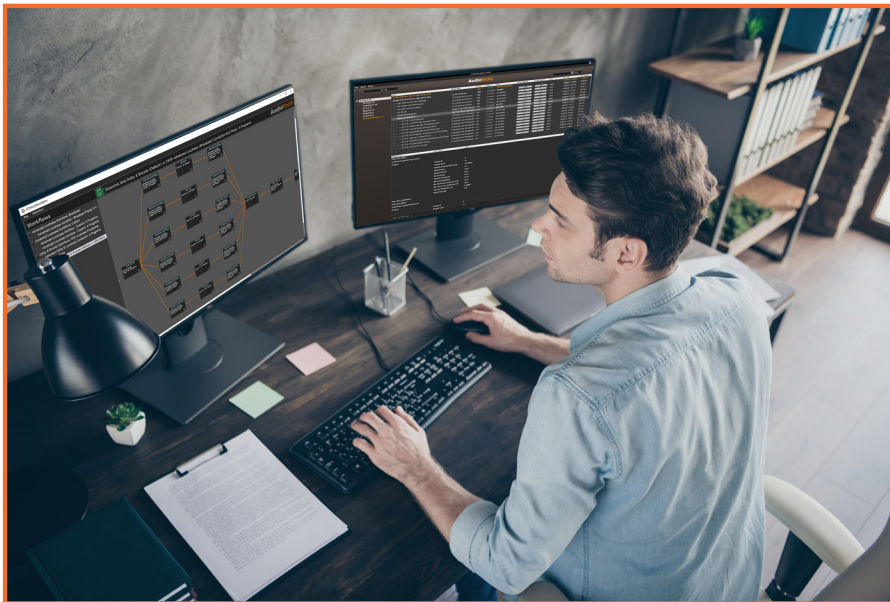


Case Study

MVPD Replaces Dolby VM600 Program Optimizers with AudioTools™ Server to Automate the Conversion to 5.1.4 Dolby® Atmos®

Large US-based MVPD (Multiplatform Video Program Distribution) Company



AudioTools Server Workflow

1. Files are delivered to MVPD in 5.1-channel Dolby Digital or Dolby Digital Plus
2. AudioTools Server converts them to PCM so that it can go through audio quality control
3. AudioTools Server's UPMAX module to upmix to 5.1.4 channels of audio
4. AudioTools Server encodes the file into Dolby Atmos bitstream using Dolby Digital Plus JOC

Client

Large US-based MVPD (Multiplatform Video Program Distribution) Company

Problem

The company relied heavily on the Dolby® VM600 program optimizer for file-based processing and audio conversion of premium streaming content. When Dolby announced end of life and end of support for the software, the client needed a new solution for processing thousands of files daily, including the new requirement for immersive audio and Dolby Atmos® delivery.

Solution

They implemented Minnetonka AudioTools Server, which, thanks to its modularity, allowed the company to pay for only the features they need, while delivering an automated way to process files for greater efficiency, time-saving, and resource conservation.

One of the largest MVPD (Multiplatform Video Program Distribution) companies in the United States processes thousands of content files per day to prepare its premium content for voracious streaming audiences. Having the tools—the right tools—to do the job is absolutely crucial. The company had previously relied heavily on several Dolby® VM600 program optimizers—a software platform that provided them with file-based workflows for loudness correction, audio conversion, and upmixing. So when Dolby® announced end of life and end of support for the software, it had a bit of a problem. How would the production team process all that content? One of Telestream’s presales engineers for Vantage—the system that the VM600 software was integrated into—recommended Minnetonka AudioTools Server as an excellent replacement for the VM600.

“The beauty of this solution, outside of the obvious benefits of modularity and automation, is that it is infinitely scalable.”

AudioTools Server has all the functionality of the VM600, with the added benefits of modularity and ongoing development for NextGen Audio formats.

“The Dolby® VM600 had a huge feature set, but was one size fits all, allowing users to tackle only eight jobs or 16 jobs at a time,” says Graham Tudball Sales and Support Engineer for Telos Alliance and a member of the software development

team who writes workflows for AudioTools Server. “Oftentimes, however, media companies did not need all of the different functions that were included on the VM600. With AudioTools Server, we are able to build the exact functionality our clients need so they are only paying for what they need. That was the case here, as well.”

When a subscriber reaches a certain tier, this MVPD promises premium content, including things like 4K and HDR (High Dynamic Range) video, as well as Dolby® Atmos® audio for an immersive sound experience. They needed AudioTools Server to execute the audio workflow of taking a 5.1-channel mix (frequently delivered in Dolby Digital or Dolby Digital Plus), converting it to PCM, upmixing it to 5.1.4 surround via AudioTools Server's UPMAX® upmixing module, then encoding it to a Dolby® Atmos® bitstream. All of this is done in an automated workflow, saving the company time, money, and human resources.

“The beauty of this solution, outside of the obvious benefits of modularity and automation, is that it is infinitely scalable. With the VM600, if the client needed more capacity then they would have to purchase another system that is not tied into the first,” says Graham. “AudioTools Server does load-balancing so that you can expand your capability. We load balance between separate AudioTools Server systems and do it all internally, optionally pooling licenses to send to the job that requires them. It’s totally seamless for the end user.”

“We load balance between separate AudioTools Server systems and do it all internally, optionally pooling licenses to send to the job that requires them. It’s totally seamless for the end user.”

The automation, modularity, and scalability of AudioTools Server proved to be the right solution to replace the company's tried and trusted Dolby® VM600.

Ready to Replace Your Unsupported Dolby VM600 Or Upmix To Immersive And Encode To Atmos® While Saving Time and Money By Automating Your Media Workflows?

Contact Larry Deeds, Senior Director of Enterprise Software Sales | Global, at larry.deeds@telosalliance.com today to learn more about how AudioTools Server can save you time, money, and human resources and replace your outdated Dolby VM600.

If you'd like to discuss your particular application and need with Larry, please set up a meeting time here: <https://calendly.com/larry-deeds/30min>.