VIGNETTE®
*Bringing content to **life***

Vignette® Video Services

Product Datasheet

Video and the Web

Many are also realizing higher advertising revenue (CPM), direct transactional revenue or using video as a means to increase conversion rates in advertising campaigns or product sales. Because of this, the consumption and use of video across all industries, inside and outside the firewall, continues to see phenomenal growth. The video-centric Web is here.

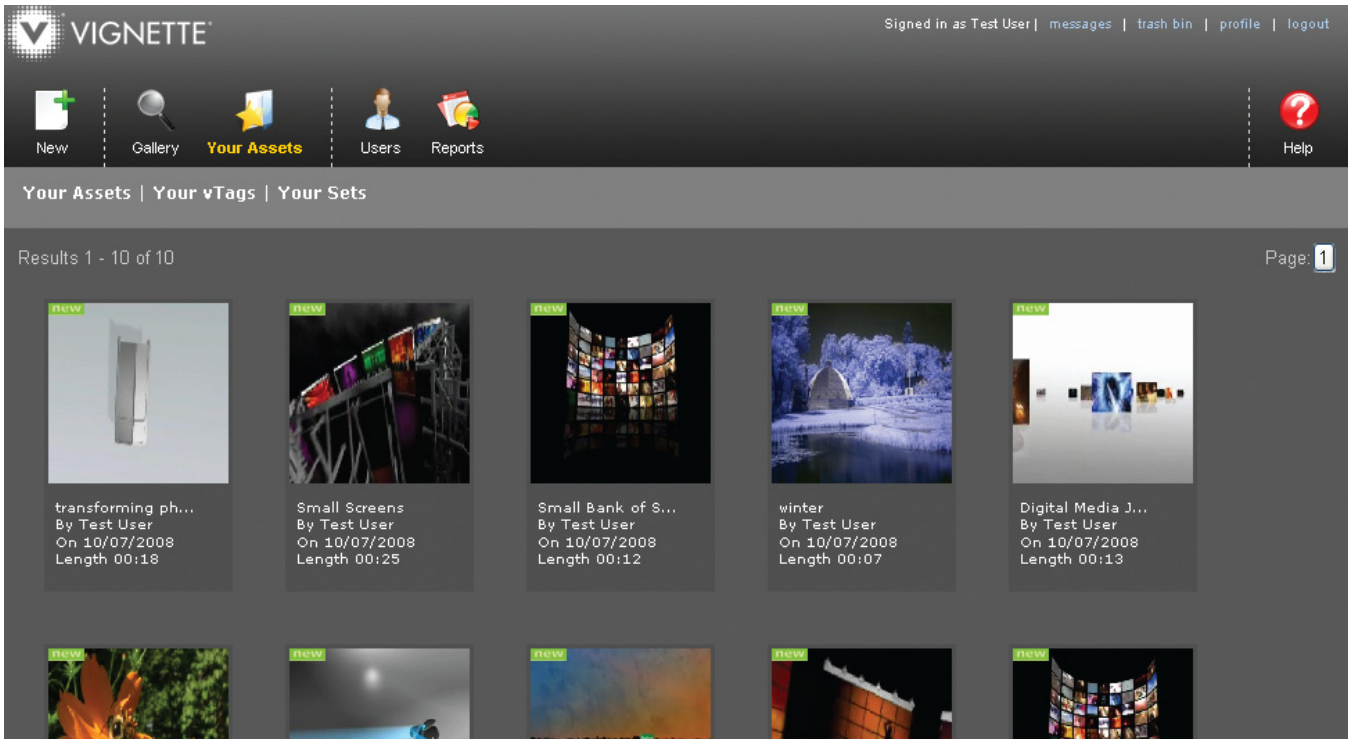
Drive greater traffic, revenue and engagement with video

With Vignette, organizations are capitalizing on this shift to the video-centric Web where content and video are seamlessly combined across multiple channels, creating the most engaging experiences. The Vignette Video Services video solution is a part of Vignette's Web Experience Platform, which provides a solid foundation that helps organizations manage all content and deliver their video assets.

