



The Future of Digital Media



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VFINITY has developed V-Business™

- Multimedia Asset Management & Workflow Integration software solution
 - Comprehensive audio-video centric content and metadata management
 - Multimedia ingest, production, and distribution integration
 - All with software, all using standard IT

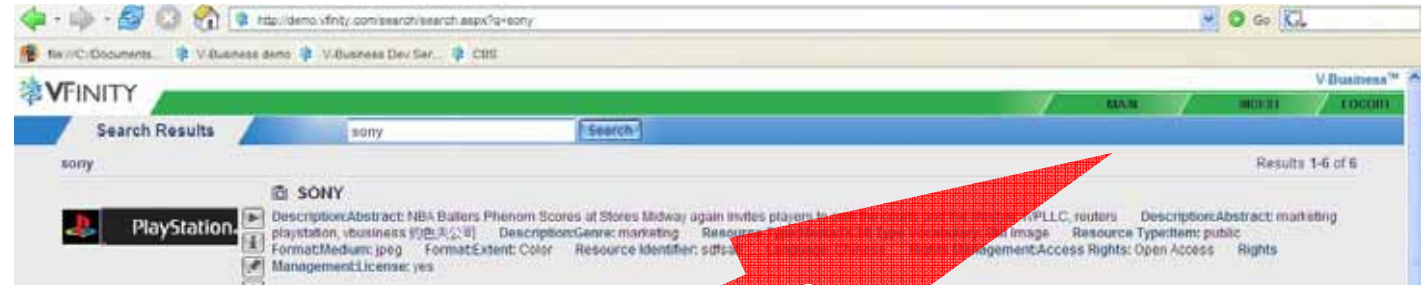
V-Business™ was designed from the ground up as a web native solution so there are no legacy issues (Web2.0). It makes possible for all digital content types and formats, centered on video and audio, to work together.

V-Business™ is Unique

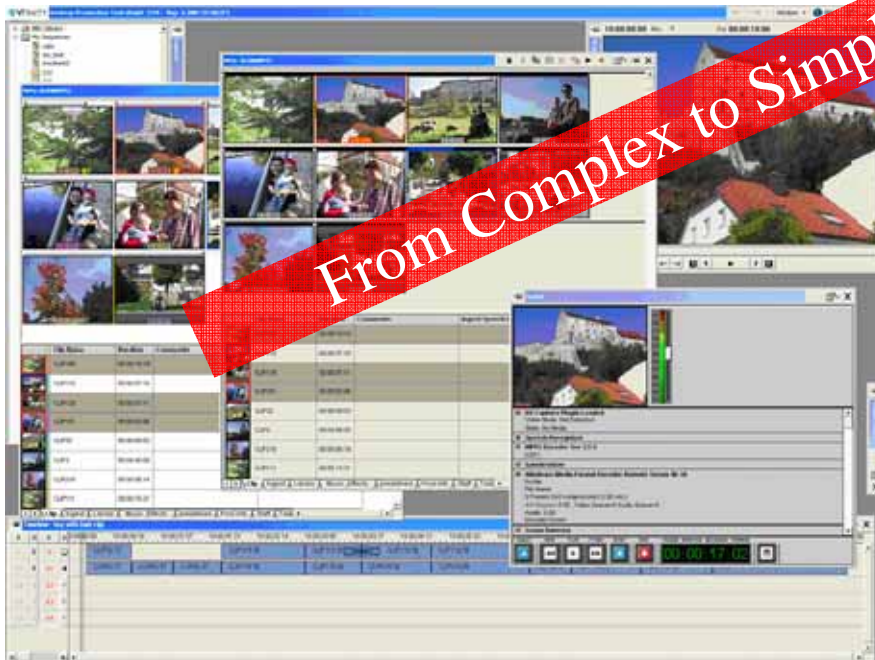
- Ease of use, minimal to no training for any computer and internet user to start
- Cost effective, pure software, no special hardware
- 100% web native, no legacy issues. Like Google or Yahoo (Web1.0), with extreme simple look and feel but high powered robustness in the backend, only better (Web2.0-content and application services and sharing)
- Handles all types of media, centered on time-based media Video and Audio
- Multi-lingual, support multiple spoken languages
- Enable real-time collaboration throughout full media life cycle
- Adapts to your current workflow, not to interrupt or change it
- Incremental workflow improvement
- Flexible, highly customizable for each user, instant/live push and update

V-Business 2.0 requires no training to start

V-Business 2.0,
only a log in and a
search window



From Complex to Simple and Easy to Use



V-Business 1.0 solution, typical of
last generation of multimedia tools

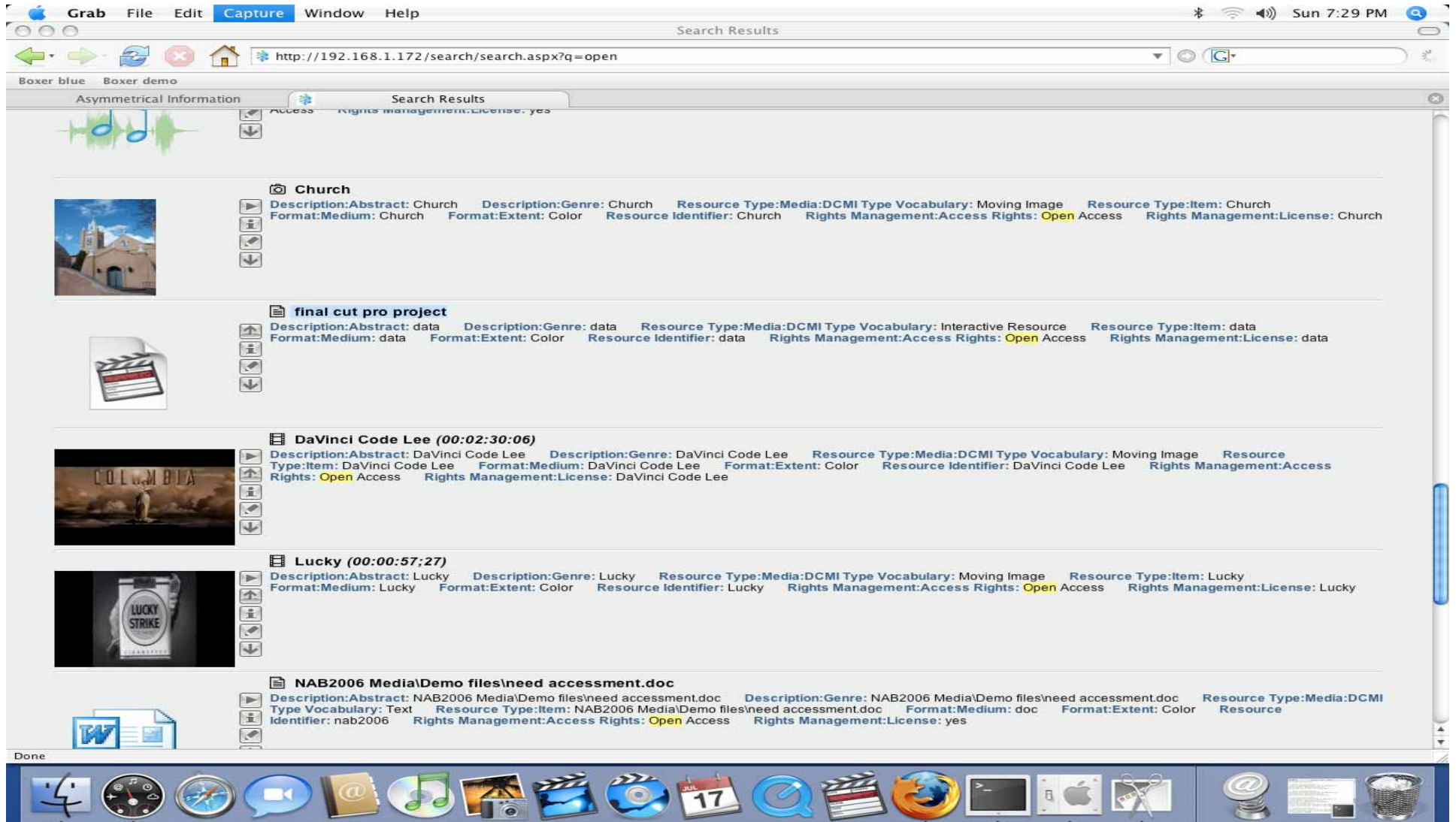
Use of V-Business™

Search & Community Sharing

Comparison to popular search and community engines

*5 immediate and important differences
would be...*

1. V-Business Access instantly all types of media or any type of digital dataset

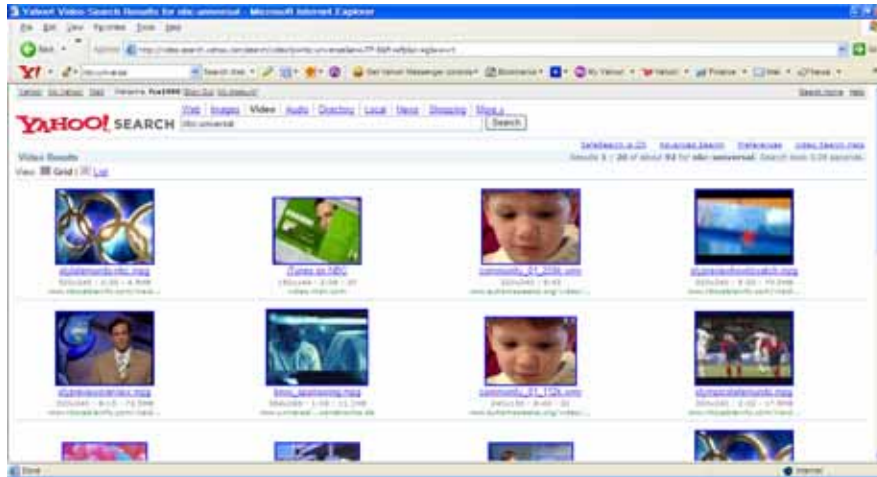


The screenshot shows a web browser window with the following search results:

- Church**: Description: Abstract: Church, Genre: Church, Resource Type: Media: DCMI Type Vocabulary: Moving Image, Resource Type: Item: Church, Format: Medium: Church, Extent: Color, Resource Identifier: Church, Rights Management: Access Rights: Open Access, License: Church.
- final cut pro project**: Description: Abstract: data, Genre: data, Resource Type: Media: DCMI Type Vocabulary: Interactive Resource, Resource Type: Item: data, Format: Medium: data, Extent: Color, Resource Identifier: data, Rights Management: Access Rights: Open Access, License: data.
- DaVinci Code Lee (00:02:30:06)**: Description: Abstract: DaVinci Code Lee, Genre: DaVinci Code Lee, Resource Type: Media: DCMI Type Vocabulary: Moving Image, Resource Type: Item: DaVinci Code Lee, Format: Medium: DaVinci Code Lee, Extent: Color, Resource Identifier: DaVinci Code Lee, Rights Management: Access Rights: Open Access, License: DaVinci Code Lee.
- Lucky (00:00:57:27)**: Description: Abstract: Lucky, Genre: Lucky, Resource Type: Media: DCMI Type Vocabulary: Moving Image, Resource Type: Item: Lucky, Format: Medium: Lucky, Extent: Color, Resource Identifier: Lucky, Rights Management: Access Rights: Open Access, License: Lucky.
- NAB2006 Media\Demo files\need accessment.doc**: Description: Abstract: NAB2006 Media\Demo files\need accessment.doc, Genre: NAB2006 Media\Demo files\need accessment.doc, Resource Type: Media: DCMI Type Vocabulary: Text, Resource Type: Item: NAB2006 Media\Demo files\need accessment.doc, Format: Medium: doc, Extent: Color, Identifier: nab2006, Rights Management: Access Rights: Open Access, License: yes.

