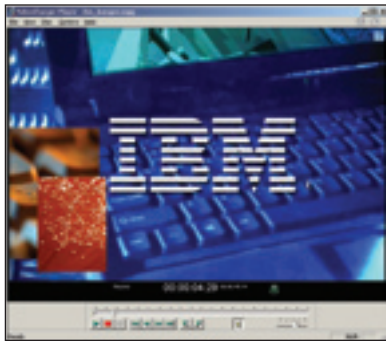
Together, Content Manager VideoCharger and Content Manager can help you make the most of your digital assets. Providing a single view of all the information objects that your core business applications use, the Content Manager solution gives employees, customers and business partners access to video and audio files as well as scanned documents, images, electronic reports and statements, and correspondence from electronic folders.

With fast and easy access to these information assets, manufacturers can monitor their global assembly lines by streaming video of their plants straight to desktops at corporate headquarters. Insurance adjusters can log onto their computers to view accident footage, connecting pictures with text and diagrams

already stored in Content Manager to create complete reports they can then distribute electronically to the necessary people. Corporate security can be enhanced with video or images taken at various locations. These rich combinations of information can be accessed from anywhere in the network.

Companies use Content Manager VideoCharger to facilitate:

- *Corporate communication, by delivering on-demand multimedia news and information wherever and whenever it is needed in the enterprise*
- *Distance learning, by delivering live or videotaped lectures and presentations simultaneously to a variety of locations, enhancing information retention and eliminating travel costs and delays*
- *Merchandising through videotaping of goods and services, broadening market reach and contributing to new revenue gains*
- *Video on demand, delivering DVD-quality video to set-top boxes in residential units, business complexes, hotels and hospitals*
- *Enhanced customer service through online video demonstrations of product assembly and use.*



Content Manager VideoCharger fills a variety of roles, from streaming company news over the corporate intranet to supporting security measures.

Scalable and suitable for any network speed

Content Manager VideoCharger is easy to implement, with automatic Microsoft® Windows® installation procedures including configuration of the Internet Information Server (IIS) Web servers and calibration to determine system capabilities. Its plug-and-play architecture, using IBM server filter technology, enables customized enhancements without the need to rebuild or replace the server or impact existing installations. For example, filters can be developed to include encryption, live network capture, watermarking and support of new and proprietary formats and codecs. Its comprehensive Software Developer's Kit makes it easy for end users and integrators to customize the look and feel of the Content Manager VideoCharger interface for their streaming video applications.

Content Manager VideoCharger is highly scalable, running on platforms ranging from a single-processor Microsoft Windows NT® or Windows 2000 server to a multinode IBM @server pSeries™ server cluster. The latest software release encapsulates

the file system interface allowing the use of either the standard IBM AIX® file systems for general streaming applications or the ability to exploit General Parallel File System on the AIX platform for high performance streaming requirements. Now you can start at the level appropriate for your business and grow to meet high-volume enterprise needs.

Whatever the speed of your network, Content Manager VideoCharger can deliver. The solution supports many industry-standard multimedia formats at various qualities and bitrates, including MPEG-1, MPEG-2, MPEG-4, Apple QuickTime 5, AVI, HotMedia, MP3 and WAV. Low bitrate content can be delivered to modem or network-attached clients on slower networks such as 10Mbps Ethernet, while higher bitrate business-quality content (greater than 600kbps) can be delivered through high-speed transport networks. Networks supported include:

- *Asynchronous transfer mode (ATM) running TCP/IP or LAN emulation*
- *LANs (10/100Mbps and 1000Mbps Ethernet as well as token ring)*
- *WANs (T1, E1, T3 and E3).*

Content Manager VideoCharger also supports a broad range of video and audio quality levels. Selectable video and audio streaming rates allow you to balance the amount of network bandwidth consumed against the required video quality and volume of stored video content. For outstanding quality, select MPEG-2 data streams up to 15Mbit. Or to control storage and bandwidth, choose MPEG-1, which offers full-screen, 30-frames-per-second video at lower bitrates, or select even richer MPEG-4 streams. The latest version features expanded system scalability in terms of file size, bandwidth and memory, allowing you greater flexibility in system capacity without hindering performance.

Streaming to a computer near you

Content Manager VideoCharger uses the latest standard formats, including MPEG-4, Apple QuickTime 5 and HotMedia, to deliver high-quality realtime audio and video streams online. QuickTime software provides a framework for creating, editing and publishing digital media content. With Content Manager VideoCharger, you can store and stream existing QuickTime content without transcoding it.

Content Manager VideoCharger can also stream HotMedia format files to the HotMedia player, so you can play video streams without downloading and installing a separate player. For both HotMedia and MPEG-4 formatted files, a tiny Java™ technology-based player is transparently downloaded before the media stream plays, enabling a simple click-and-play experience.

Content Manager VideoCharger supports prevailing Internet standards including IP and HTTP, and the client player works with Netscape Navigator or Microsoft Internet Explorer browsers on Windows 98, Windows NT, Windows 2000, Windows ME and Windows XP. It uses realtime transport protocol (RTP) and file transfer protocol (FTP) for the transport of video and audio streams and TCP/IP and HTTP stream delivery for delivery through network firewalls. Realtime Streaming Protocol (RTSP) server support is available to provide RTSP-compliant clients such as QuickTime access to the media.

Minimizing network traffic

To deliver high-quality video and audio streams efficiently to large groups of clients, take advantage of the IP multicast support of Content Manager VideoCharger. With IP multicast, you can stream from a single server to many clients concurrently, eliminating the bandwidth drain involved in sending individual streams or broadcast packets to everyone on your network.

You can further reduce network overhead and improve efficiency with the maximum transmission unit (MTU) path discovery function of Content Manager VideoCharger on AIX. MTU path discovery queries the network path between the server and the client and then sets the MTU at the maximum size possible to eliminate the need to fragment the stream along the delivery path.

Support for an enterprisewide content management strategy

Because so much of effective communication involves watching people's facial expressions as well as listening to them, including visual elements in demonstrations and presentations can be vital in today's fast-paced world. With Content Manager VideoCharger, you can meet key business challenges by making rich multimedia an integral component of your enterprisewide content management strategy.

For more information

Please contact your IBM marketing representative or an IBM Business Partner, or call 1-800 331 1763 within the U.S. Also, visit our Web site at ibm.com/software/data/videocharger



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