Radical changes in the media & entertainment industry are creating not only new opportunities but also new operational pressures and challenges for content and rights owners. "Content Everywhere" is the new consumer mantra. New devices, cheaper network access, broader content availability and changing viewing habits are driving consumer adoption of expanding media options at a staggering rate. Content owners need new approaches to their media operations and workflows to match the scale of this opportunity while controlling costs.

Starting with a ground-breaking new way to think about your workflow operations, Digital Rapids' **Kayak™** offers a solution to this challenge — a flexible platform for workflow design, deployment and management that provides the operational efficiency, agility and insight you need to thrive in the expanding multi-screen media landscape. Powering the advances in our next-generation solutions such as version 2.0 of the **Digital Rapids Transcode Manager®** software, Kayak's innovative approach harnesses technology and streamlines your operations, freeing you to focus on your real value proposition — your content.

Exceptional Modularity Drives Cost-Savings and Control

Unlike workflow approaches that simply orchestrate discrete applications across separate stages, Kayak's patent-pending approach is built around a philosophy of granular modularity with technologies as components – from media-specific functions like encoding, packaging and processing to business-oriented functionality such as analytics, automated intelligence and reporting.

These workflow building blocks are warehoused in a catalog of best-of-breed technologies and solutions from Digital Rapids and a rich, open ecosystem of third-party partners. Always up to date with the latest trends in the market, Kayak's catalog of components

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combines with its flexible architecture to make managing technology easier than ever before. Emerging technologies can be quickly integrated, as can your own custom-developed functionality. You choose precisely which technologies are used in your workflows, giving you direct, granular control over technology costs and deployment. You deploy only what you actually need – in the exact versions you need – and pay only for the technologies you use.

Easy Design for Agile Workflow Efficiency

Like a whiteboard that you can bring to life, Kayak's visual Workflow Designer lets you graphically create sophisticated, streamlined workflows with intelligent automation. Individual tools or pre-defined solutions in the catalog can be combined to create exactly the processes you need. Inline analysis and rule-based decision branching automatically adapt your workflows to eliminate unnecessary steps, maximizing both processing and operational efficiency.

You can instantly test your designs within the Workflow Designer, letting you optimize and fine-tune them before moving them into production. And when your needs change, you can easily update your workflows with new components, processes and business rules. This streamlined path from proof-of-concept to deployment gives you the freedom to experiment while responding quickly to changing market dynamics and lets you capitalize on more opportunities.
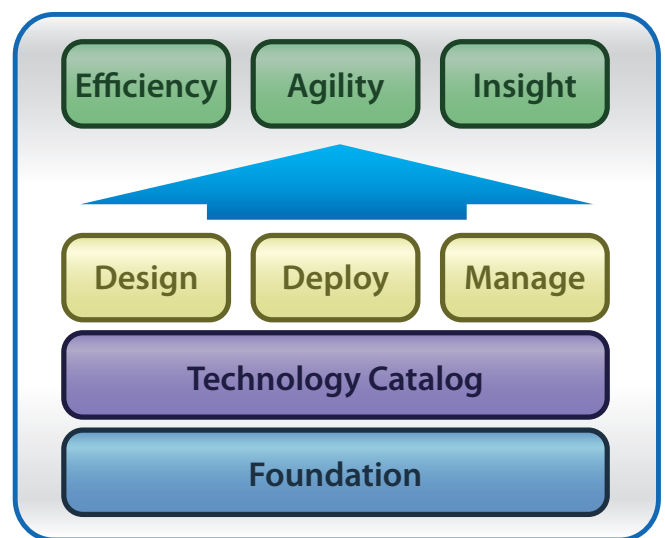
Dynamic Deployment and Simplified Management

When your workflow designs are complete, you can immediately put them into production. A job manager application such as the Transcode Manager software lets you manage all of your Kayak workflows and resources in a single, consistent interface, streamlining your operations and simplifying deployment. Transcode Manager lets you schedule the availability of systems (individually or in groups) to specific departments or projects, and then deploys your workflows on-demand to optimize your operations. Transcode Manager dynamically provisions workflows on-the-fly on available resources, ensuring that the right workflows are available at the right scale to match job requirements and volumes at any given time. The functionality running on a particular system can change dynamically with each job, maximizing resource utilization while lowering provisioning costs. This dynamic deployment model brings cloud-like elasticity to on-premises operations, minimizes upgrade effort with on-the-fly updates, and makes it significantly easier to expand capacity by minimizing the overhead required to bring new systems online.

Operational Transparency for Better Business Insight

Kayak's granular, component-based approach and visual design tools enable deep understanding of your workflow processes, a critical prerequisite for ongoing operational improvements. And by providing full visibility into workflow execution, Kayak lets you easily identify and resolve bottlenecks, further optimize resource allocation, and predict and manage your operating costs.

A New Workflow Concept for an Ever-Changing Landscape

Efficiency. Agility. Insight. Kayak delivers all of these benefits, giving you the operational freedom to focus on your core business while staying ahead of the curve in the evolving media landscape. Contact us today to discuss how Kayak can transform your business.

Efficiency	Agility	Insight

Design	Deploy	Manage

Technology Catalog

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