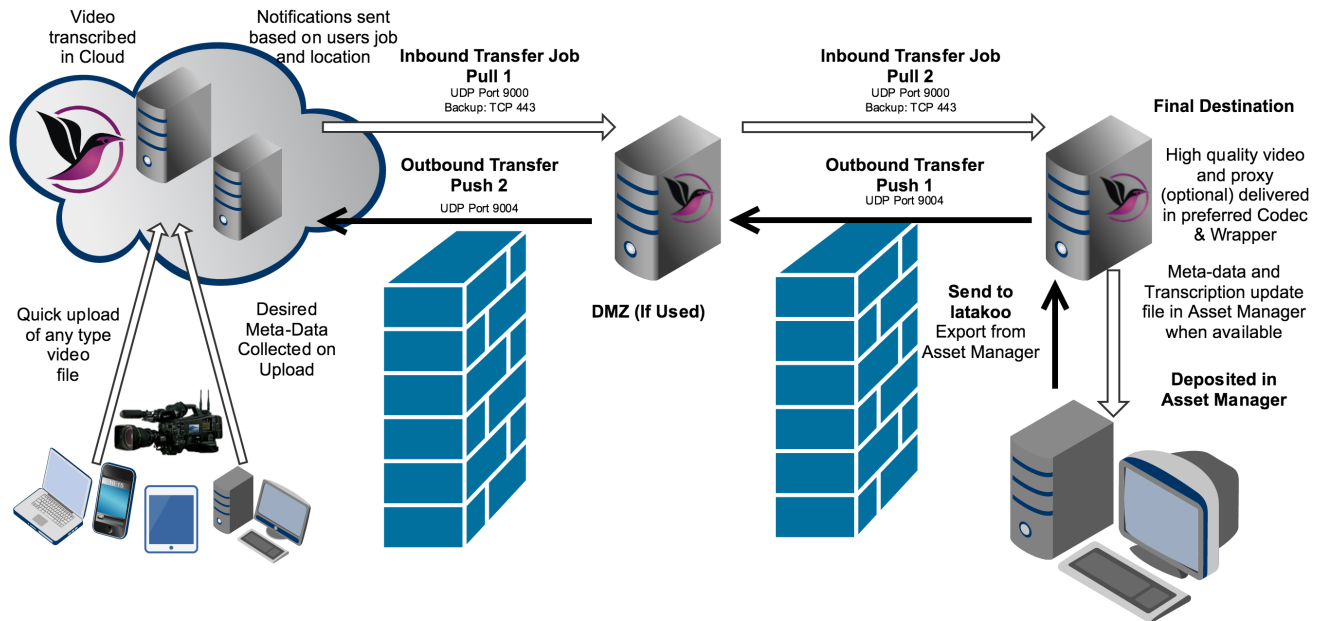




latakoo HUB: Automated Content Delivery from Camera to Edit



Effortless automation at the speed of news

What is latakoo HUB?

The latakoo Hub Server automatically downloads content from your latakoo networks, converts them to any desired format and checks them into the correct edit system, folder or content management system on your premise.

Why use latakoo HUB?

Speed

News is a business that requires speed. Be first with the compelling footage, sound bite or visual image and that's what will define the story for the next 24 hours. latakoo HUB completes the chain of automated delivery from your photographer or reporter's camera to your edit bay, broadcast server or content management system.



Efficiency

The modern newsroom has to do more with less. Intelligent automation makes that possible. A HUB server on your premise will take care of downloading, flipping and delivering content faster and cheaper than a person and it frees up your staff for more productive work.

Flexibility

HUB not only downloads content from and for your organization, but HUB can be configured to automate sharing that content with other outlets. News organizations rely on sharing their content in order to fully monetize its value. A properly configured HUB server not only delivers content to your broadcast facility, but it can also deliver that same content, along with metadata and a transcription file, to all of your partners.

Security

Latakoo HUB works by pulling content from the latakoo cloud. There is never a push. Plus, the most common configuration includes the use of a second HUB server in your corporate DMZ. Your organization can receive external content from providers both inside and outside your company without compromising the security of your network firewall.

Extensibility

Latakoo is a media platform existing in the cloud and on your user's computers, tablets and phones. HUB simply bolts on to your existing latakoo deployment. No change is required for your field personnel or partners. Additionally, you can deploy many HUB servers across a global deployment.

Use HUB to:

- Deliver the content to an edit system
- Flip the content into desired format
- Drop in a watch folder
- Check content into your CMS
- Reshare that content to other networks
- Check in associated metadata
- Generate and check-in an Avid Proxy
- Deliver a transcription of the video in .srt format. A format suitable for converting to captions.

AVID Integration

- Create Avid Proxy
- Check-in Metadata into Interplay
- Multi-Workgroup Check-in
- Export through corporate DMZ
- Check transcription into Interplay with locators.