Increase revenue and visitor engagement through the use of video

Vignette Video Services can increase user interaction and engagement by providing the ability for users to select specific video segments and share these with others, helping popular shared segments go viral. Shared segments contain an embedded link driving users back to a Web site for further marketing opportunities, which can contain advertising or promotions surrounding the video.

Vignette Video Services user-ready reporting provides valuable insights and details on the popularity of videos, how often these videos are shared and details around how users are interacting with the videos. The shift to create video-centric sites creates additional locations within a site to place advertising thus potentially increasing the amount of advertising inventory. The intelligence provided from these reports allows organizations to make smarter decisions about the types of advertising to include at relevant points within a video segment. Vignette Video Services can help organizations increase revenues through the strategic placement of popular video segments.



Console

Vignette Video Services is ideally suited for enabling User Generated Content (UGC)

Capabilities include the ability to ingest and convert to multiple formats, and store and manage galleries. The rise in the amount and popularity of UGC provides additional opportunities for organizations to interact, communicate and engage with their visitors.

Reduce the cost and complexity of implementing video

The Vignette Video Services deployment model offers organizations the opportunity to reduce the cost, complexity and time to deploy video to Web, mobile, podcast and IPTV end points. We know that many companies struggle with how to quickly implement a relevant video solution augmenting their existing Web infrastructure. Our solution was built to mitigate this issue.

End-to-end video management and delivery

Vignette Video Services provides an end-to-end video management and delivery solution that does not require the need for third-party technologies. For instance, many other video management solutions require third-party integrations into transcoding technologies to create a complete solution increasing the time, cost and complexity of implementation. Vignette Video Services has native transcoding capabilities included, removing any potential integration complexity. In addition to a robust set of out of the box features, Vignette Video Services can be customized to meet the specific needs or requirements for each organization.

Vignette Video Services is a hosted solution

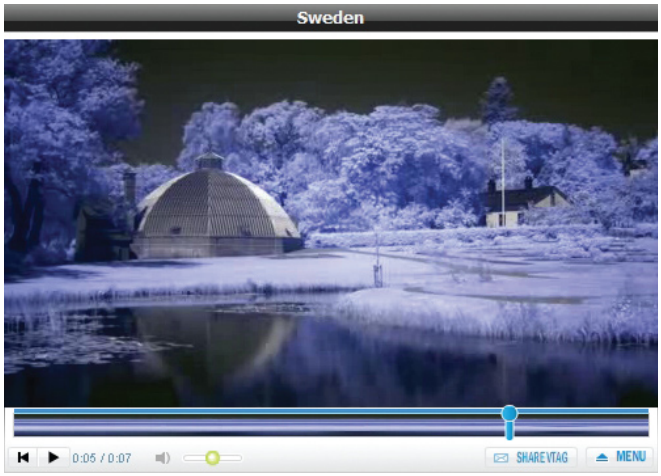
The need to purchase additional hardware for infrastructure build out to get the solution up and running is not required, and all future upgrades are managed by Vignette. Video can be integrated onto a Web site with very little IT involvement. This removes many of the potential barriers to entry and allows organizations to quickly begin creating video-centric Web experiences.

