

inCODE™ is a powerful User Generated Content solution that allows for the quick transcoding of all media formats.

Multicast's online transcoding solution, inCODE™, allows organizations to easily convert uncompressed media content into multiple formats for multi-platform payout.

Multicast's inCODE™ is an end-to-end User Generated Content (UGC) solution that enables end users to upload video content to a website. Publishers have the option to review and approve user-generated content prior to publishing the video for online delivery. inCODE™ is comprised of five primary components: User Interface, Transcoding Engine, Review/Approval Interface, Online Delivery, & Metrics.

User Interface

The user interface serves as the destination where end users are allowed to upload video files and assign customer-specific metadata such as: title, description, key words, and category assignment. The user interface is customizable and seamlessly integrates with any website, while controlled and hosted by Multicast.

Transcoding Engine

inCODE™ is delivered using Multicast's video transcoding engine which supports a wide variety of formats including .avi, .dv, .mov, .qt, .mpg, .mpg2, .mp4, .3gp, .3g2, .asf and .wmv. inCODE™ supports multi-platform payout, including mobile devices. During the transcoding process, thumbnail-sized graphic images of up to 10 frames of the video are created. In addition, a customer-specific logo can be transposed onto the transcoded video file.

Review/Approval Interface

inCODE™ offers an optional Review/Approval module that gives publishers the ability to review and approve/disapprove content before it is published to a website. This module also delivers messaging capabilities so that end-users are kept apprised of the status of their video during the review process.

Features & Benefits

Speed—inCODE™ reduces wait times by utilizing multi-threaded and multi-CPU technologies to increase conversion speed ... all in an effort to give customers the content they need, where and when they need it.

Customer-Friendly—Easy-to-use Web interface allows for quick, turnkey implementations.

Broad Format Compatibility—inCODE™ offers a broad range of formats and resolutions for broadcast, IP, and mobile applications.

Scalability—inCODE™ is a hosted solution and is designed with the unique flexibility to scale as volume and requirements increase.

Lasting Value—Whether you are a small online publisher or a large media conglomerate, inCODE™ delivers a comprehensive solution at a significantly lower cost and higher ROI than other available products and solutions.

Reliability—Our global content delivery network, backed by Akamai, is comprised of over 20,000 servers in over 70 countries.

Reporting & Analytics—Multicast delivers comprehensive reporting and analytics that gives customers the data they need to understand the viewing habits of their online audience.

Support—Our highly trained technical staff is available twenty-four hours a day, seven days a week for monitoring and technical support.



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Online Delivery

While inCODE™ can be integrated with any content delivery network, Multicast offers turnkey online media delivery via Akamai. Akamai is the leading global service provider for accelerating content and business process online. As a premier reseller and aggregator of Akamai content delivery services, Multicast offers its customers highly competitive pricing on the Akamai CDN.

Metrics

inCODE™ delivers comprehensive reporting and analytics that gives customers the data they need to understand UGC related behaviors and viewing habits of their online audience.

About Multicast Media Technologies, Inc.

Founded in 2000, Multicast Media Technologies, Inc. is a leading provider of Internet broadcast products and services. Multicast powers online channels for targeted audiences by offering an integrated system for the management and monetization of digital content, program scheduling, and interactive audio/video broadcast services on behalf of more than 700 organizations around the world. Multicast provides the only complete online media solution for the deployment of linear, live and on-demand interactive media channels. Multicast is a privately-held company headquartered in Atlanta. For more information, please visit www.multicastmedia.com.

