



FARlink

Introducing FARlink

Facilitate content distribution to support playout of channels from flexible locations.

WHAT IS FARLINK? FARlink (FAR stands for “find and retrieve”) is able to inventory content and metadata at one or more sites, then provide media and metadata as needed to support playback from any site. Integration of the playlist and transfer scheduler creates maximum effectiveness with minimal manual activity.

HOW DOES IT WORK? Any channel origination depends, in part, on bringing ready-to-air content to the video server or other channel player. FARlink helps overcome limitations which chain the content prep process directly to playback and allows the system to develop around processes and workflows which may be more efficient than traditional channel design. With less concern on how the content arrives, the channel can be originated in a variety of ways while leveraging content brought together by FARlink from diverse sources.

FARLINK'S PRINCIPAL WORKFLOWS

This is an overview of FARlink's principal workflows. As new needs are identified, the product can adapt to filling those needs.

Local Site to Cloud Channel Provide 100% of media for the channel or fill gaps in media delivery. Delivery can include syndicated programs, local content (promos, commercials, news updates, etc.) and content pulled from one or more configured sites.

FAR Content On-demand “find” and “restore” based on playlist or real-time MISSING indication. Name migration or transcoding as required per workflow.

Local Workflow Media drop folders and similar local content prep workflows.

Consolidated Playback/Central Cast Facilitate centralized playback with ability to leverage existing content availability and extend rather than replace select existing workflows.

Instant Spare/Contingency Channel Multi-purpose spare/contingency channel to shadow or replace on short notice. Contemporary media and metadata can be moved on short notice to support the new channel.

New Flexibility Channel configurations which leverage common facilities and media across multiple channels. For example, a common “feed” channel switched into the stream, mixed with local per-channel content.

PRODUCT DETAILS

- FARlink is an extension of the LoadingDock product.
- It is available with or without the program prep and commercial prep features of LoadingDock.
- While the original LoadingDock is mostly a one-way delivery of programs and commercials, FARlink brings awareness of content in diverse locations and an ability to “find and restore” content in any direction as needed, across a system.
- FARlink includes local workflows, cloud-driven workflows via Sony Ci, and point-to-point workflows via accelerated file transfers.
- Workflows can include automatic selective media transfers, transcoding on-prem or in Sony Ci.
- FARlink integrates with the automation database to provide media or complete metadata.