Different media types not universally available in current search/community engines

Yahoo! Google, My Space, YouTube



2. V-Business is Multi-lingual

e.g. Chinese search for NBC



Search Results - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://demo/search/search.aspx?q=%E5%85%A8%E5%9B%BD%E5%B9%BF%E6%92%AD


file:///C:/Documents... V-Business local V-Business demo V-Business Dev Ser... NAB VM local NAB Boxer NAB Boxer Blue Boxer Blue Delete

VFINITY MAIN INGEST LOGOUT


Search Results 全国广播 Search

全国广播 Results 1-9 of 9


Universal's movie poster

 Title:Alternative: NBCUniversal 全国广播 Description:Abstract: re-sellable classics for NBCUniversal Universal studio Presentation-combined NBCUniversal 全国广播 NAB2006 Description:Genre: Drama Resource Type:Media:DCMI Type Vocabulary: Still Image Resource Type:Item: Universal studio Format:Medium: Jpeg Format:Extent: Color Resource Identifier: VBusiness Language: Chinese Language: English Rights Management:Access Rights: Open Access Rights Management:License: yes


DaVinci Code Sony Columbia Pictures 索尼新力 (00:02:30:06)

 Description:Abstract: nab2006 NBCUniversal, 全国广播 Description:Abstract: CBSDigital 哥伦比亚 CBSNews Description:Genre: DaVinci Code Lee Resource Type:Media:DCMI Type Vocabulary: Moving Image Resource Type:Item: DaVinci Code Lee Format:Medium: DaVinci Code Lee Format:Extent: Color Resource Identifier: DaVinci Code Rights Management:Access Rights: Open Access Rights Management:License: DaVinci Code Lee

VBusiness 2.0 System Architecture Diagram

 Description:Abstract: NBCUniversal, 全国广播 CBSDigital 哥伦比亚 CBSNews Sony Columbia Pictures 索尼新力 CNNNews Description:Genre: NAB2006 Media/Demo files/MDW20 System Architecture Diagram.gif Resource Type:Media:DCMI Type Vocabulary: Still Image Resource Type:Item: VFINITY, NAB2006 Media/Demo files/MDW20 System Architecture Diagram.gif Format:Medium: gif Format:Extent: Color Resource Identifier: NAB2006 Rights Management:Access Rights: Open Access Rights Management:License: yes

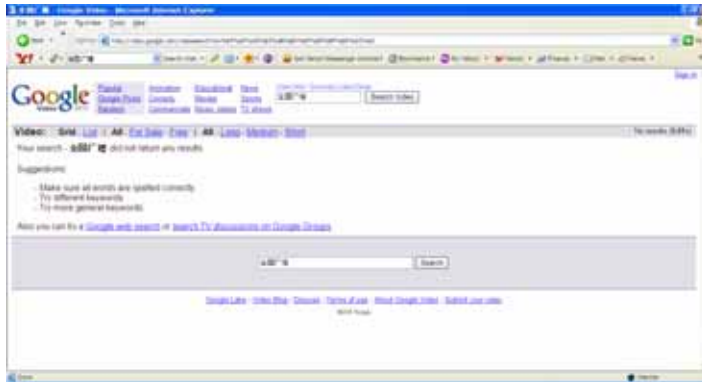
CNN Interview of Shen Tong (00:00:10:27)

 Description:Abstract: nab 2006 live from the DAM pavilion we are discussion metadata & folksonomy press Description:Abstract: NBCUniversal, 全国广播 CBSDigital 哥伦比亚 CBSNews Sony Columbia Pictures 索尼新力 CNNNews 开放搜寻 Description:Abstract: with dreamtank Description:Abstract: why is shen tong

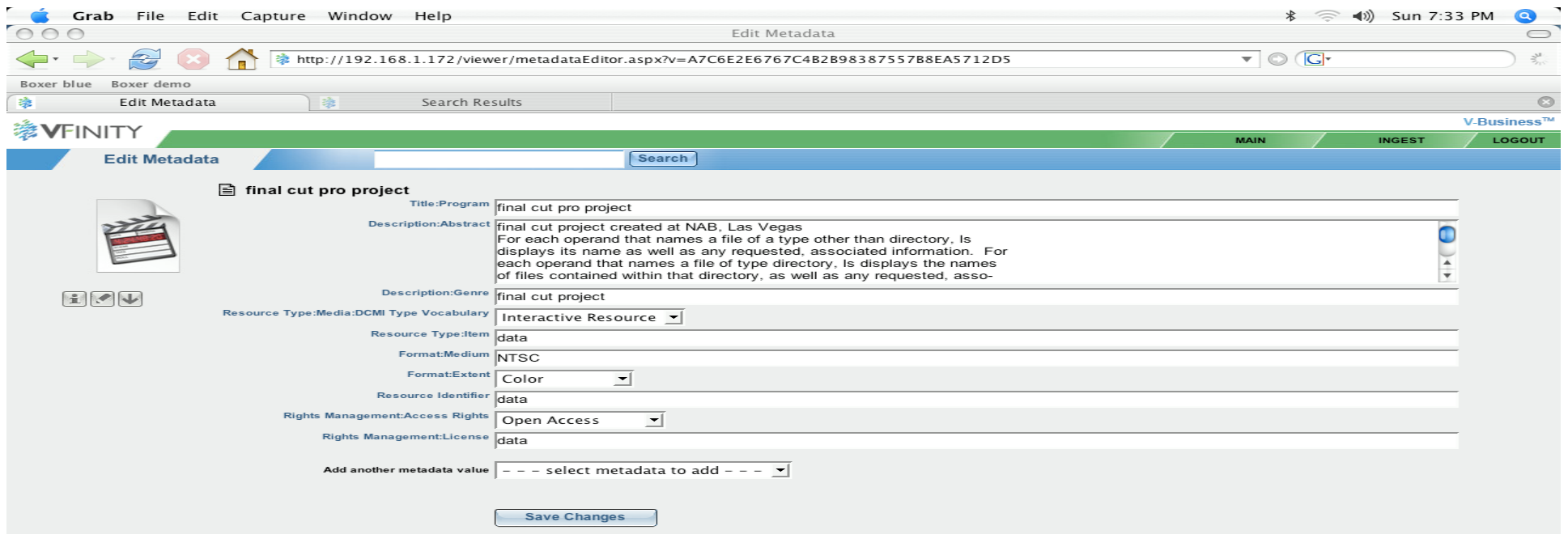
Done

start 行事曆 - Micro... Presentation.ppt NBC Universal ... presentation-si... NBC Universal ... VMware Boxer ... Search Results ... CH 英 3:22 AM

Multilingual functions not available through easy access
 e.g. Chinese search NBC returns no results



3. Only V-Business has on-the-fly web tools offered as a service to users



The screenshot shows a web browser window with the title 'Edit Metadata'. The address bar contains the URL: <http://192.168.1.172/viewer/metadataEditor.aspx?v=A7C6E2E6767C4B2B98387557B8EA5712D5>. The browser tabs show 'Boxer blue' and 'Boxer demo'. The page header includes the V-FINITY logo and navigation links for 'MAIN', 'INGEST', and 'LOGOUT'. The main content area is titled 'Edit Metadata' and features a search bar. Below the search bar, there is a section for 'final cut pro project' with a clapperboard icon. The metadata fields are as follows:

Title:Program	final cut pro project
Description:Abstract	final cut project created at NAB, Las Vegas For each operand that names a file of a type other than directory, is displays its name as well as any requested, associated information. For each operand that names a file of type directory, is displays the names of files contained within that directory, as well as any requested, asso-
Description:Genre	final cut project
Resource Type:Media:DCMI Type Vocabulary	Interactive Resource
Resource Type:Item	data
Format:Medium	NTSC
Format:Extent	Color
Resource Identifier	data
Rights Management:Access Rights	Open Access
Rights Management:License	data
Add another metadata value	--- select metadata to add ---

A 'Save Changes' button is located at the bottom of the form.

[Main](#) / [Ingest](#) / [My Account](#) / [Logout](#) / [Help](#)



Web tools as services (SOA)

Web 2.0, both media content and content tools are on the web.

