

Metadata Insertion for Post-production / Contribution

THE CHALLENGE

Post-production / finishing companies need to ensure that the program material they prepare and submit to TV and cable networks, meets ingest specifications. Increasingly networks are stipulating that program material should contain metadata to describe things such as the type of audio and the aspect ratio of the media content.

Post-production / finishing companies require a means of inserting metadata that fits into their workflow, handles multiple metadata types and configurations, and minimizes the need for human intervention, all at an affordable price.

THE SOLUTION

Post-production / finishing companies can use the Norpak **VAC-100 VANC Authoring Card** to insert up to four metadata types into SD (SMPTE 259) and HD (SMPTE 292) signals. Metadata types can include audio metadata (SMPTE 2020 compliant), active format descriptors (AFD) (SMPTE 2016 compliant), as well as other data types including proprietary triggers for downstream equipment.

The VAC-100 allows users to select metadata types and configurations using software control or GPIO triggers (e.g. a push button).

It automatically adjusts the metadata VANC packet formats to suite the video input type

The VAC-100 allows users to setup various metadata configurations (e.g. for different clients) and save and restore them at will.

THE BENEFITS

- Post-production / finishing companies now have a straightforward and cost effective means of inserting metadata into program material.
- With several control options, the VAC-100 VANC Authoring Card easily fits to existing workflows.
- The system makes available metadata profiles based on industry standards, minimizing the need to understand the technical details of the metadata.
- As more metadata types become industry standards, the VAC-100 system can be upgraded to incorporate these new types of metadata allowing post-production / finishing companies to keep up with changing ingest specification of TV and cable networks.

MORE INFO

Norpak Products Used:

- VAC-100 VANC Authoring Card
 - m/n ONG-VAC-100
- openGear Frame
- Rear I/O Module

