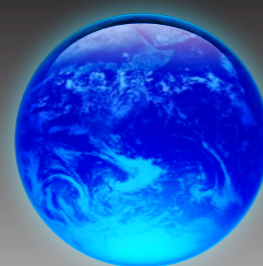




Introducing Millicent. Desktop Publishing For TV.

Millicent is a powerful platform for brands, bloggers and broadcasters to create stunning TV broadcasts using material sourced from the web or mobile phones.



create



control



play

Millicent is a unique technology, already used by BBC One in a live, daily show and by C4 for a live web event. It's desktop publishing for broadcasting, using new and unique technologies.

Millicent takes data from the web and mobile phones and converts it in realtime to rich motion graphics. This broadcast quality video can simply go to TV, web sites, mobile phones or podcasts.

The integrated toolset we provide allows for the simple creation of rich motion graphic templates that can effortlessly display content from the web or mobile phones.

Millicent effortlessly combines the power of high end, realtime broadcast graphic systems with the rich diversity of web and user content. It allows existing broadcasters to work faster and more efficiently whilst also giving the next generation of content creators access to all the tools needed to start their own channels.

The toolset comprises of a designers tool - **M.Create** - which creates stunning motion templates with the minimum of fuss, **M.Control** - a web based content management system based on our servers - and **M.Player** - which plays out a broadcast video feed (fill plus key) in realtime. Together, these provide the easiest way to create truly interactive television.

Millicent At A Glance

- Allows you to easily design video screens, fill them with interactive content and schedule them for broadcast.
- Capture web data like weather and news and incorporate into a broadcast in realtime.
- Photos and video from the web straight to your programme.
- Supports the broadcast of streaming web video - concerts, company presentations, news or events - direct into TV output.
- Design your screen overlays using any font colour or combination.
- Realtime particle generators.
- Output to SDI, Quicktime or streaming server.
- Web connectivity allows remote teams to work together seamlessly. And faster.

Millicent

M.Create

M.Control

M.Player

Specs

M.Create. The Easiest Way To Design for TV.

M.Create is the first TV ready application to combine the power of web and phone based content with the demanding standards of TV production.



- Combine video from digital files, webcams, tape decks or streaming media.
- Overlay news feeds sourced from the web in a variety of styles.
- Import artwork from Adobe Illustrator or Photoshop.
- Complex particle generators for rich motion graphic backgrounds.
- Display user generated content within your design - email, sms, mms etc.
- Upload all saved scenes to the web based content management system.

M.Create is an Mac OSX application that let's you design your interactive screens through simple drag and drop functionality. A rich diversity of content can be imported directly from your hard disk or the web. Emails, SMS, MMS, RSS feeds, Flickr images or Youtube videos can all be used as elements. And, once they're in M.Create, they can have numerous effects applied to them. Use any font and colour combination and mix and match with files from your disk (such as Illustrator or Photoshop files).

The elements you combine are called Scenes. These get saved directly to our web based CMS, meaning they are available immediately to online moderators and producers to fill with content on a daily basis.

The networked architecture of Millicent means that remote teams can work seamlessly together. A normal broadband connection is all that is needed to exploit the power of our 'TV Studio in a Box'.