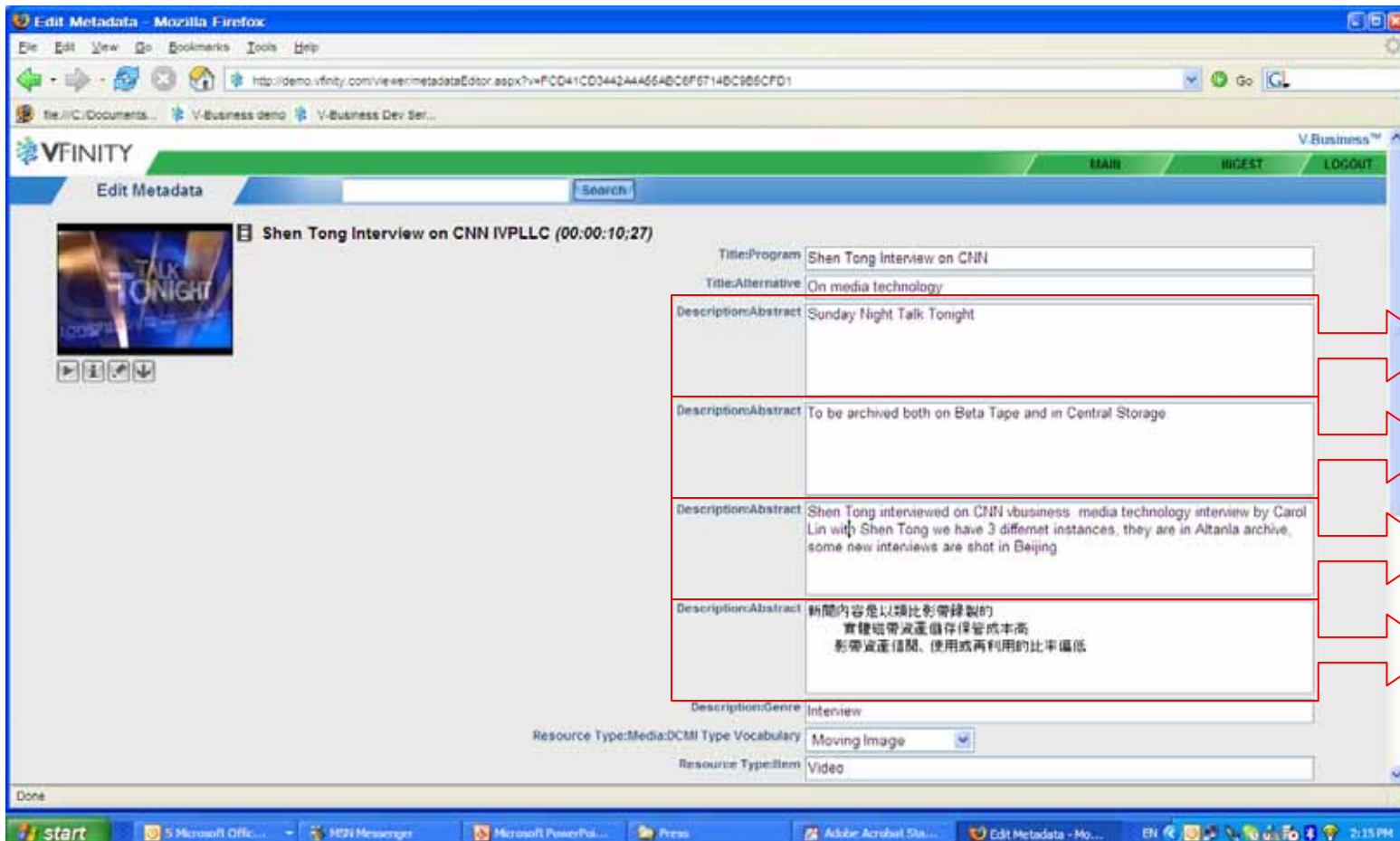
- No local installs required, any IP connected device with a browser can access
- Highly flexible metadata tool
 - Accommodating experts for controlled vocabulary (taxonomy)
 - Enabling common internet users to tagging, blogging, sharing through “folksonomies” – social software for user based tagging
- Transfer, Render all stateless

Plethora of “Receptors”

- IPTV
- 3G phones
- Pod casting
- Online and console games
- Computers
- Editing and broadcasting workstations (Apple, Avid, Autodesk)
- Portable DVDs
- IP ATMs, Cashier screens, etc.

4. V-Business' capacity to handle both Controlled Vocabulary and Folksonomy

enable both media professionals and content consumers to tag and share. Repeated fields can be added on the fly to accommodate any group of users, either internal notes or public comments, that is searchable instantly over VPN or public Web



Field 1. Formal archive description

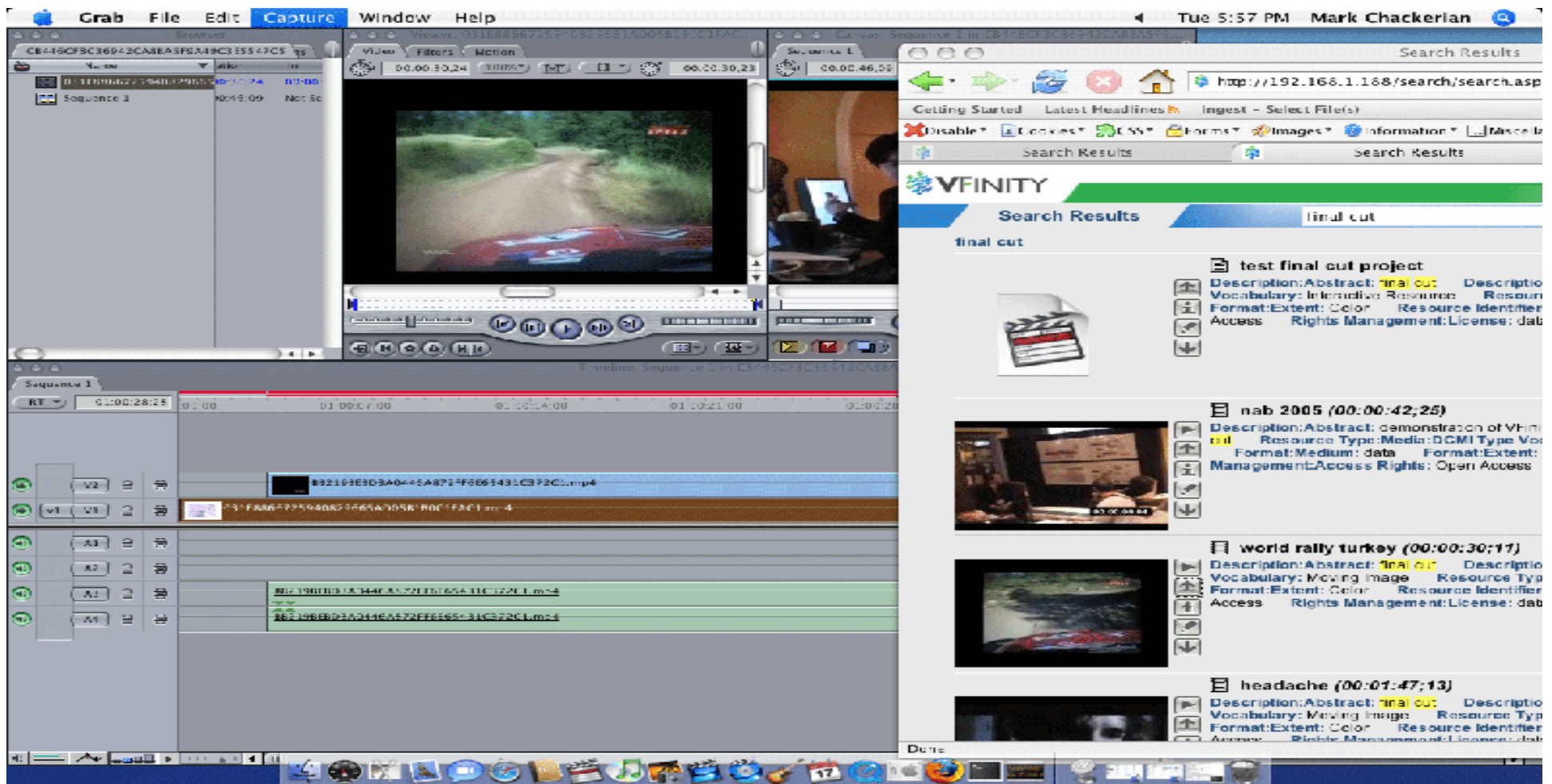
Field 2. Storage description

Field 3. Producer's notes

Field 4. Chinese internet viewer comments

5. V-Business has seamless integration into media workflow

1-click Launching Final Cut Pro project directly from MAM, and launching media content directly from MAM into Final Cut



MAM + Workflow Integration = Creating Multimedia equivalent of Google's page ranking

- Page ranking uses experts opinions (Web Masters) to guide relevance to search;
- Page ranking proves to be extremely effective for online users accessing web pages;
- Page ranking becomes powerless when it comes to multimedia for the experts are in workflow processes not Web Masters' linking to multimedia files;
- MAM driven, search centric workflow integration captures Ingest, Production, and Distribution use based metadata by media experts

V-business is cross OS

Apple's Final Cut Pro project in MS Windows as Media ready to be tagged

Search Results - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://192.168.1.172/search/search.aspx?q=open

file:///C:/Documents... V-Business local V-Business demo V-Business Dev Ser... NAB VM local NAB Boxer NAB Boxer Blue

Church

Description:Abstract: Church Description:Genre: Church Resource Type:Media:DCMI Type Vocabulary: Moving Image Resource Type:Item: Church
 Format:Medium: Church Format:Extent: Color Resource Identifier: Church Rights Management:Access Rights: Open Access Rights Management:License: Church

final cut pro project

Title:Alternative: VBusiness VProduction Description:Abstract: final cut project created at NAB, Las Vegas For each operand that names a file of a type other than directory, is displays its name as well as any requested, associated information. For each operand that names a file of type directory, is displays the names of files contained within that directory, as well as any requested, associated information. If no operands are given, the contents of the current directory are displayed. If more than one operand is given, non-directory operands are displayed first, directory and non-directory operands are sorted separately and in lexicographical order. Description:Genre: final cut project
 Resource Type:Media:DCMI Type Vocabulary: Interactive Resource Resource Type:Item: data Format:Medium: NTSC Format:Extent: Color Resource Identifier: data
 Rights Management:Access Rights: Open Access Rights Management:License: data

DaVinci Code Lee (00:02:30:06)

Description:Abstract: DaVinci Code Lee Description:Genre: DaVinci Code Lee Resource Type:Media:DCMI Type Vocabulary: Moving Image Resource
 Type:Item: DaVinci Code Lee Format:Medium: DaVinci Code Lee Format:Extent: Color Resource Identifier: DaVinci Code Lee Rights Management:Access
 Rights: Open Access Rights Management:License: DaVinci Code Lee

Done

start 3 Microsoft Of... Start File Transf... Search Results ~... http://192.168... Graphics EN 8:09 PM

Use of V-Business™

Broadcast & Production

How V-Business migrate major editing, broadcasting tool providers into the latest generation of technology and applications

- Apple's Final Cut Pro
- Sony Vegas
- Ikegami tape-less camera
- Avid
- Sony HDXchange & Sonaps
- Omneon
- ...

