

# FOR MEDIA AND BROADCAST



Profuz Digital is delighted to introduce to the market the first of its kind Digital Assets Management system, called Profuz Lapis. Lapis stands out as a solution that adapts to the needs and growth of an organization seamlessly, intelligently and affordably. The technology behind the product is a result of many years of practice, research, and ideation.



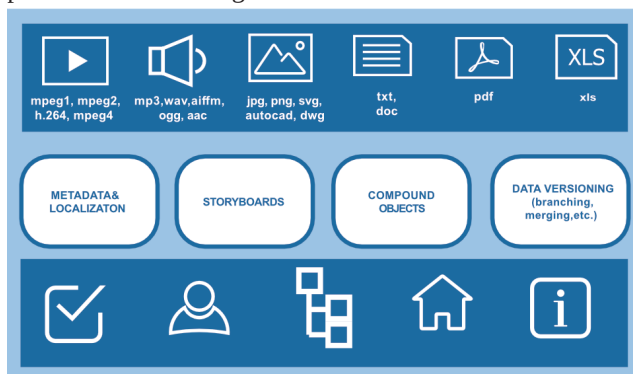
## SYSTEM WHICH ADAPTS TO THE BUSINESS INSTEAD OF VICE VERSA

Profuz Lapis for Media & Broadcast is a Digital Assets Management System. Its purpose is to bring under one roof all Processes and Data with which an organization operates. Profuz Lapis provides a central way and environment through which to control Management, Structure, Usage, Storage, and Security of various Data and Processes, and maintain Relationships with data and processes that come from and remain in different systems.

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|  <p><b>WORKFLOW MANAGEMENT</b><br/>Design, build and run flexible business processes – user-defined workflows. Internal and external operations can be used. Monitoring and statistics can be used to trigger actions.</p> |  <p><b>DOCUMENT MANAGEMENT</b><br/>Secure document storage, online multi-user editing and custom document workflows are just a few of the advantages.</p>                           |  <p><b>WEB ACCESS</b><br/>Access the system directly from your browser: Chrome, Firefox, Edge, Opera, Mobile (Android, iOS).</p>                                |
|  <p><b>INTELLIGENT SEARCH MECHANISM</b><br/>Parallel search in all connected internal and external systems with live/real-time result updates and live collaboration for search sessions.</p>                              |  <p><b>CONTENT MANAGEMENT</b><br/>Video, audio, image, subtitles files supported. Upload a file or ingest it directly from external system.</p>                                     |  <p><b>CONTACTS &amp; RESOURCES MANAGEMENT</b><br/>Organize and track affiliate and external individual and company contacts.</p>                               |
|  <p><b>STATISTICS AND REPORTING</b><br/>Make informed decisions! Turn data into insights across all aspects of your business – identify new opportunities and implement effective strategies!</p>                          |  <p><b>TASKS AND PROJECTS</b><br/>From To-dos and simple tasks to complex project management.</p>   |  <p><b>ACTIVITY STREAM</b><br/>Unified update feed with change log tracking in real time.</p>   |
|  <p><b>LIVE COLLABORATION</b><br/>Every element in the System can be edited, reviewed, discussed, approved, shared or otherwise managed collaboratively through the Live Collaboration feature.</p>                        |  <p><b>USER/GROUP MANAGEMENT</b><br/>Powerful and flexible user and group management. Multiple internal and external authentication and authorization systems (single sign-on).</p> |  <p><b>RESOURCE PLANNING AND MANAGEMENT</b><br/>All the tools to manage your content supply chain, manufacturing and resources such as cameras, cars, etc.</p>  |
|  <p><b>INTERNAL SECURE REAL-TIME COMMUNICATION</b><br/>Chat, audio, video, comments. Group chat, video conferencing and more.</p>  |  <p><b>EMAIL</b><br/>Access your email directly from your Profuz Lapis account.</p>   |  <p><b>CUSTOMIZATION</b><br/>Create custom modules or extend an existing one. Complete freedom to configure the system to adapt to your business specifics.</p> |

## SINGLE ENVIRONMENT TO MANAGE ALL CONTENT, DATA AND PROCESSES

- **Automatic and/or manual ingest of video**, audio, pictures, documents, and subtitles in various formats via upload, transfer (FTP/S, HTTP/S, SFTP, WebDav, SMB/CIFS, NFS, S3, DropBox etc.), or hot/watch folders direct access.
- **Multiple storages** can be connected and used at the same time for direct access or archiving (store and retrieve)
- **Download content**, transformations/transcoding and partial extracts based on user rights.
- **Simple video editing**, cut, markers (with image extraction), video chunks (virtual parts) creation, merging, partial extraction/transcoding.
- **Simple Subtitles Editing**, Preview over video, switching between multiple subtitles.
- **Subtitles Conversion** from and to various professional subtitling formats.