Millicent

M.Create

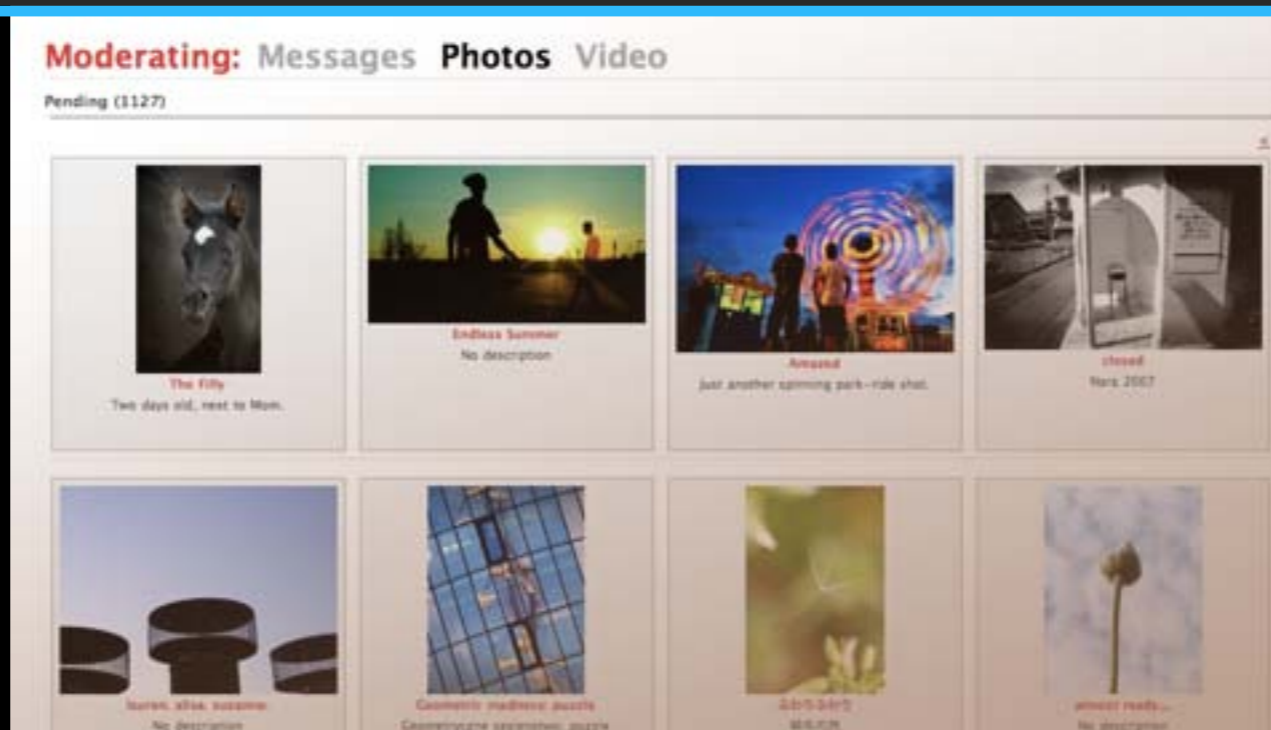
M.Control

M.Player

Specs

M.Control. Web Based Productivity For Producers.

M.Control is our web based content management server, which allows for the fast publishing of user generated content from the web or mobiles.



- Import & moderate text from emails, SMS, or MMS.
- Import & moderate images from email, MMS or web sites such as Flickr.
- Import & moderate video from MMS or web sites such as YouTube.
- Import & edit RSS feeds.
- Upload images and video from your computer.
- Edit information in M.Create designed screens.
- Create full broadcast schedules to control a remote player application.

To its users, it's a simple web page, allowing moderation of UGC and control over broadcast schedules. Behind the scenes, M.Control is a powerful web application framework hosted on scalable web servers that provide you with a complete broadcast infrastructure for a simple monthly fee.

All designs created in M.Create are saved to M.Control, allowing producers the ability not only to schedule those designs for playout but also to update parameters within them without leaving the web page. For example, a breaking news template can easily have fields such as title, font or colour updated hourly by a producer.

Millicent effortlessly combines the power of high end, realtime broadcast graphic systems with the rich diversity of web and user content. It allows existing broadcasters to work faster and more efficiently whilst also giving the next generation of content creators access to all the tools needed to start their own channels.



Millicent

M.Create

M.Control

M.Player

Specs

M.Player. Realtime, Broadcast Quality Playout.

M.Player connects live to the CMS to provide live playout to the web, TV or mobile phones.



- Runs off a Mac mini for streaming output or Mac G5 for SDI output.
- BlackMagic card will output key plus fill.
- Save to Quicktime file option.
- Range of transitions available between scenes.

A playout application for OS X that takes the screens designed in M.Create, and the content chosen in M.Control and plays them out as a live piece of video. Located at your playout facility - be that your bedroom, boardroom or broadcast gallery - it'll work off standard desktop computers to deliver a broadcast quality video feed.

Millicent effortlessly combines the power of high end, realtime broadcast graphic systems with the rich diversity of web and user content. It allows existing broadcasters to work faster and more efficiently whilst also giving the next generation of content creators access to all the tools needed to start their own channels.

