



BLACKBIRD

# BLACKBIRD ASCENT

## Challenge

Today's digital world has allowed viewers to search, source, share and create their own content wherever and whenever required.

The market is demanding faster and more efficient processes in their existing and emerging media supply chains. Blackbird meets this challenge. Blackbird is a cutting edge software video platform for video professionals with reliable and agile production and delivery tools, which integrates easily into media supply chains, using existing infrastructure.

## Solution

Blackbird Ascent provides a rich and easy to use interface, enabling incredibly responsive, frame accurate navigation, with simple and precise video clipping tools, as well as diverse selection of publishing capabilities for delivery to multiple platforms.

Blackbird Ascent is powered by the exceptional Blackbird Cloud platform that enables both live and non-live workflows to directly access, view and clip your content for a precise publish, conform and delivery to multiple platforms in a variety of standards.

For live event workflows such as news, sports and eSports, Blackbird Ascent provides easy access to content during event. Ascent has super-low latency against live sources from growing content provided by any combination of IP streams, growing files or baseband video.

For non-live workflows such as post event highlights, archive monetisation workflows or for simply providing longer term access to content from any repository, Blackbird Ascent provides a rich, familiar and collaborative user experience with the power of multi-platform publishing. Blackbird Ascent is an amazing alternative to complicated costly workstation level editing applications, yet Ascent still delivers rich metadata exchanges with your current editing tools.

## Blackbird Edge

Blackbird Edge is the essential companion and foundation for all professional live and non-live streams, feeds or file ingests into the Blackbird cloud. Blackbird Edge technology can be hosted on premise, in a VM, remotely or by a commercial cloud infrastructure provider\*. Efficient processing enables your content to be rapidly scanned, transcoded and immediately available in the Blackbird cloud using our high quality, lightweight and incredibly efficient and flexible Blackbird video codec.



## Blackbird Ascent architecture

Blackbird is designed from the ground up to run efficient workflows in the cloud. It simplifies working on both live video and high volumes of video by downloading only frames likely to be required - and working ahead of the user - giving unrivalled responsiveness to the interface. This empowers lightning fast navigation, playback and viewing without delays. The efficient operation of Blackbird Ascent provides an excellent balance between operational simplicity for new users and rich timeline control for experienced editors. Blackbird Ascent is a platform agnostic, cloud native video content solution which brings the power of the Blackbird cloud to everyone.

## Why choose Blackbird Ascent?

**Blackbird Ascent allows you to hyper-accelerate the delivery of video content across the media supply chain with a full set of management and manipulation tools.**

- Increase productivity with faster access to content and rapid workflows for finding and making clip selections.
- Improve operational efficiencies by utilising cutting edge technology within a cloud-native, platform agnostic, web-based application.
- Select from a vast array of publishing options for broadcast, OTT, online and social media.

## Blackbird Ascent provides:

- Platform agnostic, web based, cloud native application.
  - View live and non-live content.
  - Super low latency.
- Frame accurate Blackbird proxy content is hosted securely in the Blackbird Cloud.
  - Designed for speed of access.
  - Enables remote operation from anywhere.
- Easy clipping enables non technical users access.
  - Easily select key valuable moments.
  - Comprehensive keyboard shortcuts and macros for ease of operation.
- Publishing workflows for a true multi-platform workflow.
  - Social media delivery.
  - Conform against high bit-rate sources.
  - Newsroom Delivery.
  - OTT.
  - Delivery to commercial cloud storage.
- Handle live and non live content with both streams and files through Blackbird Edge technology.
  - Baseband HD-SDI.
  - High Frame-rate support.
  - IP Streams.
  - Closed and growing file support.
  - Camera codecs with metadata.
  - Flexible automated metadata rules for media management.

## Options

- Blackbird Ascent upgrade options include additional workflow capabilities such as review and logging modules.
- Blackbird Ascent can be upgraded to Blackbird Forte for more comprehensive editing workflows, without any disruption to day-to-day activities and without installing any additional software.

## Compatibility

- Blackbird Ascent and Forte use the same core technology and are 100% compatible, enabling flexibility and scalability in any video workflow.

*\*Commercial cloud infrastructure option for Edge Hosting and storage include Amazon Web Services and Microsoft Azure.*

**To find out more about Blackbird Ascent, contact [commercial@blackbird.video](mailto:commercial@blackbird.video) or visit [www.blackbird.video](http://www.blackbird.video)**

