



LCI – Distribution to cell phones

LCI, the news channel, assists Orange, the mobile telephone operator, in developing new live video services: over 100 video clips available on Orange... and new subjects are being added daily. Thanks to LCI, Orange now offers live news and sports videos: live news flashes and sports action in small video clips.



The project

- Enable journalists to produce their features in two different-length versions: one for traditional TV broadcast and another for cell phones.
- Stream to Orange short reporting and news flashes up to one minute 45 seconds.
- Produce the news and sports features most often requested by cell phone subscribers.
- Implement an automatic system so journalists avoid performing technical chores.
- Create a reliable, unique production system that can feed other platforms.

The Manreo solution

- Manreo Café software automatically digitizes, encodes, and uploads video programs and is directly connected to the "Preview" system.
- Manreo Café automatically detects reporting and newscasts for cell phones through key image recognition ("studio cards") inserted by journalists in their features.
- Manreo Café automatically transcodes over 13 programs into WM9 format on a 24/7 basis.
- Manreo Café automatically extracts the feature's image and title, populates this program metadata, and transfers it to the Orange streaming platform in http.

Advantages

- Fully automatic digitizing, transcoding, and uploading: no technical manipulations for journalists.
- A reliable system requiring no human intervention.
- Ongoing production of over 13 programs, 24 hours a day including weekends
- Video files and the associated metadata automatically feed the mobile program presentation portal (feature image, title, etc.)

Benefits

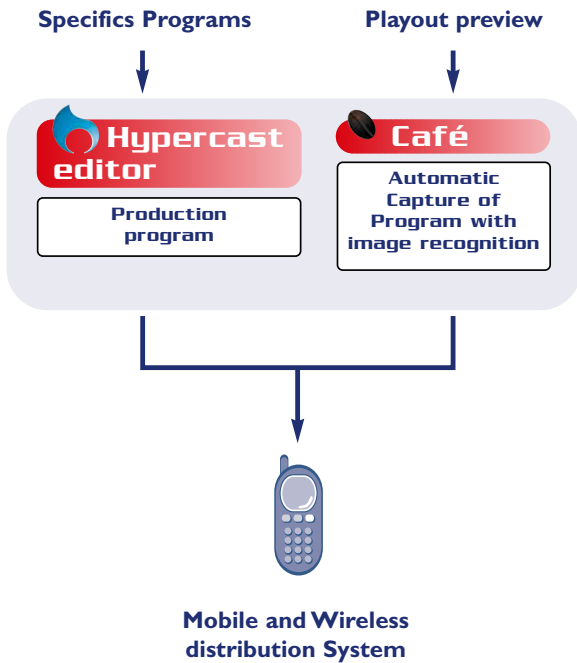
- Journalists focus on their traditional editorial work while feeding a new channel.
- Creation of new features for a new distribution channel at reduced cost.
- Optimized productivity: no technical manual tasks required.
- A single production system for distribution to other mobile platforms.

Software used in the Manreo range:





**SCHEDULING OF VIDEO DISPATCHES
FOR CELL PHONE
AND WIRELESS PLATFORM**



The next step

After starting up a program production system for cell phones, LCI will try to leverage this distribution by offering the same type of service to other mobile platforms.

The figure below shows a scalable architecture for feeding an i-mode platform.

**VIDEO CONTENT CREATION
FOR VIDEO ON DEMAND SERVICES TOWARD MULTIPLE MOBILE
AND WIRELESS PLATFORMS**

