

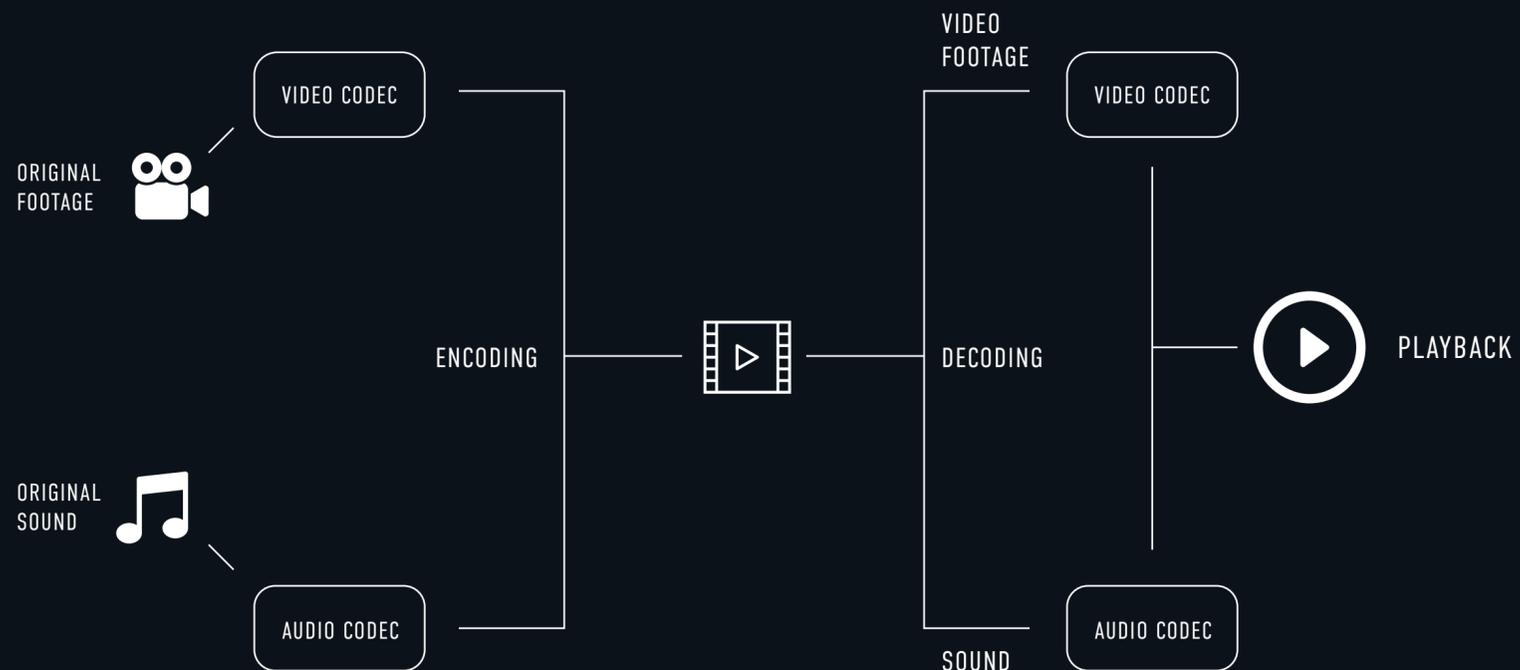
ENCODING CONTENT

APPLICATION NOTES

- Agree Terms
- What is a codec and why are there so many?
- Why does Hippotizer have to encode content?
- How does Hippotizer handle encoded content?

Terms and Definitions:

