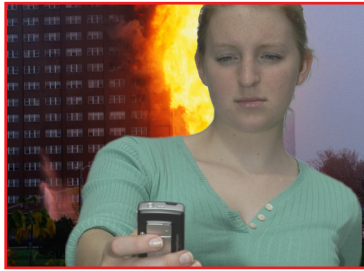


## Breaking news, Video capturing Life at the Extreme



### M-Link Universal Content Exchange Server

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The M-Link Universal Content Exchange Server (UCES) is the latest video server of Livewire Digital's mobile video family of products, providing delivery of professional quality video feeds, including MPEG-2, MPEG-4 and WM-9, as well as other popular software encoders used by mobile phones and ad-hoc contributors.

The M-Link UCES, offers a highly cost-effective solution for the collection and management of ad-hoc news and documentary feeds from around the world.

The easy-to-use user interface, the SDI and analogue playout, and the dynamic access management software provide the newsroom with the flexibility and performance to be certain that no story will be missed.

### The M-Link Generation

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The M-Link open architecture incorporates the latest 'codec plug-in' technology. This means that the UCES will use the compression techniques that have been used by contributors and reporters to encode their stories, including the latest MPEG-4 codecs and Microsoft's Windows Media 9 (WM-9) and other derivatives, such as Real and DivX, while providing compatibility with the well-established MPEG-2 industry standards.

The UCES allows broadcasters to take advantage of evolving technology and to access new markets that will provide the news in the future. As natural and man-made events have shown, cameras are ubiquitous and the professional broadcasters compete with the public at large to file the news breaking stories.



### M-Link Universal Content Exchange Server

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The new M-Link Server means that any contributor that can come close to an IP access point can be accredited and subsequently file their story directly. M-Link Universal Content Exchange Server is a software 'plug-in' option for the M-Link Exchange Server, which has been used successfully for newsgathering from all around the world in combination with the M-Link Voyager Lite and M-Link IP-Reporter video reporter solutions. Ever evolving to grow with SNG requirements, it has been providing newsrooms with the support to deliver the breaking stories and background news reports for over 10 years, and to let the broadcasting community bring the world to their customers – wherever they are.

### Connectivity and Playout

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M-Link's Standard and Universal Content Exchange Servers are installed with a wide range of news and media organisations, and will accept M-Link Voyager Lite & IP-Reporter feeds from around the world via ISDN and IP – including contributions made via Inmarsat BGAN, R-BGAN, GAN, Fleet, DVB-RCS, VSAT, ISDN, ADSL, Wi-Fi, Internet, or an Intranet connection.

While optimised for M-Link Voyager Lite and M-Link IP-Reporter video reporting systems, the M-Link Universal Content Exchange Servers will also accept any video feeds from generally available video reporting systems, including mobile and 3G phones.

Playing out via SDI and analogue, the servers can effortlessly be integrated with the newsroom workflow for customers with third party MPEG playout facilities, providing transcoding where necessary.

Where communications links are intermittent or unreliable, M-Link's automatic appending will guarantee that the story gets through. The protocols used by the Universal Content Exchange Server offer the most effective use of the available bandwidth, reducing both costs and transmission times.

To provide efficient communications for M-Link and 3rd party video reporting solutions the M-Link Universal Content Exchange Server supports FTP (passive/active mode), HTTP (generic and optimised) and Web upload transmission methods. These protocols can be implemented as 'plug-ins' providing flexibility to include other efficient protocols in near future.

The M-Link Universal Content Exchange Server allows the newsroom to quickly accredit members of the general public to deliver ad-hoc content for a defined period of time. By using a simple to administer access control, i.e. a Web interface or via FTP, contributors can be authenticated and their video feeds tracked.

### The Complete Solution

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With one M-Link Universal Content Exchange Server, newsrooms can receive news from professional reporters as well as the general public, eliminating the need for multiple servers, complicated format conversion and the 'headaches' of managing a public facing system.

The M-Link Universal Content Exchange Server is part of an end-to-end content contribution solution, with Livewire Digital as a leading company providing the complete package, incorporating hardware, software and support. This flexible solution, providing a range of simple video acquisition software and professional non-linear editing packages and video codecs, allows customers to set-up their optimum configuration to file their stories, while fitting in with their specific newsroom infrastructure.

### M-Link Field Units

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The professional M-Link Voyager Lite package is the combination of dedicated hardware and software, with the option to integrate professional Non Linear Editors (NLEs), and supporting both ISDN and IP networks. This is the system of choice for customers operating in the global theatre that have a need for a mobile solution as an integral part of their operational infrastructure.

The M-Link IP-Reporter is a software only product, which lends itself well to deployments across organizations where quality and non real-time footage is of the essence. This allows broadcasting organizations to distribute dormant licenses widely across their organization - thereby creating the opportunity to greatly increase the number of potential ad-hoc video contributors.

Both M-Link Voyager Lite and IP-Reporter support the latest MPEG-4 store-and-forward and Live! H.263 video services. They can deliver the latest footage or interview to any newsroom via a wide range of platforms, including the Inmarsat BGAN, MPDS and R-BGAN IP-services, as well as VSAT, terrestrial ISDN/ADSL and general IP networks. They can also provide contributions via the public Internet, or VPNs, to securely access Corporate Intranets or newsrooms.

Using multiple Inmarsat GAN and BGAN terminals makes it feasible to deliver higher quality footage rapidly. Saving precious battery life, when external power is not available, it also provides operational redundancy.

### M-Link Dispatcher

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To support ad-hoc operations, opportunity reporting and free-lancers, Livewire Digital provides M-Link Dispatcher. This is a news delivery service whereby M-Link users can file their stories directly to the Livewire M-Link Home servers. This allows the footage to be cleared and dispatched by ISDN or tape to newsrooms. For deployments and stories that develop over a longer period of time, footage can be placed on a dedicated server and accessed directly by news organisations and agencies over the web.

### Compatibility and Support

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Newsgathering in remote or hostile environments can be very challenging for the reporter and the equipment, while newsroom is a dynamic operational environment in which downtime costs money. Support contracts are available on all M-Link products offering expert advice on all aspects of using the equipment in conjunction with Inmarsat and ISDN.

In line with Livewire's policy of protecting the customer's investment, all M-Link products come with a high level of compatibility. For those Livewire customers that wish to upgrade their existing equipment to the latest M-Link technologies, a cost-effective upgrade path is in place.