



FOR-A Presents Prism SYSTEM At NAB 2010
Video Content Repurposing Solution
With Encoder, Clipping, and Trans-coding Tools

Fort Lee, N.J., March 9, 2010 – FOR-A, a leading manufacturer of video and audio systems for the broadcast and professional video industries, will introduce Prism System — on-the-fly, multiple-output video clipping software — at the 2010 NAB Show in Las Vegas, Nev., April 12-15 (Booth C5219). With its built-in encoder, clipping, and trans-coding tools, Prism provides a complete video content repurposing solution for Web and mobile TV distribution.

“These days, broadcasters are producing video content for more than just over-the-air television transmission. They need to repurpose their content assets for distribution on the Web and beyond. Prism will allow broadcasters to increase their station content revenues, while keeping the production costs low,” said Hiro Tanoue, president, FOR-A Corporation of America. “Our revolutionary Prism System software processes on the fly while recording video. It’s an incredibly easy way to prep footage for distribution via multiple outlets.”

A PC-based software application, Prism System ingests and encodes an incoming video signal and records it to network attached storage (NAS). During the encode process, it will save the video cut point information. Designed for SD resolution, the system ingests SD-SDI signals with embedded audio and encodes it as MPEG-2 Long GOP files at up to 15 Mbps with 16:9 aspect ratio.

Using today’s conventional systems, the clipping process cannot be started until the recording of the incoming video is completed. However, Prism System allows clipping on the fly while recording the incoming video, which is faster and more effective for news and sports applications. The intuitive user interface makes it easy to master quickly without specialized training or talent.

Once the video clipping is finalized, the MPEG-2 file is output to the NAS, from



which files can be trans-coded and either saved in a designated folder or uploaded by FTP to a streaming distribution site automatically. Prism System allows the use of third party trans-coding software to convert MPEG-2 file formats, as well as Windows Media, Flash Video, and H.264 file formats. Users can also embed a still image, such as a logo, during the format conversion.

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