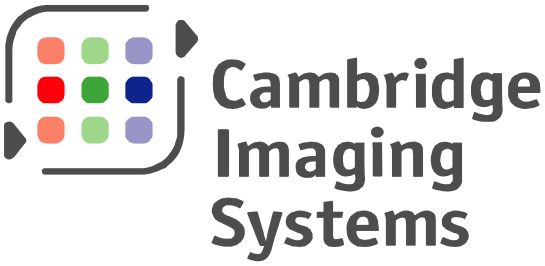

DCM Project (Create-Clips)

Submitting content using ImagenLite

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Submitting content to the DCM project using ImagenLite.

1. Accepted media formats:

Your video files should be 3Mbits/sec or above. Your image files should be 2800 pixels on widest side or greater. Ideally your audio files should be 256k or above.

We can accept the following file formats:

4X Movie
QuickTime 8BPS video
8SVX exponential
8SVX fibonacci
Advanced Audio Coding
Autodesk RLE
ATSC A/52A (AC-3)
4X Movie ADPCM
SEGA CRI ADX
Creative Technology ADPCM
Electronic Arts ADPCM
Electronic Arts Maxis CDROM XA ADPCM
Electronic Arts R1 ADPCM
Electronic Arts R2 ADPCM
Electronic Arts R3 ADPCM
Electronic Arts XAS ADPCM
IMA AMV ADPCM
IMA Duck DK3 ADPCM
IMA Duck DK4 ADPCM
IMA Electronic Arts EACS ADPCM
IMA Electronic Arts SEAD ADPCM
IMA QuickTime ADPCM
IMA Loki SDL MJPEG ADPCM
IMA Wav ADPCM
IMA Westwood ADPCM
Microsoft ADPCM
Sound Blaster Pro 2-bit ADPCM
Sound Blaster Pro 2.6-bit ADPCM
Sound Blaster Pro 4-bit ADPCM
Shockwave Flash ADPCM
Nintendo Gamecube THP ADPCM
CDROM XA ADPCM
Yamaha ADPCM
ALAC (Apple Lossless Audio Codec)
AMV Video
Monkey's Audio
ASUS V1
ASUS V2
Atrac 3 (Adaptive TRansform Acoustic Coding 3)
AVS (Audio Video Standard) video
Bethesda VID video
Brute Force & Ignorance

BMP image
Interplay C93
CamStudio
TechSmith Screen Capture Codec
Chinese AVS video (AVS1-P2, JiZhun profile)
Cinepak
Cirrus Logic AccuPak
COOK
Creative YUV (CYUV)
DCA (DTS Coherent Acoustics)
VC3/DNxHD
Delphine Software International CIN audio
Delphine Software International CIN video
DVB subtitles
DVD subtitles
DV (Digital Video)
Feeble Files/ScummVM DXA
ATSC A/52B (AC-3, E-AC-3)
Electronic Arts TGV Video
Escape 124
FFmpeg codec #1
Huffyuv FFmpeg variant
FLAC (Free Lossless Audio Codec)
Flash Screen Video
Autodesk Animator Flic video
Flash Video
Fraps
G.726 ADPCM
GIF (Graphics Interchange Format)
H.261
H.263
H.263i
H.263+ / H.263 version 2
H.264 / AVC / MPEG-4 AVC / MPEG-4 part 10
Huffyuv / HuffYUV
Quake II CIN video
IMC (Intel Music Coder)
Intel Indeo 2
Intel Indeo 3
DPCM
Interplay MVE Video
JPEG-LS
Karl Morton's video codec
AAC (Advanced Audio Codec)
MP3 (MPEG audio layer 3)
H.264 / AVC / MPEG-4 AVC / MPEG-4 part 10
Lossless JPEG
LOCO
MACE (Macintosh Audio Compression/Expansion) 3:1
MACE (Macintosh Audio Compression/Expansion) 6:1
Sony PlayStation MDEC (Motion DECoder)
Mimic
MJPEG (Motion JPEG)
Apple MJPEG-B
Meridian Lossless Packing

American Laser Games MM Video
MP2 (MPEG audio layer 2)
MP3 (MPEG audio layer 3)
ADU (Application Data Unit) MP3 (MPEG audio layer 3)
MP3onMP4
Musepack SV7
Musepack SV8
MPEG-1 video
MPEG-2 video
MPEG-4 part 2
MPEG-1 video
MPEG-4 part 2 Microsoft variant version 3
MPEG-4 part 2 Microsoft variant version 1
MPEG-4 part 2 Microsoft variant version 2
Microsoft RLE
Microsoft Video 1
LCL (LossLess Codec Library) MSZH
Nellymoser Asao Codec
NuppelVideo
PAM (Portable AnyMap) image
PBM (Portable BitMap) image
PCM
PC Paintbrush PCX image
PGM (Portable GrayMap) image
PGMYUV (Portable GrayMap YUV) image
PNG image
PPM (Portable PixelMap) image
V.Flash PTX image
QDesign Music Codec 2
Apple QuickDraw
Q-team QPEG
QuickTime Animation (RLE) video
raw video
RealAudio 1.0 (14.4K)
RealAudio 2.0 (28.8K)
RL2 video
QuickTime video (RPZA)
RealVideo 1.0
RealVideo 2.0
SGI image
Shorten
Smacker audio
Smacker video
QuickTime Graphics (SMC)
Snow
Sonic
Sunplus JPEG (SP5X)
Sun Rasterfile image
Sorenson Vector Quantizer 1
Sorenson Vector Quantizer 3
Truevision Targa image
Theora
Nintendo Gamecube THP video
Tiertex Limited SEQ video
TIFF image