Vegas + V-Business=Sony Vegas Pro

1. Immediately position SONY Vegas a technology generation ahead of Avid Interplay which ships Q3/2006
2. Surpass Apple's "Final Cut Pro + XSan" and Adobe's "Premier + Bridge" by offering networked collaborative desk top production in combination with end-to-end Web2.0 media asset management solution to enable seamless content creation, and community based content sharing both professionals and consumers
3. Offering "Managed Web" solution means SONY can define and own a new market that is an enterprise level production and content sharing solution rolled in one all using standard IT, with highly flexible and scalable N-tier service oriented architecture (SOA)

Evolution of Content Technology

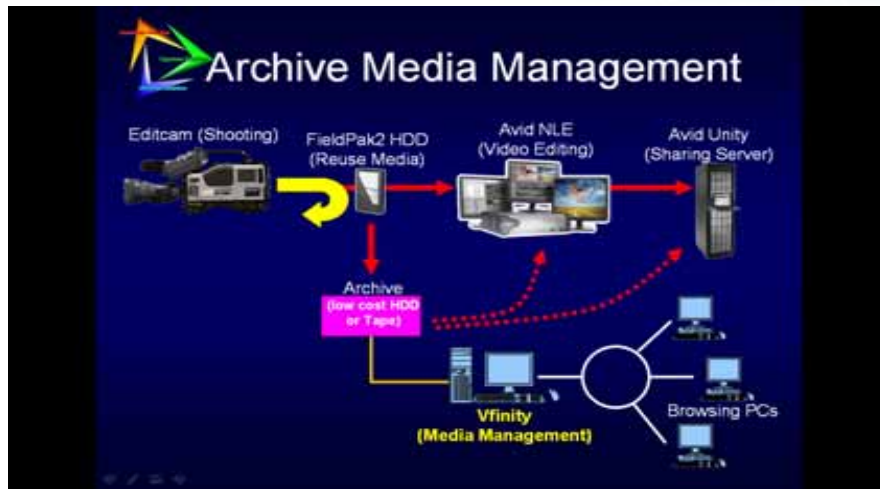
From Vertical Embedded to Horizontal



From Single machine to Web

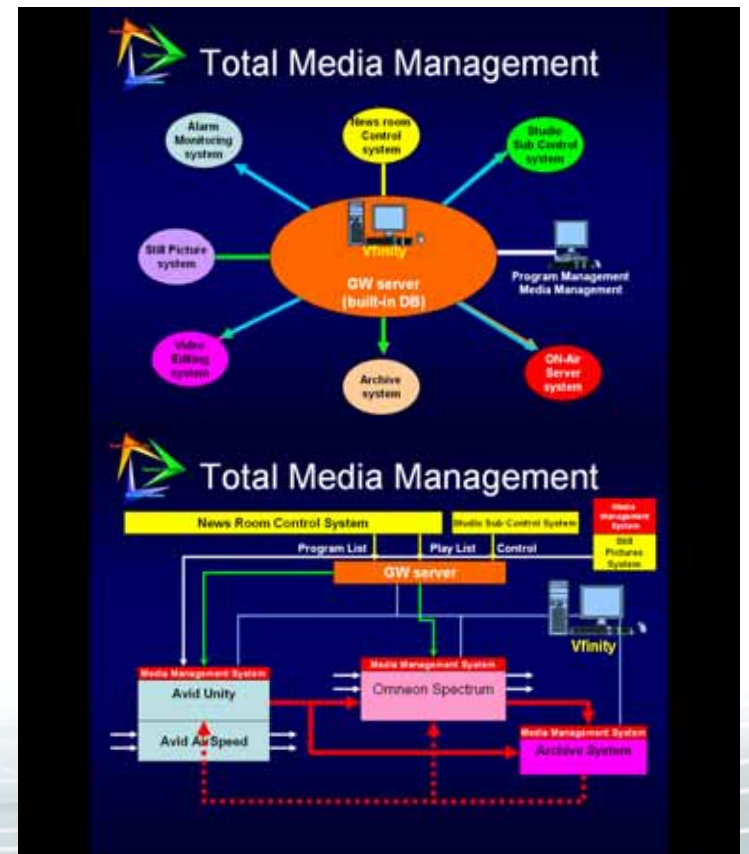


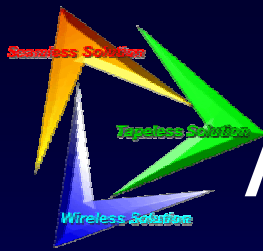
	Embedded	Software
Gen1 Single-Machine	Sony Grass Valley Quantel	Adobe Premier Avid Xpress (and Avid Pinnacle) Apple Final Cut Pro Sony Vegas
Gen2 Networked	Avid Unity	Apple+XSAN
Gen3 Networked Managed	Avid ISIS Avid Interplay	Sony Vegas + HDXchange Apple + XSAN + ArtBox Adobe Premiere + Bridge
Gen4 Managed Web	Vegas + V-Business 2.0="Sony Vegas Pro"	



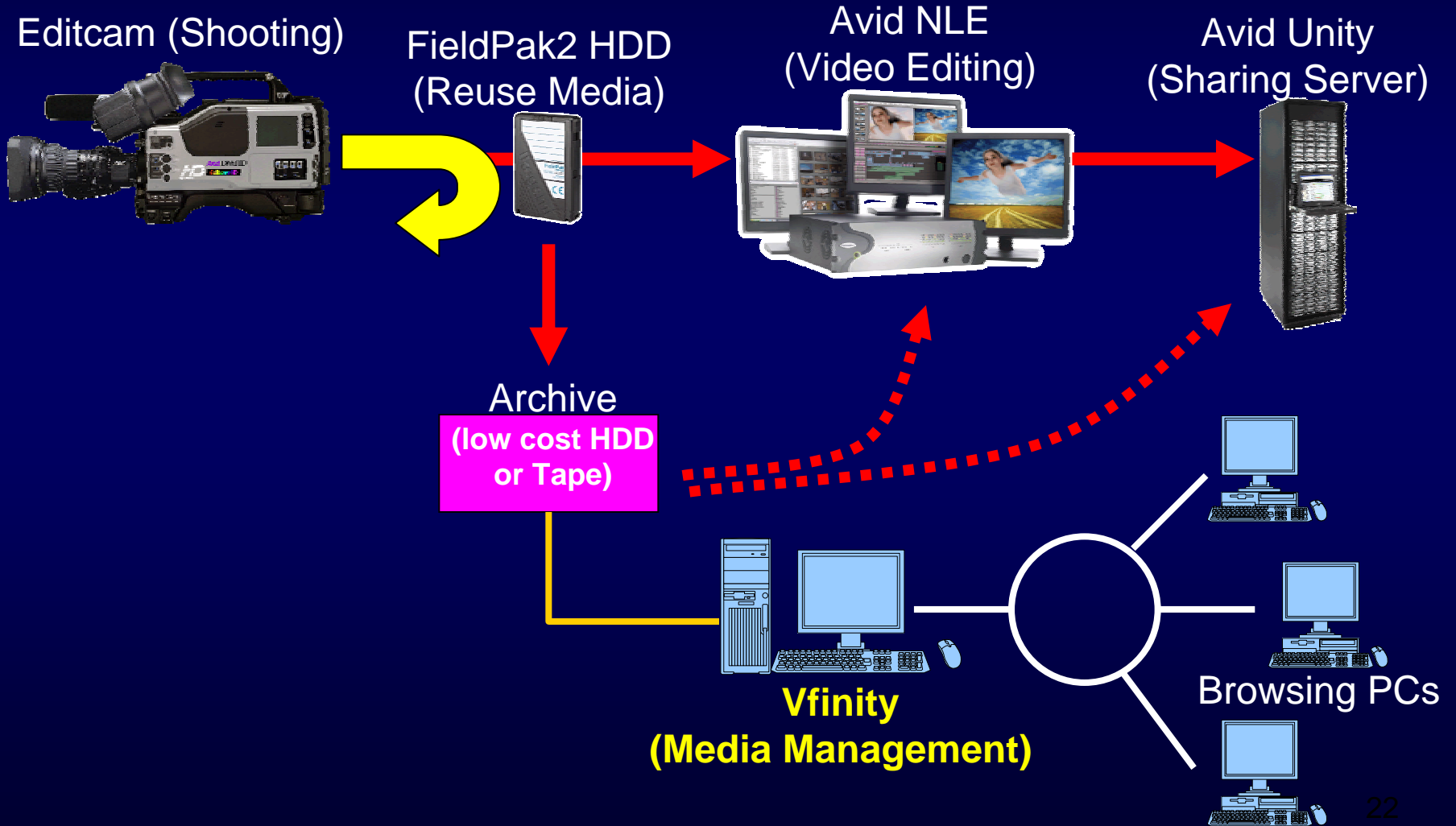
How broadcast and post production professional services are using VFINITY for archival management

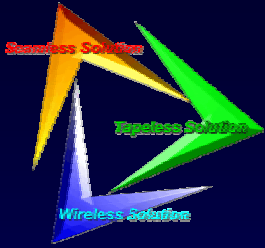
How broadcast and post production professional services are proposing to VFINITY to use in total media management and workflow integration