On a Mac Mini, you can output a 1440x1024 VGA or DVI signal. With a G5 and a BlackMagic video card, you can output an SDI fill & key feed. Or even just save it direct to a Quicktime file for later upload to the web. With Millicent, versatility is our key strength.

Specifications



BMD
Blackmagic Design

ATI

The full Millicent platform requires only an Apple computer running **OSX 10.4** and a broadband connection. M.Control can be used on PC platforms running the Firefox or Safari browser. Internet Explorer is **not** supported.

M.Create and M.Player are Mac OSX applications (universal binaries), whose minimum requirements are:

A Macintosh computer with a 1.25 GHz or faster PowerPC G4, PowerPC G5, Intel Core Duo or Intel Xeon processor.

Minimum of 500Mb RAM.

An AGP or PCI Express Quartz Extreme graphics card. A display with 1024 x 768 resolution or higher.

Mac OSX 10.4.7 or above. LAN, Broadband or ADSL internet connection.

For SDI +alpha output, a BlackMagic Decklink card is currently supported.

For the best quality output, one of the following graphic cards is recommended: ATI Radeon X1900XT, X850XT, X800XT, or X1600. Nvidia GeForce 7800GT, 6800 Ultra DDL, 6800 GT DDL or Quadro FX 4500.

Other Services Best Before Offer

- Bespoke software development of new functionality
- Server Subscription
- Support
- Software Updates
- Access to user community
- Consultancy
- Training
- Millicent will be routinely updated with new releases of functionality to increase its usefulness.



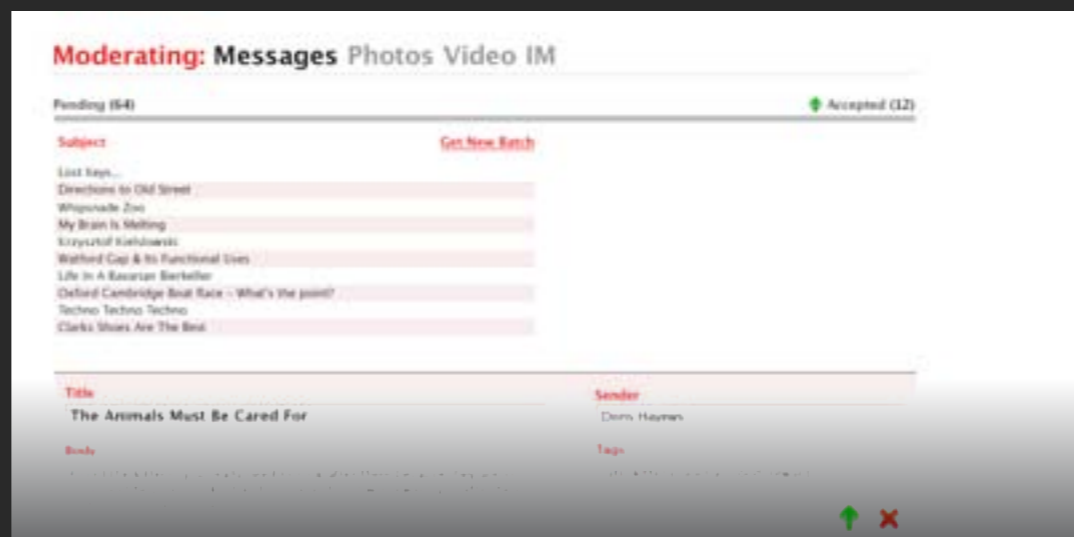
Millicent. For Broadcasters

Interactive Applications

Millicent enables broadcasters to take viewers' e-mails, moderate them and play them out as a chat module alongside video, a competition or voting.

Importantly, it allows viewers to submit their own content as a premium rate SMS (or soon to be MMS), in order to have their own 'minute of fame'.

More applications are 'Barker' style channels, powered by viewers content. Millicent gives viewers the ability to text their views on programming they've already seen (the start of a new series, for example), rate programmes using a star ranking and vote on what programmes should be scheduled. The more involvement viewers have in defining the viewing experience, the more commitment there is from them in terms of viewing loyalty; so whilst not being directly revenue generating, as are other forms of participation TV, giving viewers a closer relationship with a broadcaster's brand may result in better programme ratings and the subsequent positive effect on advertising revenues.