Duck TrueMotion 1.0
Duck TrueMotion 2.0
DSP Group TrueSpeech
True Audio
Renderware TXD (TeXture Dictionary) image
IBM UltiMotion
Beam Software VB
SMPTE VC-1
ATI VCR1
Sierra VMD audio
Sierra VMD video
VMware Screen Codec / VMware Video
Vorbis
On2 VP3
On2 VP5
On2 VP6
On2 VP6 (Flash version, with alpha channel)
On2 VP6 (Flash version)
Westwood Studios VQA (Vector Quantized Animation) video
WavPack
Windows Media Audio 1
Windows Media Audio 2
Windows Media Video 7
Windows Media Video 8
Windows Media Video 9
Winnov WNV1
Westwood Audio (SND1)
Xan DPCM
Wing Commander III / Xan
Miro VideoXL
XSUB
LCL (LossLess Codec Library) ZLIB
Zip Motion Blocks Video

NOTE: This is a list of file formats which our transcoders will be able to covert into the target formats which will be used for distribution via the website- listed in point 2. However, some file formats may not be viewable in the client application (ImagenLite) without the correct codec. Call CIS if you need help viewing your files with the client software.

2. Target media formats for distribution

Your media files will be converted into the following formats for distribution. Video and images will be watermarked as a 'Create-Clips' asset.

License	video download	video resolution	image download	image resolution
Free Access	320 kbit/sec streamed H.264	320x 288 pixels		
	512kbit/sec WMV For download -	320 x 288 pixels	250k jpeg (approx)	1000 x 750 pixels (approx)
Personal Use	512kbit/sec WMV	320 x 288 pixels	250k jpeg (approx)	1000 x 750 pixels (approx)
Commercial Use	3 Mbit/sec WMV	720 x 576 pixels	1 MB jpeg (approx)	2800 x 2100 pixels (approx)
Broadcast/Publishing	3 Mbit/sec WMV	720 x 576 pixels	1 MB jpeg (approx)	2800 x 2100 pixels (approx)

Audio files will be offered in MP3 format at 256kbits/sec

3. Licensing and Prices

You will also need to make a decision about the terms that your assets can be used under and what price will be chargeable for that use.

Full licensing details will be published shortly. In the meantime here is a summary of the licensing model.

Free Access	320 x 288 pixels 512kbit/sec WMV **Or** 1000 x 750 pixel 250k jpeg (Approx.)	**Content can be used for:** Previewing Educational Use
Personal Use	320 x 288 pixels 512kbit/sec WMV **Or** 1000 x 750 pixel 250k jpeg (Approx.)	**Content can be used for:** Non-Commercial, personal, research or private study, criticism, review or educational purposes. **Usage cannot be for:** Web sites
Commercial Use	720 x 576 pixels 3 Mbit/sec WMV **Or** 2800 x 2100 pixels 1Mb jpeg (Approx.)	**Content can be used for:** Presentations to invited audiences Websites (Intranets only) **Content cannot be used for:** Websites (Open to public viewing)
Broadcast/Publishing	720 x 576 pixels 3 Mbit/sec WMV	**Content can be used for:** For broadcast/publishing on

	Or 2800 x 2100 pixels 1Mb jpeg (Approx.) **Or** Copy of content on tape or other digital media (at additional cost)	television/radio/internet or other mediums

Based on this licensing model, you therefore need to decide what license or licenses you want to offer and what price the asset should be offered at under this license – The options:

1. Agree to distribute your content according the license called 'Free Usage' – Yes or No. The Free Usage license will be similar to the Creative commons license – details will be circulated when ready.
2. Sell the asset according to License type 2 – Personal Usage. (License will be circulated when ready) – Provide a price if you want to sell under this license.
3. Sell the asset according to License type 3 – Commercial Usage. (License will be circulated when ready) – Provide a price if you want to sell under this license.
4. Sell the asset according to License type 4 – Publishing/Broadcast. (License will be circulated when ready) – Provide a price if you want to sell under this license.
5. Sell the asset according to License type 5 – Personal Usage. (License will be circulated when ready) – Provide a price if you want to sell under this license. You will also need to supply the license itself – a field is provided:

   <Field Number="61">Licence 5 Custom License</Field>
   LICENSE 5 CUSTOM LICENSE
   Here you can set your own custom license detailing the usage rights of the item.
   ---

4. Using the DCM client software (ImagenLite)

ImagenLite is a software application which is used to associate media files with metadata records. The software stores the assets and metadata together in its own database. You can then select the records/assets from the database when you wish to submit to the project; burn them to CD or DVD and send the disk to us – please send us a test CD/DVD first! We will then automatically import the metadata into the project database and create the assets that will be distributed via the website.