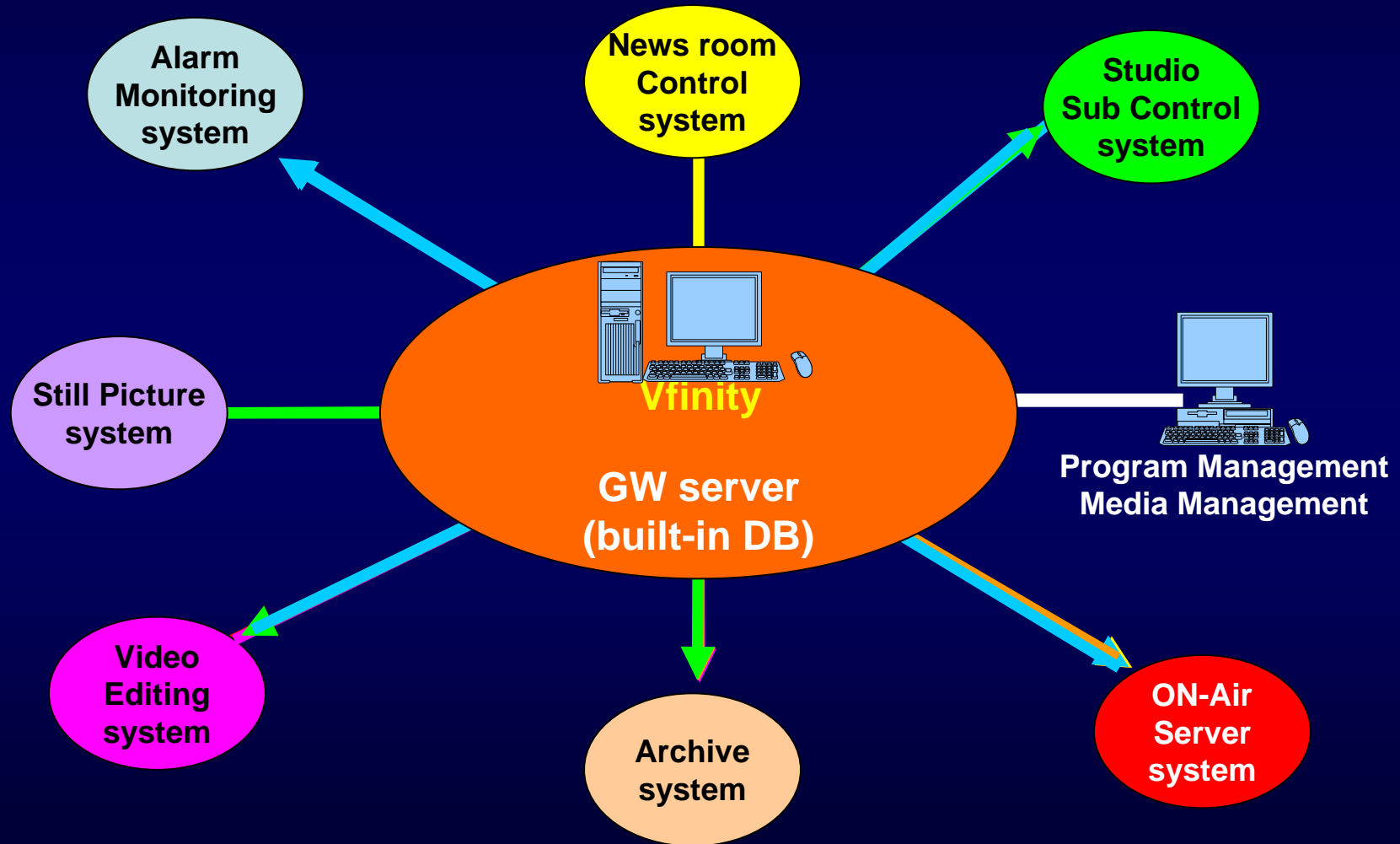


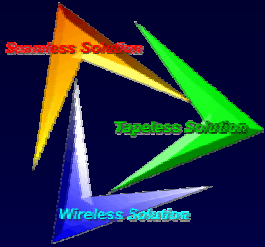
Archive Media Management



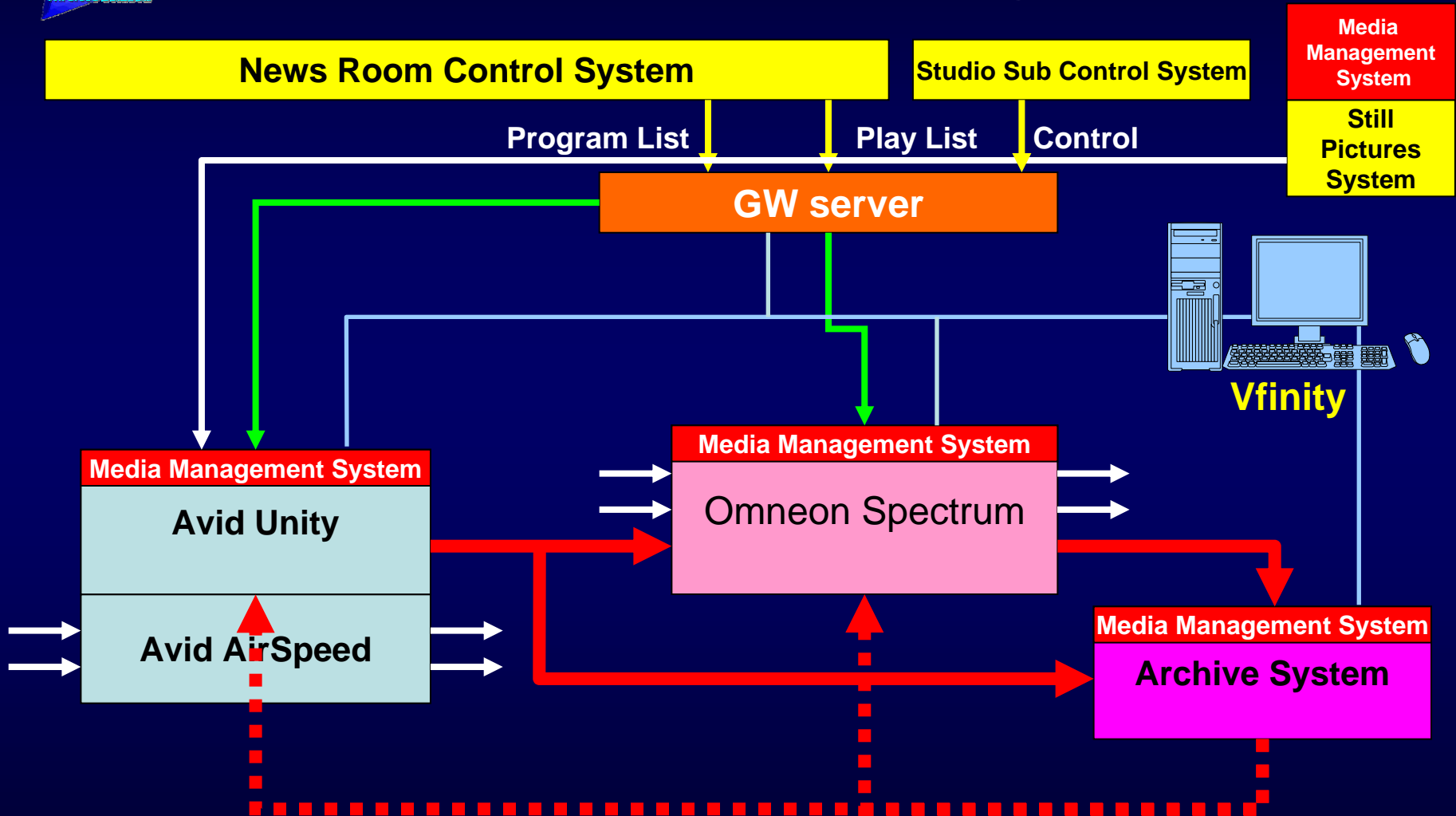


Total Media Management





Total Media Management



Today's Challenges

More legacy and basic problems than Web solutions just compared to

- Content is in various forms and formats
- Content resides with individual artists, in departments, companies, enterprises
- Content is difficult to use across all silos (storage boxes and device boxes)
- Video and audio content is produced and distributed through multiple steps often using different formats and devices

VFINITY's Solution

- Eliminates content silos by unified multimedia content management system
- Integrates production seamlessly
- Provides fully digital and networked environment
- Distributes over multiple platforms (pipes) in a single system through Internet Protocol
- Leads to new revenue streams, more easily leverage old and new content

V-Business™ Makes It Happen...

Accessing the right content

- To the right people
- When they want it
- Where they want it
- Through the Web
- Over the converged platforms
- In a cost effective way
- Sharing with others in dynamic user communities
- Real-time and collaborative

This is just the beginning...

Multimedia Asset Management (MAM) and seamless integration will extend into

- Multiple ingests
- Editing
- Distribution
- Project level integration
- Workflow level integration

Use of V-Business™

DAM & ECM

Current Asset Management Packages

Document Management Systems

EMC - Documentum

Photo Library Systems

Canto - Cumulus

Video Asset Management Systems

North Plains - Telescope

Media Asset Management Systems

Open Text - Artesia

V Business (MDW™)

Unique in the current marketplace

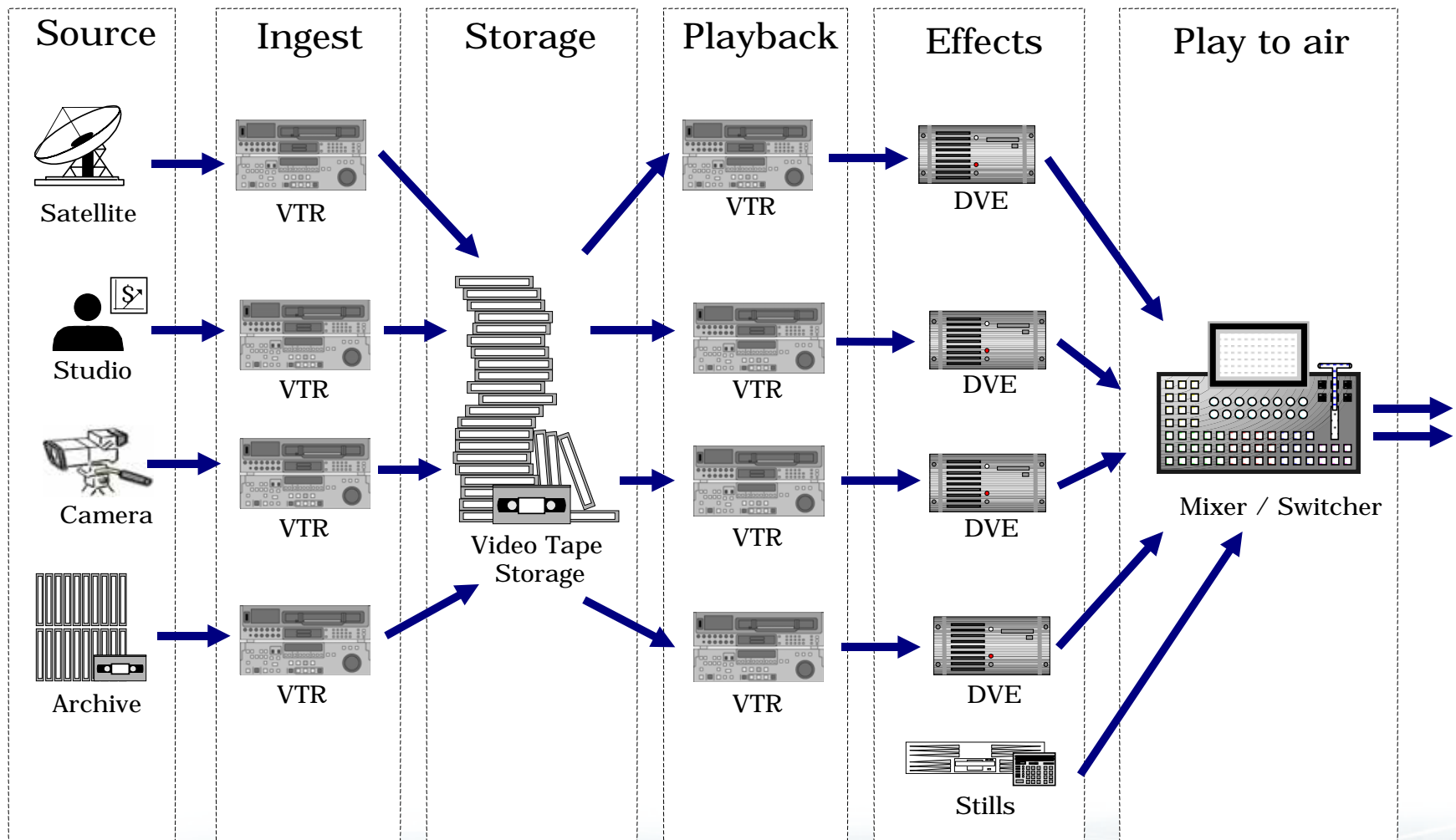
Evolution of Media Technology

VFinity moves beyond “boxes”

