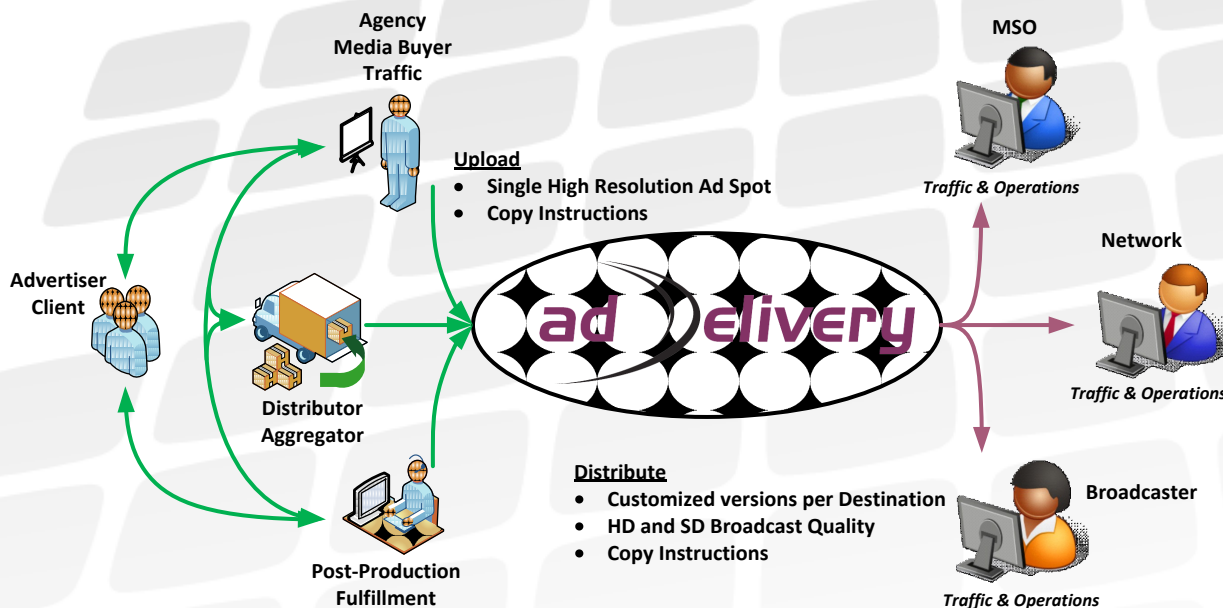


Eliminate the Complexity of Advertising Spot Distribution

Managing the distribution of multiple advertising spots and campaigns to thousands of media outlets is complex and manually intensive. Additionally, high-definition (HD) spots add another layer of intricacy and increase manual processes. Not only do you have to worry about getting spots to the right location, at the right time, and to the right audience, but managing and tracking those spots throughout their entire distribution lifecycle is cumbersome.

AdDelivery is a single-source, centrally managed, spot advertising solution. AdDelivery provides superior spot distribution, processing and management services. AdDelivery's workflow application automates the entire process of media receipt, notification, tracking, previewing, formatting and delivery to destination outlets.



With AdDelivery, no additional hardware is required, which means we are able to pass those cost savings on to you. Through automation tools, AdDelivery eliminates costly manual processes and reduces repetitive key-strokes to distribute and air spots.

A Feature-Rich Solution - Flexible Today and Built for Tomorrow

- Distribute HD and SD advertising spots in any broadcast-ready format
- Software-based solution, with all electronic distribution workflow
- End-to-end campaign management, notification, tracking and reporting
- Simple and efficient delivery of spots
- Metadata and copy instructions in one file, formatted and ready-to-air
- Simple and intuitive user interface
- 24/7/365 world-class customer support

AdDelivery Benefits

- Eliminates costly and inefficient manual processes
- Highly secure and encrypted transfers
- No additional hardware required
- Scales to meet tremendous volumes of spots
- Integrates into existing workflows and applications
- Maintains video quality to the edge
- File transfer accountability assures seamless delivery and receipt

AdDelivery scales to handle tremendous volumes of spot delivery. Radiance delivers extremely large, high-value media assets for a broad spectrum of corporate and government clients, who rely on accelerated and highly secure delivery. Local, national or global, AdDelivery gives you the power to control your workflow, streamline approvals, reduce costs and deliver the right spot every time.

The right spots, to the right location, at the right time

RADIANCE

Technical Specifications

Minimum system requirements for AdDelivery portal, upload and receive client.

Microsoft Windows	Apple Mac OS X
<ul style="list-style-type: none"> Windows XP Home or Professional all Service Packs, Windows Vista (Business and Ultimate), Windows 2003 Standard or Enterprise edition Service Pack 1 or Release 2, Windows 2003 DataCenter Edition Release 2 Firefox 2.0 or higher with Adobe Flash plug-in Internet Explorer 6 or higher Adobe Flash plug-in 400 MHz processor 384 MB RAM 140 MB free disk space on your hard drive for installation Additional free space for storage of received files Administrative or Power User Permissions to install applications Broadband Internet connection 	<ul style="list-style-type: none"> Mac OS X 10.3.9 Panther or higher Firefox 2.0 or higher with Adobe Flash plug-in Safari 2.0 or higher with Adobe Flash plug-in 384 MB RAM Up to 25 MB free disk space on your hard drive for installation Additional free space for storage of received files Administrative Permissions to install applications Broadband Internet connection <p>Note: Pics/Pac file for Authenticating Proxy configuration is not supported for OS X 10.3.9</p>

Supported Input Audio and Video formats	
<ul style="list-style-type: none"> AVI: All supported formats DirectShow: All supported formats Grass Valley GXF: DV25, DV50, MPEG2 I-frame, MPEG2 Long GOP Leitch LXF: DV25, MPEG2 I-frame, MPEG2 Long GOP MPEG-1: System Stream, Elementary Stream, Layer II Audio MPEG-2: SP@ML, MP@LL, MP@ML Elementary Stream SP@ML, MP@LL, MP@ML, MPO@HL, HP@HL 4:2:0 Program Stream; 4:2:2 MP@ML, 4:2:2 Program Stream SP@ML, MP@ML, MP@ML, MP@HL, HP@HL 4:2:0 Transport Stream, 4:2:2 MP@ML, HP@HL 4:2:2 Transport Stream; 4:2:2P@HL Transport Stream; Layer II Audio, Stereo AC3 Audio HDV: HD-1, HD-2 	<ul style="list-style-type: none"> MPEG-4: Part 10 (H.264) ISMA, 3GPP, 3GPP2 Windows Media: WMV7, WMV8, WMV9, WMV9 Adv Profile, VC-1 MXF (OP1a): D10 (IMX), DV25, DV50, DVCPProHD, JPEG2000, MPEG2 I-frame, MPEG2 Long GOP MXF (OP Atom): DV25, DV50, DV50 Sony: XDCAM (SD and HD) Panasonic: P2 Omneon: MPEG-2, DV, OP1a (IMX) Adobe Premiere Pro Apple Final Cut Pro QuickTime: All supported formats Quantel: MXF OP1a IMX, DVCPProHD SeaChange: MPEG, SAF, 4:2:0, 4:2:2, Layer II Audio WAV Windows Media: WMV

For more information about AdDelivery, TrueDelivery, or additional Radiance products, please call us at 650.625.9510, visit us at www.radiance.com, or email us at sales@radiance.com.

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