This software is very straightforward and simple to master but does require that metadata be entered manually for each asset you wish to submit. Fortunately we provide functionality within the client software that allows (where applicable) metadata to be duplicated to as many records as the user needs. This allows a broad range of fields to be set with default values and then only the descriptive fields need to change – eg: 'Title', 'Subject', and 'Full Description' fields.

Download the software from http://support.cambridgeimaging.co.uk/downloads/ImagenLite.zip

Depending on the file formats you wish to work with, you may need to add support to ensure that they can be displayed/played back. If the client software cannot 'see' the files (they show up as blank/corrupt) then you may need to download a codec pack. We recommend xvid at http://www.xvid.org/ If you are using an uncommon file format which would not be playable on most standard PCs, chances are, you will already know all about the codec required.

4.1 Computer Hardware requirements

ImagenLite runs on a PC with a mouse and keyboard running under WindowsXP or Vista operating system.

- Intel Pentium/Celeron family, or AMD K6/Athlon/Duron family, or compatible.
- 1.0GHz minimum (single or dual processor system) with 1.5GHz or higher recommended
- 512 megabytes (MB) of RAM or higher recommended
- 16+ gigabytes (GB) of available hard disk space (ImagenLite requires a cache of at least 4GB for a single DVD)
- CD/DVD Writer

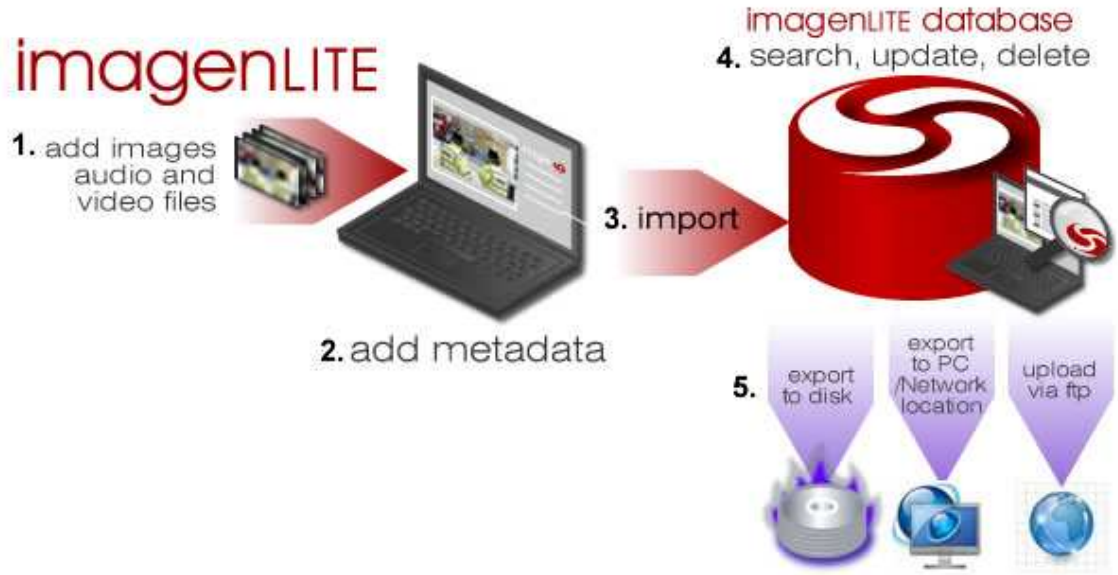
4.2 Installing ImagenLite

Install the software on your client PC – the installer will prompt you to add components such as .Net Framework and CD burning software – click 'Next' to accept each part of the installer – and agree to the terms and conditions of use.

4.3 Using ImagenLite – An overview.

ImagenLite is a PC program that allows the user to quickly review, catalogue and store a number of different types of audio/visual material taken from a wide variety of digital sources. The user imports media into a database by adding metadata into a series of predefined drop down and free-text input fields.

The media is then searchable using the database section of the application. Database records can be edited or deleted by the user. The user is also able to export selections from the database to a network location, distribute via CD/DVD or upload to an ftp site.



When you first run the software it will state that it cannot find a database – 'Do you want to create one?' Answer – Yes.

A full guide to using ImagenLite is available from the DCM website http://www.create-clips.com/submissions.html and help pages are provided within the application itself.

NOTE:
Once the data is safely ingested you will be able to modify the data via the public web front end. Content providers will be given an admin log in and you will be able to view and ammend your own records.