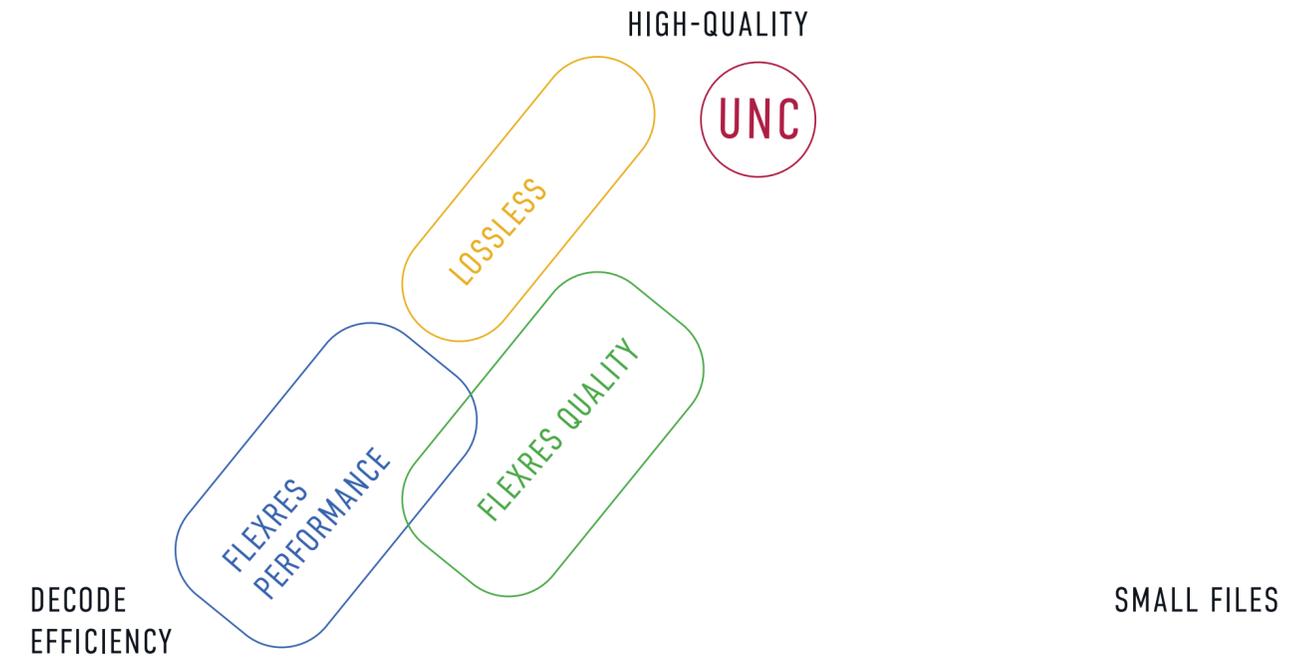
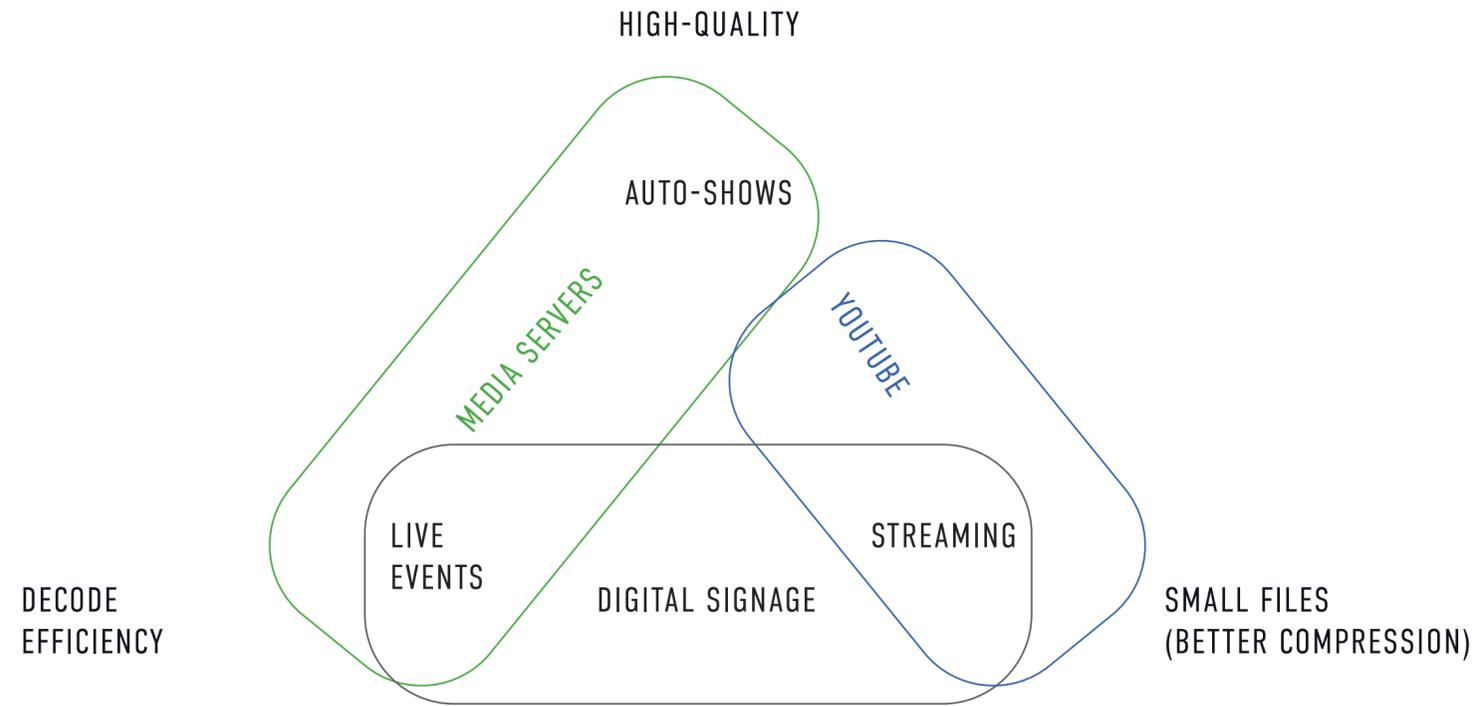
- A Codec is the Encoder-Decoder device used to compress the data in a video/audio stream.



- A Container is a file that allows audio, video and data files to be stored within it.
 - .Mov - Proprietary file format used by Apple's quick time framework.
 - .AVI - Microsoft proprietary file format
 - .mp4
- A Video Codec encode / decode video (as opposed to audio)
 - H.265 / MPEG-H HEVC -> Streaming, Blu-ray
 - Apple ProRes -> Video Production
 - AV1 -> HTML5 Video

NOT ALL CODECS ARE CREATED EQUAL:

There is no easy answer to what the best codec is:



FlexRes Tools is a free suite of plugins and utilities to streamline content creation workflows. Flexibility is key for a media server. One show may need 8K+ playback while the next may require perfect 4:4:4 colour and uncompressed playback. FlexRes is a suite of codecs that features the flexibility to do both extremes and everything in between. FlexRes is more than just a few codecs, it is also an integral part of the content workflow. From a single system production to a render farm, FlexRes saves precious time with a series of innovative tools to ensure the time from render to playout is as short as possible.

Hippotizer has four codecs:

- FlexRes Performance
- FlexRes Quality
- FlexRes Lossless
- FlexRes Uncompressed

How does Hippotizer encode and handle Media?

- Hippotizer has a built-in transcoder from most common formats.
- Once transcoded into Hippotizer, content can be transferred between systems over the network.
- Automatic encoding is via Watch Folders.
- Encoded media can only be played by Hippotizer and cannot be converted back.

