IBM

IBM Content Manager VideoCharger

Highlights

■ *Delivers high-quality realtime audio and video streams over corporate intranets or the Internet using the latest standards-based formats, including Apple QuickTime*

■ *Includes integrated player for realtime video delivery without additional client software*

■ *Provides flexibility by enabling low bitrate, mid-band and high bitrate video streaming.*

If a picture is worth a thousand words, then digital video must be a million times better for telling stories. Consider the advantage for real estate agents who can show clients digital walk-throughs of available homes. Or imagine how effective a video clip of an accident scene, delivered over a laptop, could be in the courtroom.

By using IBM Content Manager VideoCharger™, you can transform digital video into an effective desktop tool supporting a myriad of uses — communications, sales, collaboration, entertainment, education and security. You can deliver dynamic, high-impact infor-mation wherever it is needed — the workplace, at school or at home.

Content Manager VideoCharger is equipped with a software player to enable realtime video viewing on the desktop, without any additional software. When integrated with IBM Content Manager, the solution enables you to include video and audio in an electronic folder on the desktop, making it easily accessible to support your many business needs.

Video adds value to your business functions

The combination of Content Manager VideoCharger and Content Manager provides your workforce a single view of all information objects utilized by your core business applications. In addition to video and audio files, your employees and external constituents can quickly and effi-ciently access scanned documents, electronic reports and statements, as well as correspondence from electronic folders.

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Delivering high-quality streaming video to the desktop

These capabilities can be applied in numerous business situations. Manufacturers can monitor their global assembly lines by streaming video of their plants straight to desktops at corporate headquarters. Security guards can log on to their computers to view video from building security cameras. A logistics company can reduce damage claims by capturing loading dock procedures and deliveries and integrating this video information with the delivery receipts and bills of lading already stored in Content Manager.

Having a comprehensive view of your business can also help you enhance customer service. Video and audio, along with images, text and graphics, can help you convey complex information in a way that is simple to understand.

For example, a video clip on your Web site demonstrating the proper way to assemble a piece of furniture sends a clear message that you care about helping your customers.

Content Manager VideoCharger is equipped to support many other business needs as well, including:

- *Corporate training and videoconferencing, by delivering on-demand multimedia information wherever and whenever it is needed in your enterprise*
- *Distance learning, by delivering live or videotaped lectures and presentations simultaneously to a variety of locations, enhancing information retention and lowering training costs*
- *Merchandising through videotaping of goods and services, helping to improve your business' reach to new audiences and contributing to new revenue gains*
- *Video on demand, so that you can deliver high bitrate video to set-top boxes in residential units, business complexes, hotels and hospitals.*

Scalable and suitable for any network speed

Content Manager VideoCharger is easy to install, with automatic Microsoft® Windows® installation procedures including configuration of commonly used 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. Filters may include encryption, live network capture, watermarking or support of new or even proprietary formats and codecs. Its comprehensive Software Developer's Kit makes it possible for end users and integrators to easily customize their streaming video applications to fit their specific look-and-feel requirements for intuitive use.

Content Manager VideoCharger is highly scalable, running on platforms ranging from a single Microsoft Windows NT® or Windows 2000 server up to a multinode clustered IBM @server pSeries™ server. So you can start at the level appropriate for your business and grow to meet high-volume enterprise needs.

"VideoCharger on the IBM AIX platform is the most scalable streaming media solution we have tested."
– Jon Dunn, Assistant Director for Technology, Indiana University Digital Library Program

Whatever the speed of your network, Content Manager VideoCharger can deliver. The solution supports many industry-standard multimedia formats at various bitrates, including MPEG-1, MPEG-2, QT5, .AVI, MP3 and .WAV. Low bitrate content can be delivered to network-attached clients on slower networks such as Token-Ring or 10Mbps Ethernet, while higher rate business- quality content (greater than 600kbps) can be delivered through high-speed transport net-works. Networks supported include:

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

Content Manager VideoCharger makes learning a rich, dynamic experience by helping you deliver online demonstrations to your students, whether in a business or academic environment.

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. MPEG-1 provides full-screen, 30-frames-per-second video, as well as low bitrates to control storage and bandwidth.

Streaming to a computer near you
Content Manager VideoCharger uses the latest standards-based formats, including Apple QuickTime 5, to deliver high-quality realtime audio and video streams online. QuickTime software provides the framework for creating, editing and publishing digital media content. With Content Manager VideoCharger, you can store and play existing QuickTime content without transcoding it.

Content Manager VideoCharger can stream HotMedia format files to the HotMedia player, so you can play video streams without downloading and installing a separate player. A tiny Java™ technology-based player is transparently downloaded before the media stream plays, providing the user a simple click-and-play experience.

Content Manager VideoCharger supports standard Internet protocols including IP and HTTP and works with Netscape or Microsoft Internet Explorer on Windows 95, Windows 98, Windows NT and Windows 2000. It uses Real-time Transport Protocol (RTP) for the transport of video and audio streams and TCP/IP and HTTP stream delivery for delivery through network firewalls. RTSP server support is available to provide RTSP-compliant clients access to the media.

To provide multimedia archiving, connect Content Manager Video-Charger with IBM Tivoli® Storage Manager running on the IBM AIX® platform. Content Manager Video-Charger can access archived video files from a Windows NT or AIX server.

Minimizing network traffic

To efficiently deliver high-quality video and audio streams to large groups of clients, take advantage of the IP multicast support of Content Manager VideoCharger. Using this capability, you can distribute a single stream from a server to many clients concur-rently, eliminating the bandwidth drain associated with sending individual streams or broadcast packets to everyone on your network.

The maximum transmission unit (MTU) path discovery function of Content Manager VideoCharger further reduces network overhead and improves efficiency. 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 repacket the stream along the delivery path.

Charging to the top

Static information is less than adequate in today's multimedia-rich world. People expect cutting-edge, interactive experiences. With Content Manager VideoCharger, you can leverage your rich digital content to make lasting impressions that separate your organi-zation from the rest.

For more information

Please contact your IBM marketing representative or an IBM Business Partner, or call 1-800 IBM CALL within the U.S. Also, visit our Web site at **ibm.com**/software/info/cm/cd4

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