

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.



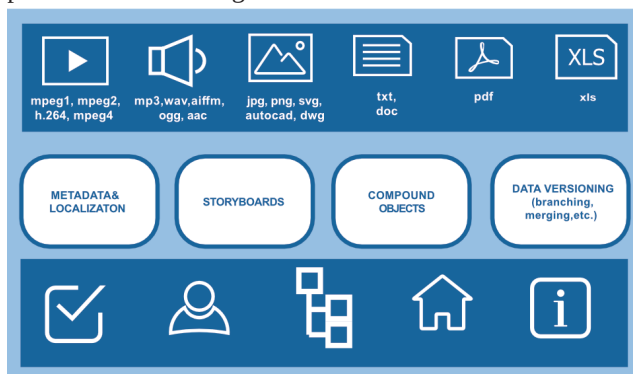
SYSTEM WHICH ADAPTS TO THE BUSINESS INSTEAD OF VICE VERSA

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

Multiplatform Content Delivery Management -

manage the entire process from content creation to publishing on social media platforms or media and playlist automations, and enjoy reduced time to market. Streamline multi-channel publishing and benefit from features like scheduling, assembling, approval, versioning and more.

- **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).

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
- **Multiplatform Content Delivery Management** • **Manage the entire process** from content creation to publishing on social media platforms or media and playlist automations, and enjoy reduced time to market. Streamline multi-channel publishing and benefit from features like scheduling, assembling, approval, versioning and more.
- **Transfer between different storages** and locations using varieties of protocols – FTP/S, HTTP/S, SFTP, WebDav, SMB/CIFS, NFS, S3, etc.
- **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.
- **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.

- **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.



- **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.
- **Text Dictation and Voice Commands**
- **Multiple Dashboards** and Layouts to choose from



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)
- **Support of new media distribution formats** like IMF- support of film scanning formats like DPX- user forms for custom workflow design

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

ASM&PS

Annual Software Maintenance*& Premium Support** (ASM&PS) is a vital comprehensive service available on yearly subscription basis. Ensures access to bug fixes***, new common features implementation and updates to the software version releases within a period of 12 months. ASM&PS renewal is highly recommended. Expired ASM&PS contracts can be renewed at any time, but not later than 1 year after valid service expiration date. The start date of the new ASM&PS contract will be the date of ASM&PS expiration in a reverse manner.

Service Level Agreement (SLA)

SLA is the premium enterprise level of service available for all clients with a valid Annual Software Maintenance and Premium Support (ASM&PS) 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 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.