

## SNAPFEED

Stuck without a truck? No problem. Feed video back to the newsroom from just about anywhere with a camera, laptop, net connection and AP's SNAPfeed. The enhanced interface and live functions of SNAPfeed guides users through a straightforward, non-technical, four-step process to encode and transmit recorded or live video.

No matter where you are, if you have an Internet connection SNAPfeed will transmit your video on time and without unnecessary technical distractions. Use SNAPfeed with just about any Internet connection, including public WiFi, EVDO, GPRS, BGAN satellite phone, hotel DSL, home cable modem or even a simple phone line.



### Essentials

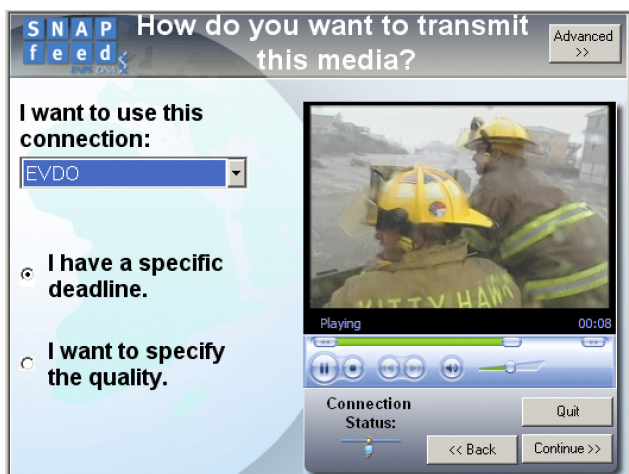
The enhanced interface and live functions of SNAPfeed guides users through a straightforward, non-technical, four step process to encode and transmit recorded or live video.

**On the air, anywhere:** When you have breaking news, press one button to have SNAPfeed automatically compute the best possible compression and transmission settings that *will* get your recorded video back to base before your deadline and allow you to beat the competition with first pictures.

When time is not an issue select a preconfigured transmission profile specifically named and suited

to your story and connection type. Because quality is subjective, SNAPfeed allows your own engineers to tailor compression and transmission settings so SNAPfeed consistently performs to your own definition of quality.

**Need to go live?** No problem. Use the same Internet connection to both transmit your live video and receive your IFB. You don't need a separate phone. If you're covering a live event without interaction with a reporter, select the VC1 mode that gives you even higher quality pictures.

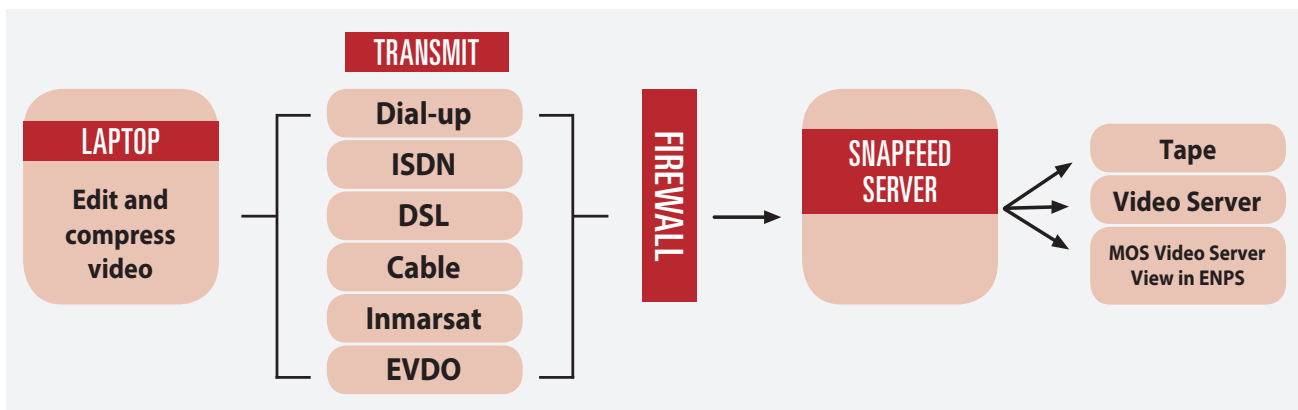


## Capabilities

- > Transmit live, or store and forward video files.
- > Use standard Internet connection types.
- > Superior quality using the H.264 or VC1 codec. Also transmits AVI, MOV, MPEG1, MPEG2, MPEG4, 3GPP or other file types rendered by your NLE.
- > Works with your choice of NLE.
- > Simultaneous feeds can be sent to station from multiple remote users.

## ENPS Integration

- > The SNAPfeed interface launches when a completed media file is detected.
- > Remote crews see assignment information to match slug and transmitted story.
- > When deadline time is entered into SNAPfeed, the system automatically sets compression parameters for media delivery prior to deadline.
- > Remote journalists can access full features of ENPS during file transmission.
- > Real-time status seen dynamically in ENPS rundown.
- > Received media is immediately available for use.
- > Interrupted feeds can be resumed at a later time, even from a different location.
- > Partial files playable before transmission is complete
- > Optional automated transfer to production and on-air media servers.
- > Can operate in mixed newsroom environments: MOS or non-MOS, analog or digital, with or without production media file servers.
- > Metadata tagged to clip can facilitate improved asset management.



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### Contact info:

For more information, contact your AP Regional Television Executive at 202-641-9040.