

Version 3.9

WASP ASSET EXCHANGE-WAX  
Product Sheet

Realtime 3D Broadcast Graphics

## WAX- WASP3D's Asset eXchange - Store, Manage & Catalogue

WAX streamlines the process of data cataloguing, storage of media files for easy access and its distribution across the Broadcast Network.

WASP Asset eXchange commonly known as (WAX) is a tool designed for sharing, managing and cataloging media files. WAX provides the flexibility to centralize high end graphics in one location through a distributed model where all departments collaborate and submit files (Images, Illustrator shapes, videos, textures) that can be accessed across the network.



WAX can be configured with MOS-compliant software plug-ins that integrate with most popular newsroom control systems like ENPS, Avid iNEWS, NorCom, Imagine, Octopus, among others. This allows journalists, producers and graphic artists to access news, images and graphic elements using Metadata tags.

Users can quickly create graphics using templates and simply drag-and-drop files into news rundown. These templates whether in the form of high-resolution images or videos, are stored on local servers as part of a distributed archiving and database management system (DMS).

WAX takes advantage of a multi-level workflow comprising of the WAX Client and WAX Server

### WAX Client

WAX Client, the front-end Interface, where multiple users within the broadcast network submit media files in the form of models, shapes, textures and assign respective attributes commonly known as metadata to prepare a repository.



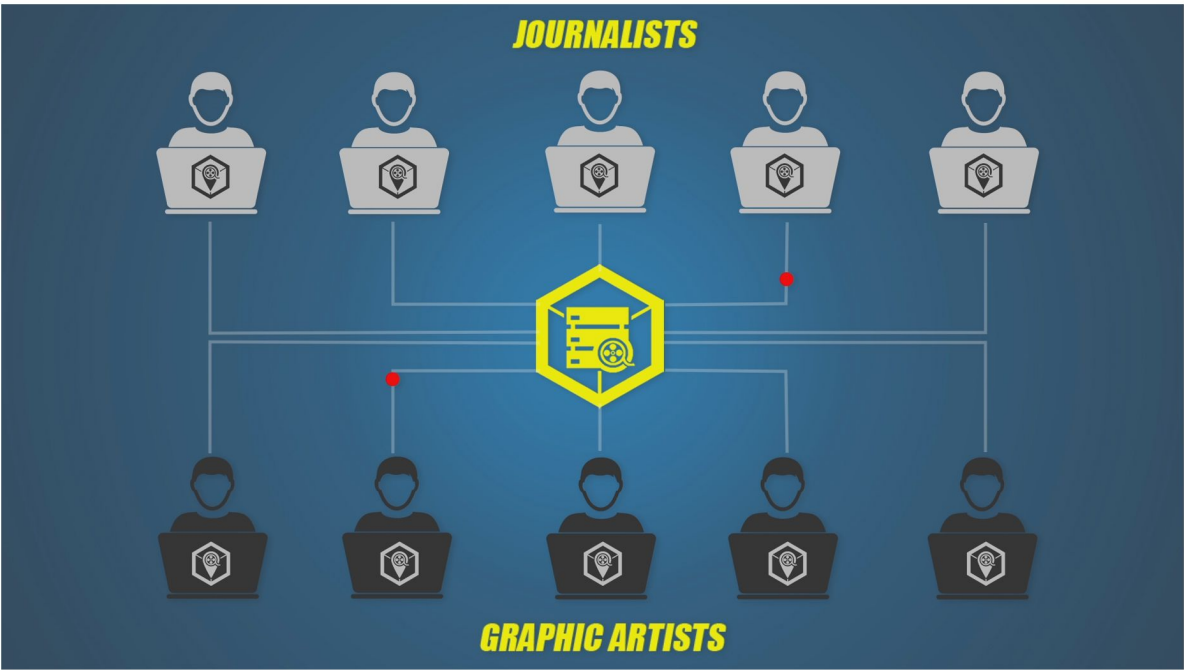
Attributes defined to a media files are known as **metadata** and are file name, file description, lifetime (defining the expiry date of the file in Days), file owner, creation date and file category. Keywords can be defined within the metadata which helps in differentiating similar files from one another.

