Flow Ant
White Paper

FLOW ANT is a fully-featured MAM in a box. Plug it in, get on your WiFi and go.

Upload any media content, add metadata, transcode any format (incl. UHD), search, browse, view, edit, manage projects, send web-screeners, get approvals and deliver files anywhere. Anything you want from a MAM - is all already in the box.

MAMs are often considered the domain of the larger broadcasters. Complex, expensive and support-intensive. Smaller organizations have often found the cost and effort prohibitive. Not anymore. The new, affordable **Flow Ant** is pre-installed Flow Center Asset Management & Distribution Software which includes full MAM functionality & features.

Flow Ant is also a clever piece of hardware. Small yet powerful, this little box runs the software, runs all of your transcodings and allows you to manage your entire media and workflow management, including 4k/UHD content. Add storage and grow your system. Need more power and want to scale up? Add another Ant box or hook up to one of our big, hosted Flow Centers. Done.

Who should own the Flow Ant?
Anyone with media content to manage, edit and deliver.

- If you are looking for cutting-edge media handling but have a limited budget, the Ant will work for you.
- If you don't want to buy racks of hardware and then support that, then the Ant will work for you.
- If you are a small organisation with many different processes, the Ant will work for you.
- If you want an out-of-the-box solution that will work from day one, the Ant will work for you.
- If you have more than one office in different locations and different content, the Ant will work for you

Flow Ant is a compact version of a fully equipped MAM that comes with its own hardware and is far easier and affordable than a traditional MAM to set-up.

So what comes in the box?

Packed into a small box approximately 10cm square, the new **Flow Ant** user will have access to the "Flow Center" core software (MAM), the "Flow Archive" user surface (media handling) and the "Flow Coder" (transcoder).

The **Flow Center core software** is the mature digital media asset management system for your content. Import, upload and manage your content within your own system or hosted solutions. Enrich or import metadata to your media containers with digital movies, audio files, pictures or any other file.
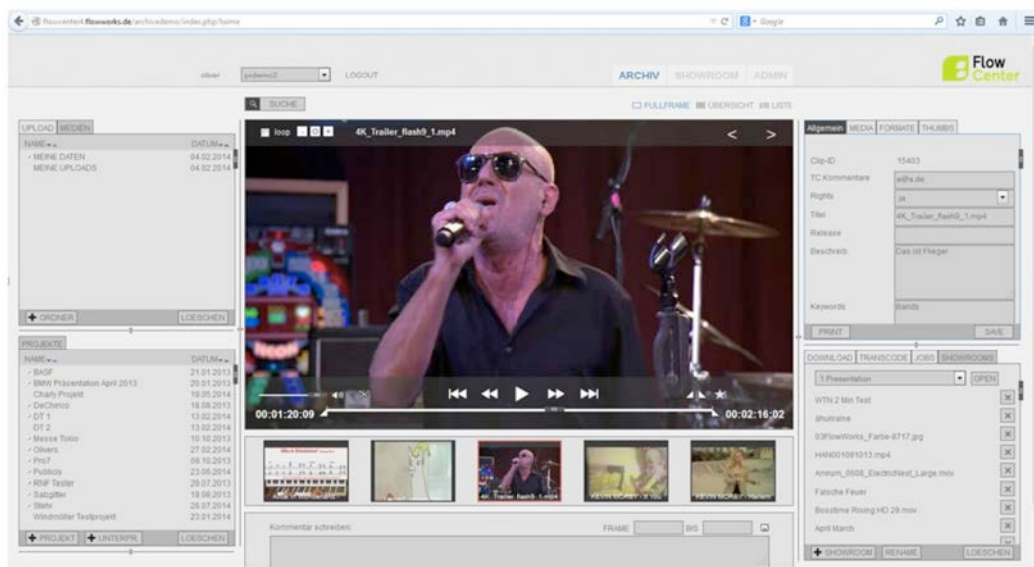Full featured search algorithms keep all your content at hand, making it possible to create medialists or projects, and focus on actual content. The integrated transcoding and

workflow system reduces manual workloads, even with the possibilities of the system to interact with its users, locally or remotely, giving you the total control of your content, your data and its delivery targets.

Build and configure your own workflows. Preset the includedtranscoder, add ingest and outgest paths, approvals, notifications, XML-extraction and creation and approval processes. Publish workflows to editorial users and monitor / edit workflows at any time, from anywhere.

Flow Archive user interface alows editorial users easy access to all editorial and asset management functionality. This includes ingest and uploading, adding metadata, searching, viewing, editing, project management, screening and approval processes, downloading, file delivery and publishing.

Editorial user interfaces are geared towards easy-use drag and drop functionality, focused on editorial features that allow foolproof use of even complex technical processes and workflows.