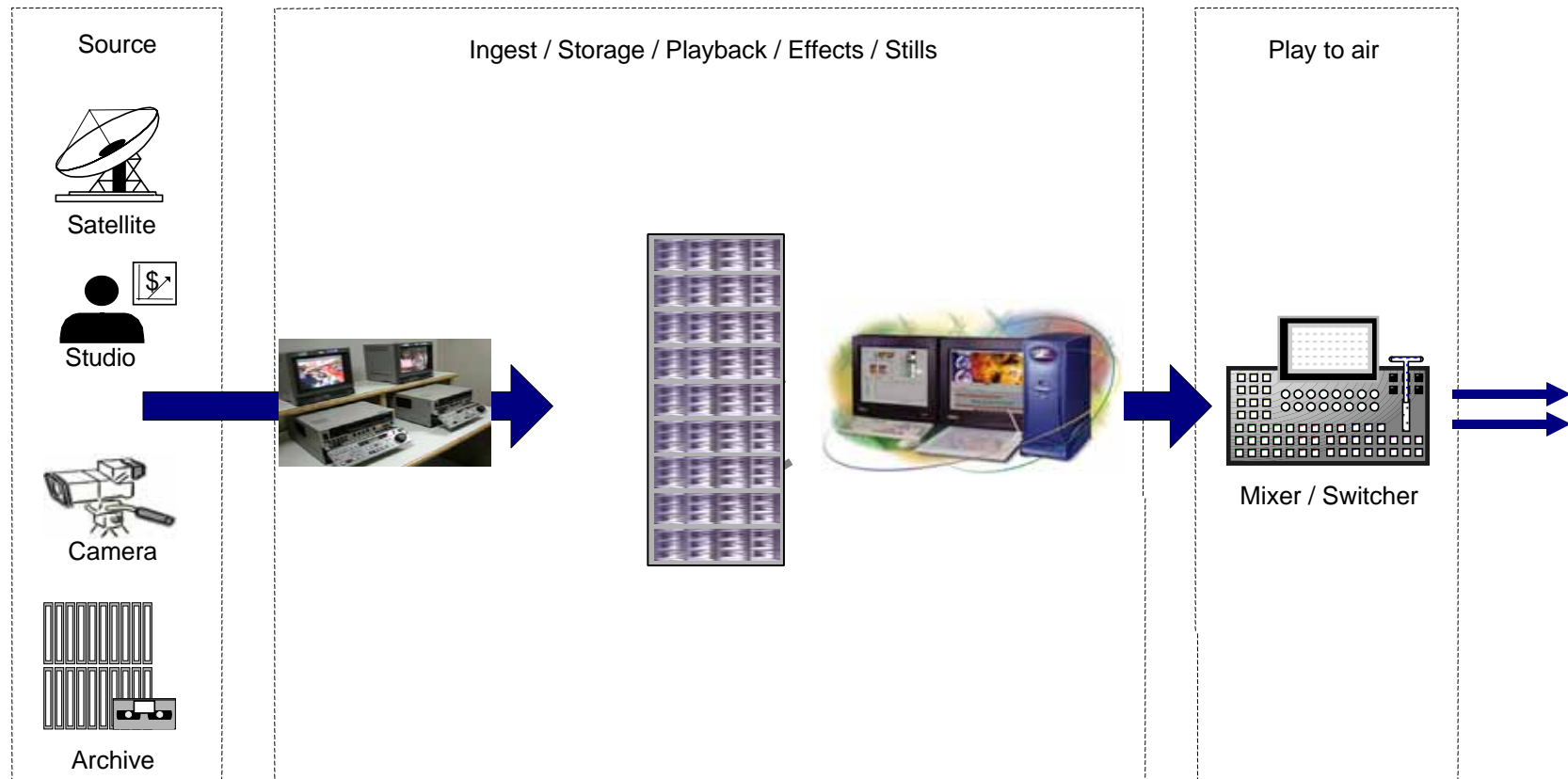
- Analog storage boxes
- Digital storage boxes
- Editing and broadcasting device boxes
- Viewing device boxes
- Digital point solutions of ingest, editing suites, production integration, distribution integration “boxes”
- V-Business™ is horizontally across all “boxes”, easy to use web services

Typical Tape-Based Media Processes

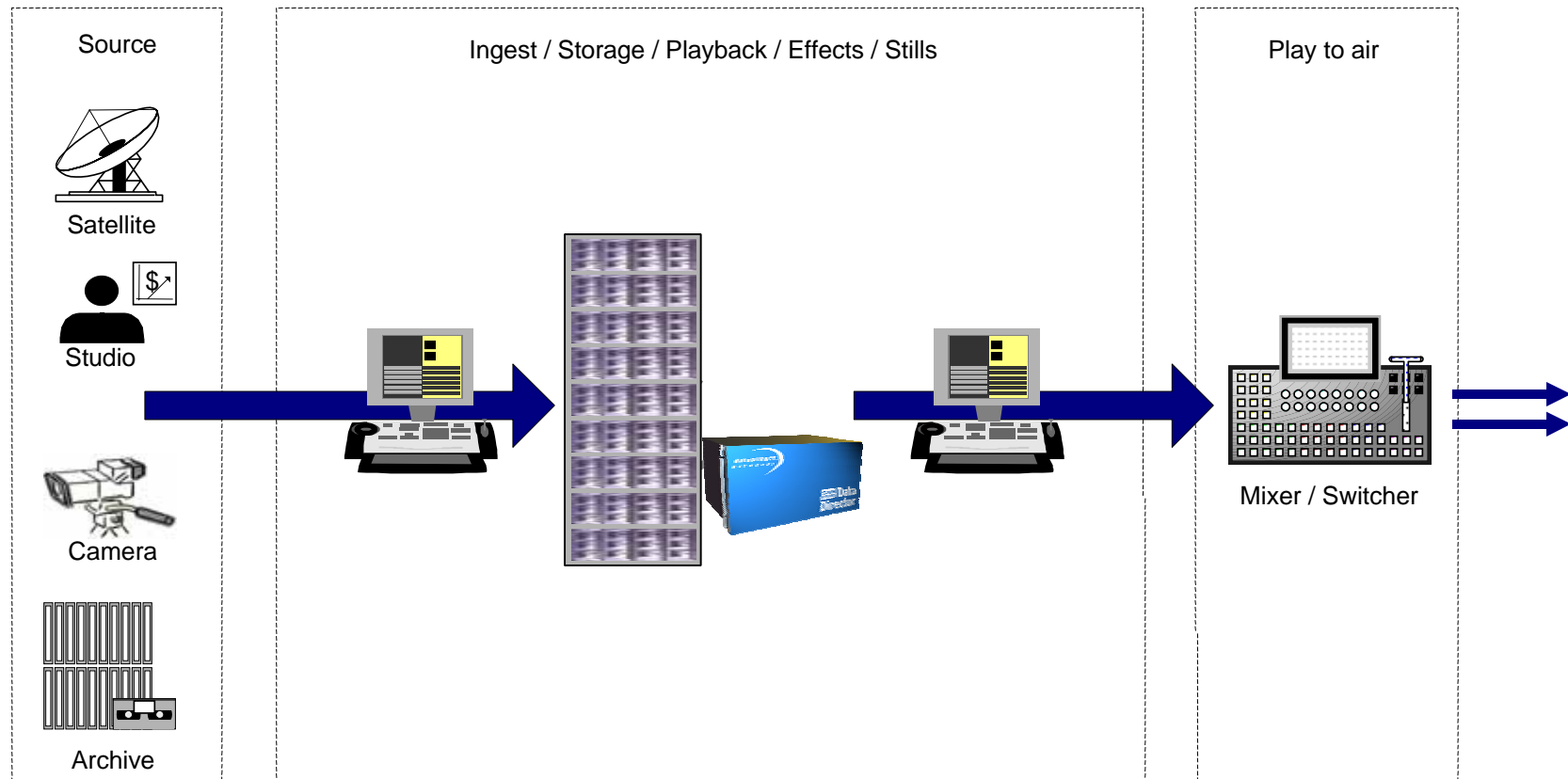
analogue "boxes"



Tape-less system “embedded “boxes”



Tape-less system Integrated “boxes”



Digital system

Point solution “boxes”: open or closed



Colledia™ Workflow



V Business Architecture Strategy Beyond “boxes”

Leveraging I.T.

- System is **I.T.** based.