### Metadata tagging categorizes files for quick & easy access.

Detailed description of the files can further be defined like creation date or time-stamps, author’s name, file type which is used for advanced data search.

### WAX Server

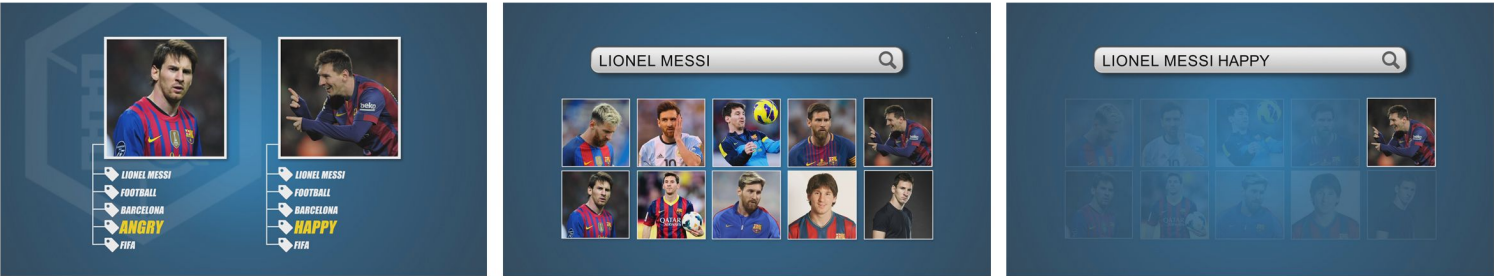
WAX Server acts as a data hive, working in tandem with the WAX Client, to keep a track of all media files used within a department’s workflow. Any changes made in the WAX server or the WAX client are instantly reflected across the network to all users.



### For Example

**For Example:** if the Journalist wants a happy image of a Lionel Messi to be inserted in the template, he would simply search in the key-words section - “Lionel Messi”.

WAX will List down all images of the Lionel Messi in the eXchange. From the image pool if the journalist types “Lionel Messi happy”. The desired image which has the metadata tagged, will be highlighted. This image can be directly dragged and dropped in the template for payout.



## The WAX Server streamlines content deployment and offers the following advantages:

**Data Replication & Sync:** All changes made to the media files within the WAX Server's catalogues are synced and replicated across all WAX Servers in the network and consequently to all active WAX Clients.

**Playlist & Instance Level Sync:** The WAX Server utilizes an internal version - control algorithm to create new instances within updated playlists while transferring files. If an instance already exists, the version-check mechanism automatically decides whether data changes are required or the existing instance needs to be overwritten completely.

**Removal of Duplicates:** The synchronization mechanism utilized by the WAX Server rules out duplication of data and actively takes measures to remove any existing duplicates within the central database.

**Centralized Online Repository:** All media files reside online providing direct access to users simultaneously. The search tools enable quick asset hunt within a simple drag-n'-drop workflow based interface.

**Integration with order Management System:** WASP Asset eXchange fully integrates with the WASP work order management system enabling deployment of media files created as a result of job order execution to graphic instances contained within rundowns.

## Key Features:

- Streamlines the process of data cataloguing and storage for easier access and distribution of files.
- Provides users the flexibility to search file based on metadata and provides a thumbnail view of media-assets for easier navigation.
- The easy-to-use drag & drop feature allows users to transfer files directly into the Drone Designer – the Designing application of WASP3D, DataBuzz or any other WASP3D modules.

## Image & File Formats:

WAX supports most formats including graphics and video file formats such as TGA, BMP, JPEG, PNG, MPEG-1, MPEG-2, IMX, DV25, DV50, DVCPro, AVI, MOV, WMV, QuickTime, AI, SWF, H.264 to name a few.