Flow Coder is a fully integrated transcoding engine that can be included as part of the **Flow Ant**. The Flow Coder is industry grade and is used by major broadcasters such as VIACOM (Amsterdam) and ProSieben (Germany) for many years providing high quality, high quantity throughput on a daily basis. As a result of this, Flow Works is the only MAM manufacturer with *real, complete in-house* transcoding experience. This is a distinct advantage when it comes to the variety of formats required for the number of evolving delivery targets and markets.

Flow Works is a specialist-producer of MAM and Workflow solutions. We have lots of big customers but with the Ant, we are reaching out to smaller, more nimble customers – with a solution that is simpler, more affordable and just "plug & play". When needs grow, you can scale up at your own pace.

Anyone who has media content whether it be video, audio, posters, printed documents or other file types such as CAD drawings can have all this managed, "workflowed" and technically handled by the **Flow Ant. Flow Ant** is a great solution for production houses, post-houses, advertising agencies and any other organisation or environment.

We have the technology and the experience for these environments. And have now packed that into a small box.

Once installed the user of the Ant will be able to:

- Upload media and metadata through a variety of ways
- Have content transcoded into any format automatically or on-demand
- Search and manage metadata and media at high resolution quality
- Edit metadata and media
- Perform basic video-editing functions
- Manage projects, collections, folders
- Communicate directly with other users
- Publish showrooms (or micro-websites) with media for viewing & approvals by others
- Create your won automated workflows
- Interface with existing production infrastructure, IT networks and even broadcast systems
- Deliver files to other systems, locations or business partners
- Remotely control other machinery (e.g. transcoders and servers)

Media should be easily manageable and not require large amounts of infrastructure and should not become an added strain on IT and engineering resources. The **Flow Ant** provides clients with a cost effective, simple solution to managing media whilst providing the benefits of larger and less agile systems.

Features:

- Flow Center Core software (MAM)
- Flow Archive editorial / workflow user GUI inc. Screening & Approval Rooms
- Flow Coder capabilities
- SOAP API for integration

Format and container list:

- Resolutions and datarates from web/SD up to 4k UHD highest quality.
- Almost any image format, also raw images including EXIF, IPTC, XMP and subversions

Available output video formats:

H.265/HEVC, H.264/AVC, XAVC-Intra, MPEG-1/2, DV/DVCPRO 25/50/100 (HD), VC-1, JPEG2000, MPEG-4 Part 2, RAW/YUV

Available output audio formats:

PCM, MPEG-1 Audio, AAC, WMA, Raw, DV, DTS-HD including DTS Express

Available output muxer formats:

Elementary Streams, MPEG-2 PS/TS, MP4, 3GP, F4V, ASF, DV, DIF, AVI, MJ2, MXF, RAW

Video Codec Support

H.265/HEVC, H.264/AVC, MPEG-1/2, MPEG-4 Part 2, DivX® / DivX® Plus, DivX, HEVC, VC-1, DVCPRO HD [1], JPEG2000 [1], H.264/AVC Broadcast (10-bit, Intra Class 50 & 100)[1]

Audio Codec Support

AAC / HE-AAC, DTS [1], DV Audio, LPCM, MP3 (in DivX containers only), MPEG-1 Audio, PCM, RAW Audio, WMA (Windows Media Audio)

Format & Container Support

ASF, ATSC , AVC Intra Class 100 , AVC Intra Class 50 , AVCHD, AVI, D10, DIF

Format & Container Support (cont.)

DivX, DivX Plus, DivX Plus Streaming®, DivX HEVC, DV, DV 25, DVB, DVCPRO 25, 50 and HD 100, F4, 3GP, HDV, HTML5 (H.264), JPEG2000 DCI 2k and 4k[1], MKV, MPEG-1, MPEG-2, MPEG-4, MXF (OP1a, Op1b, and OP-Atom), Panasonic P2 AVC-Intra Panasonic P2 DVCPRO, ProRes (input only), QuickTime® Silverlight H.264 and VC-1, Sony XAVC-Intra, Sony XDCAM DV (DVCAM) Sony XDCAM (EX, HD and IMX), UltraViolet CFF, VC-1, WAV WMV (VC-1 compliant), XAVC-Intra [1]

NB: [1] Broadcast Pack required

Prices

Flow Ant starts at €6,999 as you only pay for what you need. A detailed separate pricing list is available.

There a several versions and sizes available and you can even combine your ANTS to grow your system & set-up as your content and needs grow. Or even hook into our hosted cloud services for additional power and services. All at your own pace.

Flow Center System

Flow Center is an encompassing system with many modules and applications. More information about the individual modules of Flow Works „Flow Center" is available in the following documents:

- Flow Center – Device and Workflow Automation
- Flow Center – Archive and User Workflows
- Flow Center – Distribution and Playout
- Flow Center – Flow Fuel (GUI surfaces)
- Flow Center – Flow Coder (Transcoding)
- Flow Center – Technical requirements

Or call Oliver Meurer & the Flow Works Team