Broadband channels/Local TV channels

Millicent provides a template structure which allows a 'channel' to be created that includes streamed video (of, for example, back catalogues, or 2nd chance to view), but also importantly includes space for audience participation: - competitions, chat (SMS & e-mail), voting etc. The economics of launching a channel such as this (which would be equally at home as a broadband or linear channel), would enable true local television.

'Local' advertising

Millicent can create revenue streams for broadcasters by enabling small businesses to create (downloading assets from the internet into one of the provided templates), schedule and pay for advertising online - a true low cost operation - self service advertising.



Millicent. For Production Companies

Enhanced Format development

Best Before can work with TV production companies, partnering in the development of broadband channels in order to refresh a back catalogue of successful programming and the development of enhanced formats to run alongside programmes.

Broadcasters are well aware of the objectives that their programming has to achieve – not just to entertain, and have high production values, but also to embrace technology in allowing viewers the opportunity to view content on whatever platform they choose, and engage with the content at a time that suits them. By engaging viewers it is hoped that they are less likely to surf away from the channel, in that way securing a stronger, more loyal audience, capable of being identified by brands as a good place to advertise.

BBC
The **ONE** Show
Photo gallery
YACHTS

Contributors
Jason F, Samantha, Malcolm, Reebit, Honour
Louisa M, Saffron W, Alex Berty, Lowell M

BBC ON THE BIG SCREEN TODAY

12:28-13:55	TV Listings
14:30-16:00	Humber News
16:00-16:30	See your mobile photos
16:30-17:00	World Cup Updates
17:00-19:30	Send in your SMS messages

BestBefore with guardian Edinburgh International Television Festival

NEWS 15:35

Also from sky.com:
Terror Plot Teenager Denied Bail

A 17-year-old and two others charged over an alleged plot to blow up transatlantic planes have been denied bail. The teenager - who cannot be named for legal reasons - appeared before City of Westminster magistrates, London.

3
HAVE YOUR SAY

ABOUT ME
I am a meat eater and proud! I disagree that nuclear power is a bad thing. Let's get all the facts before we make up our minds.
Text the poll now!

Richard Craig, 32
Sutton Coldfield

ITEM: NUCLEAR POWER IS A GOOD THING...

Live Show starts in 29 minutes...

Eva Kahn won £200 yesterday!

Attraction 'determined by walk'
An hourglass figure has long been perceived to be the ideal figure for a woman to have. But New York University researchers have found that to be found attractive, a woman had to move in a feminine way - swaying her hips.

Bliki

Emma: I would like to take Tony Blair to task on his relationship with George Bush!

Tim: Good point John.

Sue: Can we get back onto the points from earlier?!

Your SMS Messages

Would you consider running for the leadership of the Labour party?

Current technologies can provide many of these enhancements, but at a cost. Traditional systems require skilled operators, heavy investment in capital equipment, extensive time to produce as well as being disposable in nature.

Millicent offers a simple way of wrapping more content around programmes, making it more attractive to commissioners, and also giving more shelf-life to the programmes already produced.



Millicent. For Brands and Outdoor Media

Brands

Broadband channels are a great way of building a dedicated space for your brand in order to carry out 'value add' activities. Millicent can enable brands to re-purpose existing content, quickly, simply & cost-effectively. It also facilitates micro payments for content – consumers could text in at premium rates, to get a new trial flavour of coke, to get the soundtrack from a cinema ad downloaded as a ring tone – resulting in new revenue streams for a brand. It can also facilitate the two way dialogue between brand & consumer that will result in deeper, stronger & therefore more profitable relationships.

Imagine as a brand, creating a mini, low cost, branded channel. A DIY shed branded Home Improvements show – users call in, text in, e-mail, send in MMS of their DIY triumphs or disasters, with a shopping channel running behind it on the red button

Millicent also appeals to corporate clients, looking for a dedicated space to interact with employees. Somewhere that employees can log their views through text or e-mail, download information and view videos such as

chairman's speeches, or sound bytes from a conference. The ease of using the CMS will open up this product to an audience of non-technical users such as HR executives.

Outdoor Media

Millicent is not just for TV – it can output a simple VGA video feed which can be used to power large City Centre Outdoor screens, as has already been done by the BBC in Hull. It's power in this market lies in bringing broadcast quality look and feel to outdoor screens, with ease.