

Indexing Service

Comprehensive video indexing and tools

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It's 11 O'Clock. Do You Know Where Your Video Assets Are?

Lanterna Magica, the indexing solution specialist, offers a complete **Indexing Service**. Just snap your fingers and you have a comprehensive video library online, set up, configured, populated and ready to go. The library is stored at your facilities and includes all your video material indexed, with content descriptions, time codes and physical media identifiers.

Pinpoint the Content You Need

Leave it to Lanterna Magica. Our turnkey **Indexing Service** will let you:

Put your finger on content quickly and play it instantly. Easy-to-use, high-performance tools let you fully exploit your library. Using the **Indexing Service** software, search for video content by date, TV series, person, location, action or emotion keyword and more. The results are returned instantly as thumbnail images for immediate shot recognition. Shots can be played instantly and set aside for fast future access.

Select, email and order video material. Shots can be marked in, marked out and emailed to clients or colleagues, who can play the material, see a description of it and email an order of the shots they've selected.

Comprehensive services to ingest and index your video material and create an online library.

Smart Repurposing

Reuse your video material strategically:

Put your video material to new use. With resale, repackaging or Web distribution, the possibilities are endless. And once your material is thoroughly indexed, you may find you're sitting on a goldmine.

Use your library internally or publicly via the Web. Your library is accessible from any location with a network connection and a Web browser. No special access software is required. You can password-protect access for specific clients or open up your video library to the world. It all depends on your goals.

Place ads within selected clips. Lanterna Magica's tools let you add commercials before and after selected clips. When a viewer plays a clip, an ad can play automatically for dynamic, targeted relationship marketing based on the viewer's selection.

Search and play clips using the library's Web-based tools.

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Your Assets Are Covered

Lanterna Magica delivers:

Increase revenues using tools to associate targeted ads with clips.

Indexing tailored to your needs. We analyze your needs and suggest indexing schemes that suit your type of organization, from high-level to fine shot-level indexing. We make sure content descriptions are consistent throughout your entire library.

The right video resolution for the right application. Video material can be encoded in low-resolution to high-quality video, depending on how it will be used. Whether you're interested in detailed image content or subject matter, we have the right resolution for the application.

Exploit your video assets through repackaging, resale or redistribution.

Closed-caption indexing. If video material has been closed-captioned, we can index it using the closed-caption file instead of or in addition to building a separate index. The result is an index that can be searched by each word spoken. This is the perfect solution for productions in which text takes precedence over image, such as newscasts.

Volume-based plans. Lanterna Magica offers **Indexing Service** plans based on the volume of material indexed. You choose the plan that matches your volume and upgrade as your indexing needs grow.

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Workflow ↗

You provide the video and we return a fully indexed library for you to start using.



Indexing Service

The possibilities are endless:

With Lanterna Magica's **Indexing Service**, we do more than just organize your video assets. We help you exploit their full potential. Contact us for more information or to set up your video library now.



Lanterna Magica develops video logging systems and offers indexing services to help its customers produce shows more efficiently and maximize the value of their video assets.

For more details please contact us at:

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