- **Assets of different types**. Digital assets with or without available digital content.
- **Metadata extraction/import** – embedded or external (supplementary files, other databases, etc.). Multiple standards and formats such as EXIF, XMP, IPTC, XML, ID3, BWF, Dublin Core, etc. are supported.



- **Automatic Proxy creation** in formats appropriate for preview in the browsers – h264/h265 for video, PNG/JPEG/WEBP for images, MP3 for audio, PDF for documents, WebVTT for subtitles
- **Comments, descriptions, notes** and other metadata to markers and video chunks.
- **Taxonomic and faceted categorizations** with multiple levels, sharing, and multi-inheritance. Unlimited properties and types of property data.
- **Intelligent search mechanism** – structured search, free form search, alternative faceted search. Searches in all fields and contents, internal and connected in parallel.
- **Unique live search** results updates with possibility to create multiple active individual or shared search sessions.
- **Search queries** and filtering with free text search.
- **Additional applied categorization** structures: tags, keywords, structured and thesaurus keywords, categories, folders and folder-like structures, etc. with possibility to classify single asset in multiple nodes of the same type (for example in more than one folder without copying the content).
- **User definable** simple properties driven or complex BPMN workflow orchestration of processes and contents involving clients, subcontractors, partners, viewers, etc.
- **Automatic Workflows**, User Driven Processes, supply Chain Management, Integration with ML and AI technologies for speech to text and automatic translation, Business Intelligence.
- **Support of new media distribution formats** like IMF- support of film scanning formats like DPX- user forms for custom workflow design

# NRCS & PUBLISHING



- **News workflows automation** from planning to publishing
- **News articles creation**, editing, approval and scheduling for one or multiple publications
- **News stories** for managing news data (video, audio, text, photos, images, documents, articles and other news feeds) and planning of related reporting, editing, validation and publishing tasks
- **Resource management** - equipment, studios, vehicles, internal and external human resources
- **Management of newspapers** and magazines, Radio and TV Stations, social media and websites publishing
- **Multi-platform Content Delivery Management** - manage the entire process from content creation to publishing on social media platforms or media and playlist automation, and enjoy reduced time to market. Streamline multi-channel publishing and benefit from features like scheduling, assembling, approval, versioning and more.
- **Encrypting and watermarking** of all types of content (video, audio, images, documents) using internal engines or integrating third party ones. More than one engine can be connected and used based on configured criteria.
- **Inter-object links** – categorization and structuring between objects of different types – for example projects containing tasks and assets; tasks containing different types of assets; folder with master video content, video markers and chunks; etc.



- **Creation of multiple transcoding** profiles and automatic transcoding processes.
- **Storyboards** with videos, audios, images, texts, news, and other types of data
- **Storyboard export** to various publishing and editing tools for video, audio, image, and others – Adobe Premiere, Final Cut, AirBox NEO, LightWorks, Photoshop, DaVinci Resolve etc.
- **Text Dictation and Voice Commands**



- **Transfer between different storages** and locations using varieties of protocols – FTP/S, HTTP/S, SFTP, WebDav, SMB/CIFS, NFS, S3, etc.

# AND EVEN MORE



- **User/group management and access control**
- **Multiple authentication** and authorization systems (internal, LDAP, etc.). Multiple external accounts per user are possible.
- **Object based access rights** down to individual properties.
- **Activity stream & Notifications**
- **Web access** – desktop and mobile. Browsers: Edge, Chrome, Firefox, Safari, etc.
- **Unlimited Users/Data** (limited only by available hardware resources)
- **Multiple Dashboards** and Layouts to choose from

## HARDWARE:

**VIRTUALIZED, CLOUD OR PHYSICAL  
INFRASTRUCTURE  
LINUX OR WINDOWS BASED  
SERVERS**

## SUPPORTED FILE FORMATS:

### VIDEO:

Containers: AVI, MOV, MPEG2 (TS,PS), MXF, MKV, MP4;  
Codecs: MPEG2, MP4, H.264,H.265 (HEVC), etc.;

### Video formats:

resolutions: SD, HD, UHD, 4K, etc.,  
Frame rates: all

### AUDIO:

Audio only containers: WAV, MP3, AAC, AIFF  
Codecs: MPEG2 (L1,2,3), AAC, Uncompressed, AC3, etc.;;  
Formats:  
Sample size: 16, 24, 32bits;  
Sample rates: all;  
Channel configurations: 2.0, 2.1, 5.1, 7.1, etc.