Handle Simple To Complex Video Requirements

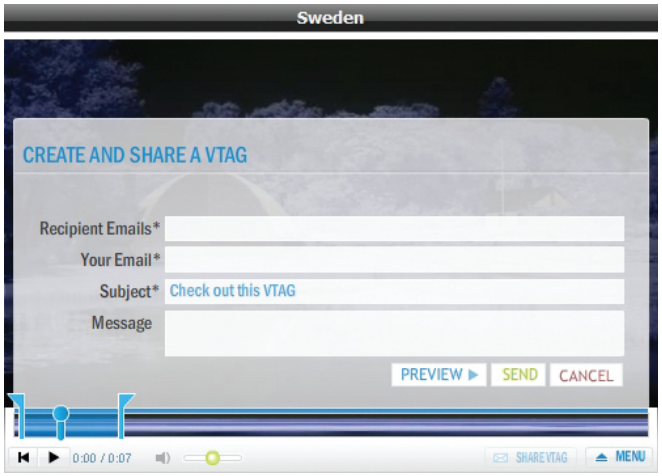
Web-based interfaces and Web APIs – Vignette Video Services can handle the spectrum of simple to complex video management requirements. Vignette provides both a Web-based interface and a rich set of Web APIs to handle all aspects of video ingest, management, transcoding and delivery. The granular and rich Web API enables distinctive flexibility in the implementation and allows for deep integration into Web applications based on any language.

Changeable formats and templates – Video formats continue to proliferate with no universal standard for video formats today. Vignette Video Services understands this complexity and allows customers to create "recipes" for video transcoding that meet the needs of their business. Vignette Video Services can ingest a wide range of origin formats and transcode those video assets to most popular online Web, mobile and portable device formats that are compatible with Media Players used by that organization. Customers can choose from a range of pre-existing recipes for common output formats or customize recipes for specific encoding options to control quality and compression.

Flexible approach to video players – Vignette Video Services has a flexible approach to players. While many video management solutions offer limited customization of the player, Vignette Video Services allows customers to have full control. Our solution includes an out-of-the-box Flash player that provides standard play out functionality, includes the ability to share video segments with others through the use of vTags and provides an embed code for easy re-use and replay on any Web site. Some additional options include creating customized Flash Players with a branded look and feel to enable design consistency within the rest of the Web experience. More advanced options include taking ownership of the player through the source code or potential integrations into an existing player of the customer's choosing.



Embeddable Flash Player



Video Sharing (vTags)

Vignette Video Services 7.0

FEATURES:	BENEFITS:
Administrative Console	Vignette Video Services includes a Web console that provides a single administrative interface a customer can use to: • Upload and Ingest Assets • Manage Assets and Metadata • Preview and Play Assets • Review Reports and Metrics Through the administrative console, users are able to edit video metadata, change thumbnail images and transcode video to various formats.
Web API	Vignette Video Services provides a comprehensive REST API which means that this Web API is easily usable by any Web application, running on virtually any platform or language. More than 30 API interfaces are available for most aspects of video management including ingest, query operations, management operations and transcoding operations.
Reporting	Vignette Video Services provides more than 10 standard reports out of the box, including reports on the segments viewers are sharing (vTags) and the reports can be provided in various formats including .pdf, html, and .xls. The reporting capabilities can also be customized to include additional reports when necessary.
Video Player	Vignette Video Services includes an out of the box Flash player that provides seamless integration into existing Web sites. The player provides standard play out functionality with seek ahead and behind functionality, and also includes the ability to share video segments with others through the use of vTags, utilizes the texture strip to find the relevant parts of the video and provides an embed code for easy re-use and replay on any Web site. The robust Flash player can also be customized to create a branded player look, feel and design, and to present pre/mid/post and overlay advertising.
Transcode	Vignette Video Services allows for the conversion of a wide array of digital formats into many popular video formats including: • Web Video Formats (Flash, Mpeg 4, Windows Media) • Mobile Formats (downloaded or streamed to mobile devices) • Podcast Formats • IPTV Formats

Find Out More About Vignette Video Services

Vignette Video Services is part of Vignette's Web Experience Platform, an integrated family of enterprise content management products. With these products, Vignette's customers improve their content-driven business processes and deliver any content, to both internal and external audiences, anytime, anywhere and to any device making the Web experience relevant, social and multi-channel. For more information about Vignette's products, solutions and their demonstrated value to organizations in virtually every industry, please visit www.vignette.com or call +1 888 608 9900.

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