Distributed File Ingest / Export

- **IP** based delivery system

Standardization

- **Open** standard and open architecture

Thin Client Architecture

- **Web** browser based client operation and services oriented architecture



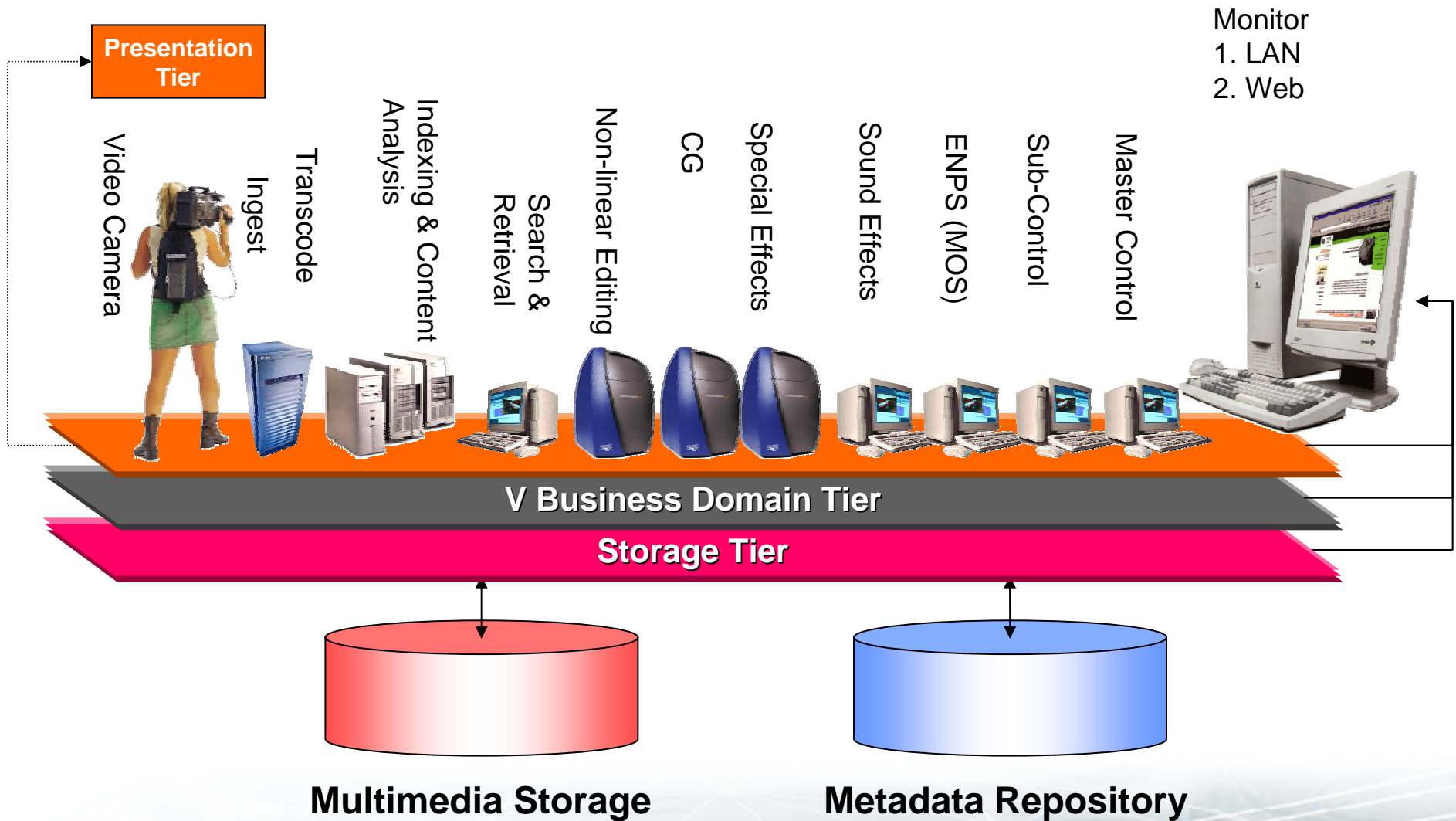
VFINITY

V-Business™

Innovative Media Management for the Enterprise



V-Business – Multimedia Digital Workflow (MDW™) Process



V-Business 2.0

V-Business™ is based on our Multimedia Digital Workflow (MDW™) platform, which enables comprehensive audio/video-centric content and metadata management, as well as multimedia production and publishing integration. The Multimedia Digital Workflow (MDW™) platform consists of 4 logical components revolving around multimedia asset management (MAM):

Multimedia Ingest Integration (MII)

Imagine having all your video immediately available for your creative process by way of all-purpose IT, as well as making the data available to the consumers, researchers, and other users. V-Business™ simplifies the process of digitization and storage of media from any source in order to turn them into highly reusable assets.

Multimedia Asset Management (MAM)

In current production and editing environments, the more video you shoot or archive, the harder it becomes to reuse. Today's video storage technologies are limited in the scalability and intelligent annotation tools that are required to make re-usage of media possible.

We have the solution: V-Business™ provides a powerful, metadata rich, scalable video database and search engine. You no longer have to dig through boxes of videocassettes and other media to find the one video clip that you need. Nor will you ever need to repurchase rights to video you already own. Be it a specific face, object, audio clip, logo, screen character, or even an entire program, our platform helps you find it, annotate it, and use it with any production tool. Video can easily be combined with other digital media on your computer desktop: Integrate a PowerPoint into a video presentation, combine video with multiple still images and audio files, attach production notes text directly to video clips. Accomplish more with V-Business™!

Multimedia Production Integration (MPI)

Until now, video editing and video content management have been separate processes, often performed on disparate systems. With our software platform, these processes become a seamless workflow. V-Business™ enables you to create vibrant video productions by bringing your valuable video archives together, on your computer desktop or over the web.

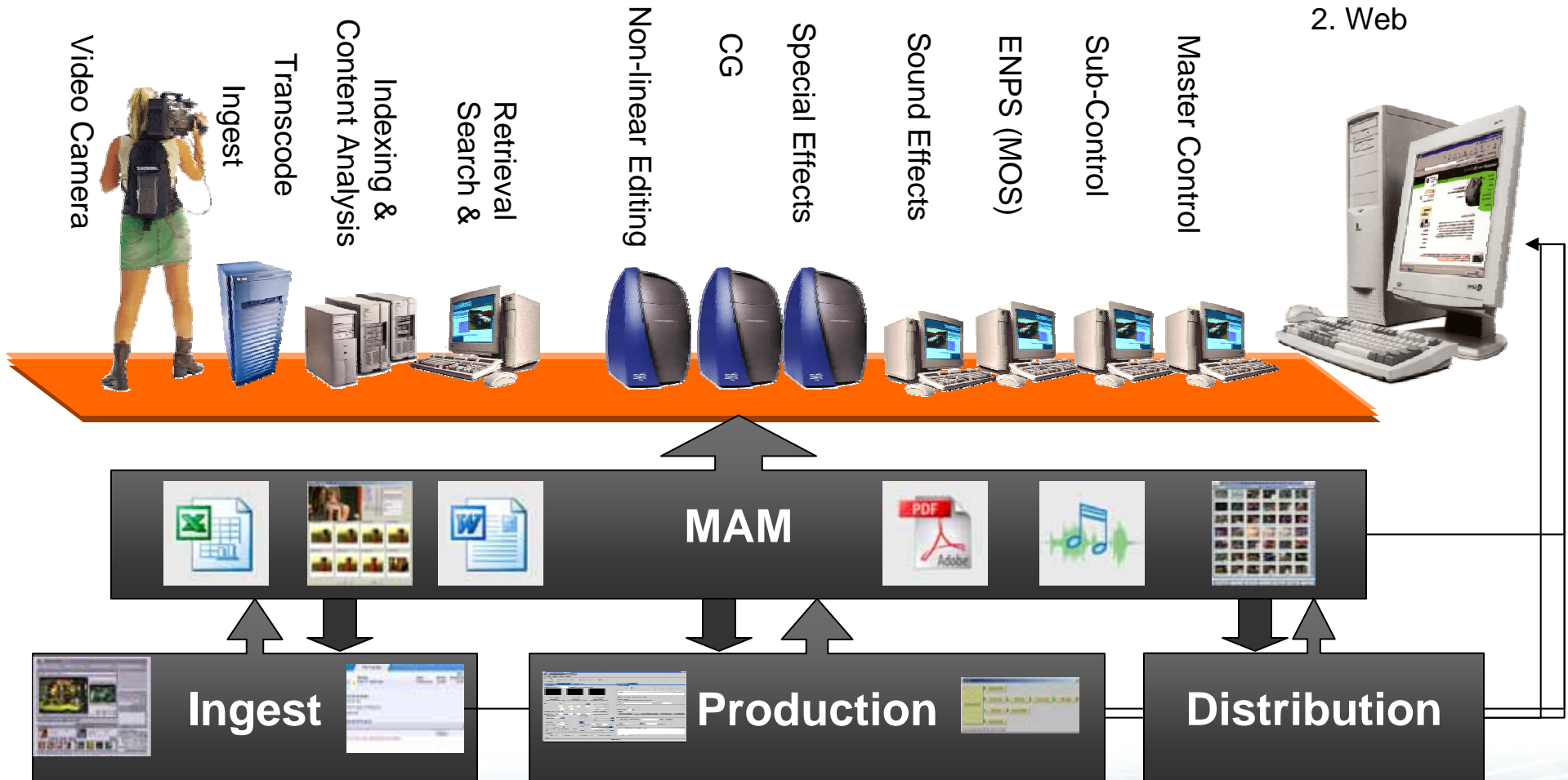
Multimedia Distribution Integration (MDI)

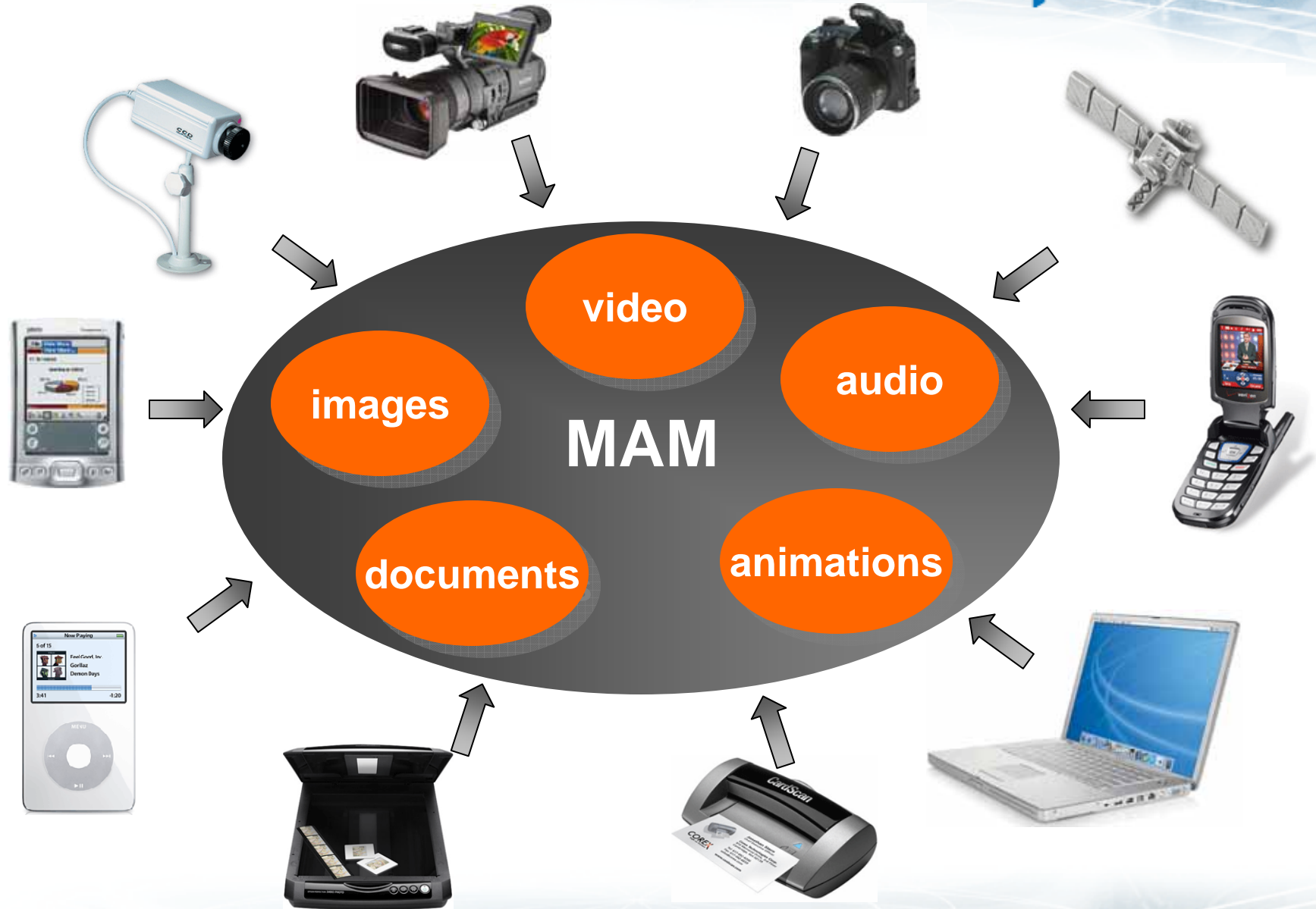
Are you able to combine video from your analog and digital tapes and broadcast them alongside live satellite feeds? Can this same content be immediately published to the web as streaming media or Podcast? Can it also be archived onto DVD, as well as be sent to a PDA and a 3G phone? V-Business™ puts you in control of your mission-critical media assets; so that they are quickly and easily accessed, you can then combine them with production projects or live content, and deliver them securely to any audience.

