



Mio Workflow can help you stay ahead in the rapidly changing world of TV and video distribution.

It's a new world of opportunity

In recent years, radical changes in the media, telecommunications and broadcast industries have created a multitude of new ways to distribute TV and video. More and more people are now watching TV & video on web, PCs and games consoles, iPods and mobile phones, as well as kiosks and outdoor. And that means there are now more opportunities than ever for you to get your content out to every potential audience.

But as the opportunities grow, so do the complications.

To make the most of all these new and developing platforms you need to be sure that your video content can be quickly, easily and effectively integrated to suit any distribution medium. And that can be a complex, risky and pricey proposition.

But Mio Workflow is the answer.

Mio is a unique, fully managed solution that can take the headache out of repurposing and distributing your content to any platform or device. This award-winning solution allows you to manage your content through an elegant, intuitive and easy-to-use web-based interface that puts you firmly in control. It could, quite simply, transform the way you do business.

What's more, Mio is the most cost effective solution on the market today.

Mio is a fully managed service, hosted within Nativ's dedicated data centres. That means you don't have to pay expensive overheads or constantly buy costly upgrades. We take care of maintaining the software for you, while you get on with the business of video distribution.

And we've always got one eye on the future, too.

By identifying trends and developments as they emerge we make sure that Mio can meet every challenge likely to come its way in the years ahead. Put simply, by using Mio, you can future-proof your business and stay one step ahead, with minimal effort on your part.

We're convinced Mio could make huge improvements to the way you operate. We've already helped many major blue-chip clients such as Getty Images, VW Group and CBS make massive savings by using Mio.

And now you can reap the benefits too.

To find out more about how Mio can help you save money and stay one step ahead of the competition, keep reading.

Or why not contact us now to take the next step forward? We guarantee you won't regret it:

<http://nativ.tv/contact/>

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Mio Workflow is the most comprehensive and cost-effective media management solution on the market.

This revolutionary solution means you no longer have to choose between investing in workflow and asset management on the one hand or presentation and distribution on the other.

With Mio you have it all in one easy-to-use package.

There are four main areas where Mio can help you excel:

1. Upload, Ingest and User Generated Content
2. Workflow Automation
3. Digital Asset Management
4. Repurposing, Presentation and Distribution

Why not take a few minutes to find out how?

Or contact us now to discuss how Mio can transform your business.

1. UPLOAD, INGEST AND UGC

As the technology, media and telecommunications industry continues to undergo rapid and fundamental change, more and more businesses need to upload and ingest video content from a wide variety of sources. It's a major challenge, not made any simpler by the growth in user-generated content that often comes without metadata or any guarantee of quality.

But Mio can help you face that challenge. Its dynamic content recognition system enables it to rapidly and automatically make sense of huge volumes of data, offering you a wide range of

opportunities for improved ingestion, validation and categorisation of video content – no matter where it's coming from.

Mio also includes a sophisticated desktop upload tool ideal for scheduling large file uploads and handling interruptions to service as well as low bandwidth connections. With innovations like this, we're convinced it can make your upload and ingestion difficulties a thing of the past.

2. WORKFLOW AUTOMATION

You know how difficult it can be to get a multitude of different, complicated manual or automated tasks running smoothly, on-time and often simultaneously. And, in the complex and rapidly evolving world of video distribution, keeping on top of all your projects can be even more of a headache.

Mio is the answer. This fully managed workflow system does the hard work for you, ensuring all your workflows are automated and operationally efficient.

With a wide range of flexible, fully automated features, Mio can help take care of all your workflow needs – from multi-format transcoding to content validation, and a whole host of other crucial jobs.

3. DIGITAL ASSET MANAGEMENT

As part of the ongoing revolution in the technology, media and telecommunications industry, sooner or later you'll need to move all your video, audio and multimedia files out of old-fashioned storage devices such as tapes and disks. Instead, you'll want to put them online in a centralised system where they can be

searched, previewed and edited much more effectively.

It's called Digital Asset Management (DAM), it's the first crucial step towards managing cross-platform video distribution – and Mio can help you do it.

Mio is a fully functioning DAM solution with a difference. It has the unique ability to recognise all popular video and audio formats and automatically populate a comprehensive, permanent archive of all your rich media content – including key frames, previews and technical information.

4. REPURPOSING, PRESENTATION AND SYNDICATION

As the number of video platforms continues to grow, businesses are becoming more and more aware of the importance of repurposing their video content so that it is compatible with every relevant platform. But a lot of those businesses are discovering that the whole process of repurposing and distributing to a myriad of platforms can be fraught with complications.

Now, with Mio, you can end those difficulties for good. This award-winning software enables you to fully automate the process of repurposing and publishing your content to as many platforms as you want, with the minimum of fuss.

Mio may be simple to run, but it can help you carry out some highly sophisticated functions, such as cross-platform presentation including overlays and ad-inserts – enabling you to control your branding and advertising effectively on a platform-by-platform basis.

5. STREAMING AND PLAYOUT

As well as publishing your content to any number of platforms and devices, you may also want to stream it to mobile, web, PDAs, kiosks, games consoles and of course, your own website.

From the same web management console you can manage the streaming of your content with a simple click of a button. Not only that, but you can set rules for when content should be made available and removed.

Mio also provides a flexible webservice and streaming API that means that you can build your own user interfaces, regardless of the platform you are using. Whether you're targeting Flash or iPhone, Mio will intelligently provide the correctly formatted stream to suit your application.

Mio integrates seamlessly with the major CDN providers to ensure you can stream your content globally with the minimum of fuss.

From web to mobile and beyond, streaming has never been so simple and pain-free; and Mio's advanced encoding will ensure you enjoy the best possible picture quality - regardless of the platform you choose.

Put simply, Mio is a priceless tool, which will help you reach new audiences as and when they emerge – no matter what new developments the future brings.

It's no exaggeration to say that, Mio could transform the way you do business.

SOLUTION SUMMARY



TECHNICAL OVERVIEW

