

# New Media

ADS' New Media Services offers a variety of DVD authoring, encoding and delivery services specially tailored to suit your every need.

## DVD Authoring/Encoding

We use Sonic Solutions' SD-2000® Real-Time Professional MPEG Encoder for DVD encoding and authoring, capable of one- or two-pass CBR and two pass VBR encoding. The audio portion of your project can be accomplished using PCM, Dolby Digital 5.1 and MPEG-1 Layer II encoding. Our authoring services support both SD and Blu-ray DVD disc standards. Sonic Solutions' Scenarist® DVD authoring system ensures the highest level of DVD player compatibility. Additionally, our talented staff will help you every step of the way—from helping to design your navigation and interactivity to producing high quality labels from your design or artwork.

## Video Encoding

We encode both HD and SD video material to various file formats like AVI, Real Media, Windows Media, Windows Media 9 HD, QuickTime and QuickTime HD, MPEG 1, 2 & 4 and MPEG 2 HD, offering streamlined operations and deliveries to the major online distributors, including metadata and peripheral assets.

We also offer best-in-class encoding and transcoding systems such as Snell & Wilcox's iCR® and Digital Rapids for the highest quality mezzanine level file creation from HD and SD video and digital file based content at encode rates in excess of 300 Mb/s for archival purposes. Our Rhozet and Telestream/ClipMail systems are used to transcode and electronically deliver your files at lower data rates, ranging from approval quality at 1.5 Mb/s to a high of 150 Mb/s for master quality applications. Last, security of your assets is of the utmost importance and is controlled through a closed network infrastructure designed specifically for the file workflow.

## Services/Equipment

- HD and SD video encoding
- Flash and Targa file creation
- DLT creation
- SmartJog®
- DVD Authoring and Encoding
- DVD Duplication
- DVD Encoding
- Magni Encode (computer file to video captured via Final Cut Pro)
- FTP Services
- Satellite and Fiber Transmissions
- Snell & Wilcox iCR® and Digital Rapids for archival encoding
- Telestream/Clipmail and Rhozet for approval and master quality encoding



**ADS**  
ADVANCED DIGITAL SERVICES