V-Business

A single coherent Web native modular system offered as services

Monitor
1. LAN
2. Web





V-Business 2.0

Core Product Modules Overview

Multimedia Digital Workflow (MDW™)

1

V Web™

Web-based application available for both MAC and Windows platforms that provides access to the system through password authentication, a customizable multi-language user interface, and QuickTime browser plug-in for native proxy file viewing.

2

V Streaming™

Video Streaming Server that currently utilizes Darwin Streaming Server technology to stream proxy MPEG4 video to clients.

3

V Render™

Render Net Server generates proxy video files and extracts relevant keyframes from supported video file formats. Generates thumbnail images for supported image types.

4

V Transfer™

Coordinates the retrieval and export of files to and from clients using MD5 checksum. Transfers may be paused and resumed to allow for bandwidth management. Provides automatic continuation of interrupted transfers.

5

MAM File Server™

Stores media essence files on any hardware/software platform that provides file services to Microsoft Windows 2003 Server.

6

MAM Database™

Built using MySQL Server 4.1.11 to provide customizable metadata schema and storage of metadata for any type of multimedia file.

7

V Server™

Application Server for MDW™ that controls application logic and is used in conjunction with MS IIS Web Server.

8

V Ingest™

Ingests and generates metadata for any type of multimedia file.

9

V Production™

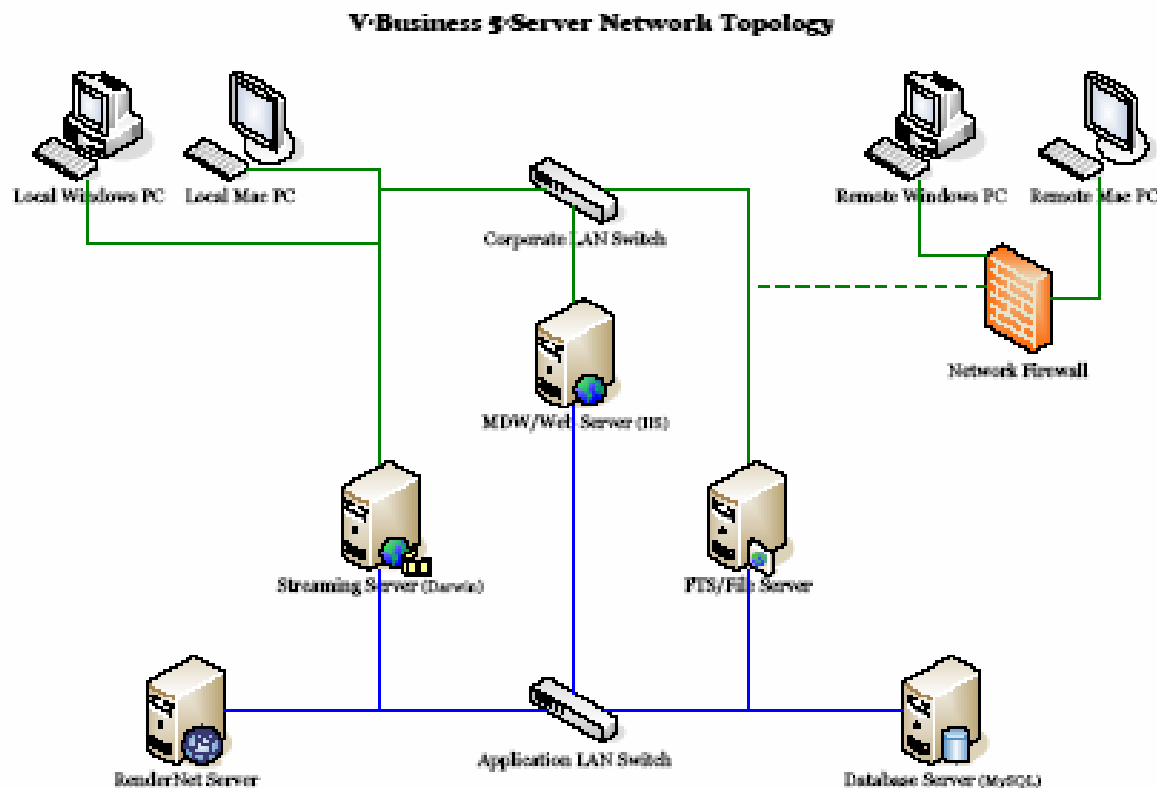
Seamless integration into production environment on both media content level and on project level from MAM to allow networked real-time collaboration. Currently available with Final Cut Pro.

10

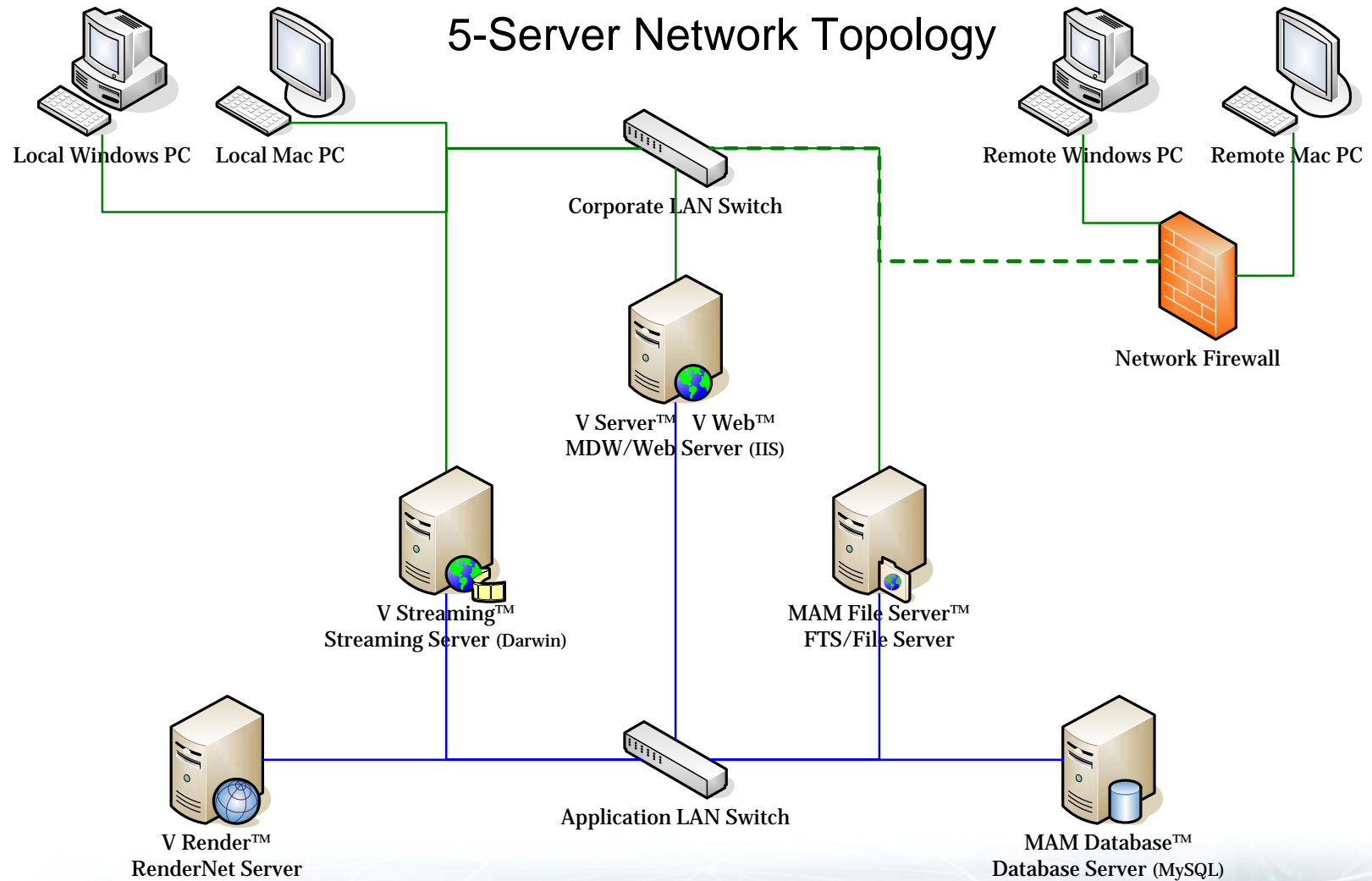
V User™

Basic concurrent usage for WEB clients for search and retrieval, without ingest.

Behind the simple look and feel, it's the robustness of N-tier architecture & high scalable server farms



Behind the simple look and feel, it's the robustness of N-tier architecture & highly scalable server farms



Markets

Entered markets, and entering markets all with completed solution mapping

Education*

Libraries & Cultural Institutions*

Financials & Insurance*

Government*

Advertisement, Marketing/PR*

Broadcasting & News*

Pre-Press & Publishing**

Security Surveillance**

Medical, Health Care, & Research**

New Media (Search engine, Web sites, IPTV)**

Games

Retail and Manufacturing

Hospitality

Telecommunications

Outdoor & display media

* with existing customers and installed base

** with ongoing and upcoming trials

Media Exposure



NAB 2006 Top Picks

“VFINITY was demonstrating their elegant web-based solution for content management, production, and publishing that supports non-linear video editing and multimedia publishing workflows with an end-to-end digital solution that enables creative collaboration and media transcoding, digitizing, and easy reuse of any form of media. Since they have built the system from the ground up using web services and the latest open standards, they don’t carry legacy baggage like some of their established competitors....”



YOMIURI ONLINE | 読売新聞



Bloomberg.com

THE ASIAN WALL STREET JOURNAL.



The Future of Digital Media

Thank You!

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