**IMAGES:** JPEG, PNG, BMP, GIF, TGA and all other commonly used

**DOCUMENTS:** doc, docx, xls, xlsx, pdf, txt, odt, etc.

**SUBTITLES:** subn, sub, pac, ebu stl, srt, webvtt, ttml, etc.

**OTHER FILE Formats** not falling in the above categories

## Basic Initial Plan (BIP)

BIP is a default start-up pack which ensures Software Maintenance and Upgrade backed with 60 hours of remote support and technical assistance for the first year following system acceptance. Usage rate is an estimated average of 5 hours per month and its non-transferable towards periods to come. Benefits all clients during office working hours (from 9:00 to 18:00, Monday-Friday – EEST). Via e-mail, ticketing system, or live chat from Support Portal. Ticket handling as soon as possible on a FIFO basis. Response time -maximum within 24h after submitting. Can be upgraded by purchasing the Extended Support Pack or signing a special SLA agreement.

## Extended Support Pack (ESP)

ESP is a complementary service available on request, regardless the moment of contracting. Optional for all clients with any level of valid Annual Software Maintenance and Update Upgrades (ASM&UU) & Support Service Plan (SSP). This service is available during extended working hours (from 9:00 to 24:00, Monday-Friday; from 8:00 to 20:00, Weekends & National Holidays – EEST) via e-mail, ticketing system or live chat from Support Portal. Priority ticket handling and solving within 8h or less, via remote access, latest software versions update, bug fixing etc. Can be extended with signing a special standard or customized SLA agreement.

## ASM & UPGRADES

ASM&UU is a vital comprehensive service available on a yearly subscription basis after the first year. Ensures access to bug fixes<sup>\*\*\*</sup>, new common features implementation and up to data software version releases within a period of 12 months. ASM&UU renewal is highly recommended. Expired ASM&UU contracts can be renewed at any time, but not later than 3 years after valid service expiration date. The start date of the new ASM&UU contract will be the date of ASM&UU expiration in a reversive manner.

## Support Service Plan (SSP)

SSP is an optional service available on request on a yearly subscription basis after the first year. Provides access to remote manned support and assistance for reporting and resolving usability flaws, run-time failures and configuration issues via e-mail, ticketing system, or live chat from Support Portal during regular office working hours (from 9:00 to 18:00, Monday-Friday – EEST). Ticket handling as soon as possible on a FIFO basis. Response time -maximum within 24h after submitting. SSP comprises of 60 hours of remote support and technical assistance within a period of 12 consecutive months with an estimated average usage rate of 5 hours per month, non-transferable towards periods to come. Additional support hours and single support tokens available for purchase.

## Service Level Agreement (SLA)

SLA is the premium enterprise level of service available for all clients with a valid Annual Software Maintenance and Update Upgrades (ASM&UU) & Support Service Plan (SSP) who sign a special standard or customized SLA contract. Done via dedicated phone line available 24/7, e-mail, ticketing system, or live chat from Support Portal. A special guaranteed custom response and remedy times apply. Service provided by dedicated advanced technical personnel, with predefined escalation chain. Custom emergency procedures and regular scheduled maintenance campaigns can be developed per request.

### NOTES:

*\*Software Maintenance and Upgrade means bug fixing and new common features implementation*

*\*\*Support is assistance in resolving usability, run-time failures and configurations issues*

*\*\*\*Bug fixing and common features implementation within the next software release available in the general R&D roadmap*

## Users Training (UTRN)

Training regular system users for using system's main functionalities after system commissioning and configuration done by us. Doesn't include training for system administration, configuration and extension.  
Service is provided remotely or on-site at client's premises.

## Sys Admins Training (SATRN)

Training client's system administrators team for service maintenance, system updates, users and user groups administration and access rights control.  
Required knowledge: OS administration ( Linux, Microsoft or other), optionally basic MongoDB and PostgreSQL understanding.  
Service is provided remotely or on-site at client's premises.

## Advanced Training (SCTRN)

Advanced training for system configuration, extension and workflows management.  
Includes training on how to configure and extend system's User Interface, create new data types, connect external systems, write own additional plug-ins and create workflow definitions.  
Required knowledge: HBS (Ember, HTML, CCS programming), BPMN, one of Groovy, Ruby or Java Script, Java (or other compatible JVM language).  
Service is provided remotely or on-site at client's premises.