

TV Technology
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Building Out for Mobile Video

Vendors provide new repurposing solutions to manage digital content

by Robin Berger

designed to maximize productivity gains in media asset management, according to its provider, Claret, France-based NETIA.

French cable news channel LCI (La Chaîne Info) uses Manreo to enable Orange, a mobile phone service provided by France Telecom, to stream live news flashes and sports video clips to its cell phone subscribers.

LCI installed Manreo at its own premises in 2004, choosing it because of its flexibility and its image detection and video processing components, according to Marie Grannet Vuillemin, a project manager in the Strategy and Technological Innovation Department of TF1, LCI's parent company. Problematic at first, the app began to run well by mid 2005.

Simplicity is the cornerstone of the Manreo solution, said NETIA director of operational marketing and communication, Stéphanie Boisset.

"The efficiency of operation results from being able to manage the whole workflow with one piece of equipment," she said.

Moreover, she said a partnership with a company called Main Concept lets Manreo offer a product for encoding in AVC H.264.

"The telecom operator does not have to send a degraded version," Boisset said. Recipients "are provided a very good quality file from the beginning." ■

CAFÉ SERVICE

For NETIA, a Claret-France based technology provider, NAB2007 will be the U.S. launching point for Manreo Café, a software solution