



Advantages of Digital Rapids Encoding Solutions

Digital Rapids media encoding solutions offer a broad range of advantages over competing systems. While specific advantages will vary, there are a number of general differentiators that summarize some of the compelling ways in which our products excel against alternatives:

Hardware-based preprocessing (quality) — our advanced real-time, hardware-based video pre-processing features such as motion adaptive de-interlacing with pixel-level analysis deliver visible quality advantages over competing systems, reduce the amount of work that the software compression engine needs to do, and enable the most efficient use of bandwidth in the compressed result. In addition, you can apply software-based processing functions to each chosen output format independently for flexibility when encoding to multiple formats.

Tightly integrated software — unlike solutions that provide only basic utility-grade software or require the use (and tech support) of separate 3rd-party encoding utilities, our systems feature comprehensive, tightly integrated, easy to use software that minimizes training requirements, simplifies operation and increases productivity.

Functional flexibility — Digital Rapids' Flux, StreamZ and StreamZHD encoding solutions each provide media encoding, transcoding and streaming all in one system, reducing equipment requirements in dynamic environments where tasks may vary frequently.

Format flexibility — unlike single-format hardware encoders and solutions limited to only a limited number of formats, our flexible codec architecture supports a broad range of standard and optional compression and file formats, and enables the easy addition of new formats to ensure against obsolescence.

Audience flexibility — Digital Rapids systems can encode to multiple compression formats, resolutions and bit rates simultaneously, enabling you to create optimized media for a diverse audience across multiple platforms without additional effort or complexity.

Performance — our highly efficient, scalable, multi-processor and multi-core optimized software architecture boosts encoding throughput for maximum productivity. Customers have reported test results with our systems providing transcoding speeds multiple times faster for some formats than the competing solution they were testing against, which also claimed advanced performance on multi-CPU systems.

Scalability — in addition to the scalability within each of our systems, multiple Digital Rapids solutions can be combined with our Broadcast Manager or Transcode Manager software to support applications from individual workstations to enterprise and global workflows with hundreds of streaming or encoding channels.

Reliability — designed for demanding broadcast television and telco environments, our solutions are ready for the unforgiving demands of IPTV, live event webcasting and mission-critical applications, and in conjunction with our management applications, support robust failure recovery options for worst-case scenarios.



Integration — our systems include powerful tools for easy integration into any production, post, broadcast or enterprise workflow, including RS422 device control, genlock, GPI triggers, LTC, watch folders, automatic FTP distribution, XML project file structures and automated publishing. An available Web Services (SOAP) API also makes it easy for developers to integrate our encoding systems with custom applications.

Easy upgradeability — as a combined hardware and software solution, Digital Rapids encoding systems are easily upgradeable to support not only new formats, but also new or enhanced functionality – particularly important in today’s rapidly evolving digital media environments.

Precise output conformance — in addition to being able to create files that conform to industry specifications (such as compatibility with the CableLabs® content encoding specification), output from our encoding solutions adheres to the exacting specifications, stream and bit rate conformance required by professional applications and devices such as set-top boxes.

Cost-effectiveness — using open-standards, general-purpose PC workstation platforms for our hardware and software enables us to offer our systems less expensively than dedicated proprietary hardware solutions; meanwhile, the automation and management capabilities and exceptional performance of our solutions help our customers reduce operational costs.