

Overview

Ignite provides the industry's most secure and scalable Content Delivery Solution, enabling customers to efficiently publish, deliver, and manage digital assets – from rich media content for training and communications to software patches and virus updates – to anyone, anywhere, at any time. Ignite's patented Content Delivery Solution overcomes network and connectivity constraints that have limited the ability to reach online audiences with the highest quality, secure rich media.

To bridge the gap between the increasing variety of digital formats encountered in the online digital media world and the devices' ability to render them, Ignite offers customers the ability to transcode content. Transcoding can be broadly defined as the process of digitally converting content from one format to another to ensure the best content viewing experience regardless of how, or on what device the content is consumed.

Key benefits

- Multiple supported input formats and bit rates
- Part of Ignite's existing publishing workflow
- Multiple output formats and bit rates for a single piece of content
- Render a single piece of content on a variety of devices

How it works

In the Ignite Delivery Manager, authorized administrators determine the file format and bit rate combinations that will be available to publishers when transcoding content. Using Ignite's publishing wizard, publishers choose the appropriate file format and bit rate combination for regular package delivery and for content made available via Ignite's instant view delivery method. Publishers can preview the instant view transcoded content prior to delivery.

Ignite's existing targeting workflow is used to deliver the transcoded content to the end user.

Supported input formats

Video

AVI, DV, .MOV, QuickTime, MPEG-1, MPEG-2 (.mpg, unencrypted .vob), MPEG-4 part 2 variants (Xvid, 3vix, .3gp, etc.), MP4 Windows Media/VC-1, Flash (FLV), .ASF, H.264, .M4V, MJPEG, RealMedia, Ogg Theora, YUV/RGB, others

Audio

Windows Media MP3, AAC/AAC-HE, Windows Media, AMR, Ogg Vorbis, WAV/PCM

Supported output formats

Flash Media

Video codec: VP6-E, VP6-S Audio codec: AAC stereo Bit Rates: 256 kbps – 5120 kbps

Windows Media

Video codec: WM8 Audio codec: WM9 mono Bit Rates: 256 kbps – 5120 kbps

Reporting

Customers can use Ignite's extensive reporting capabilities to view transcode file transactions, providing visibility into how much content has been transcoded and delivered to end users through Ignite. Transcode reports include the name of the package and the input and output formats.

Summary

The ability to transcode content using the Ignite Content Delivery Solution is a simple, integrated solution to ensure the best content viewing experience regardless of how, or on what device the content is consumed.

To learn more about Ignite and whether your company can benefit from the Ignite Content Delivery Solution, visit our website at www.ignitetech.com or contact Ignite customer support at info@ignitetech.com.