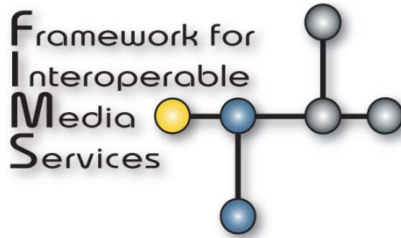


Framework for Interoperable Media Services (FIMS)

IBC 2011



The Problem(s)

- IT-based media technologies have arrived
- Proprietary solutions exist
- Could be free and still cost more than hardware with standards!!
- Media Interfaces tightly coupled / complex
- Little process management in media
- Little / no KPIs
- Poor visibility of work in progress



Tight vs. Loose Coupling

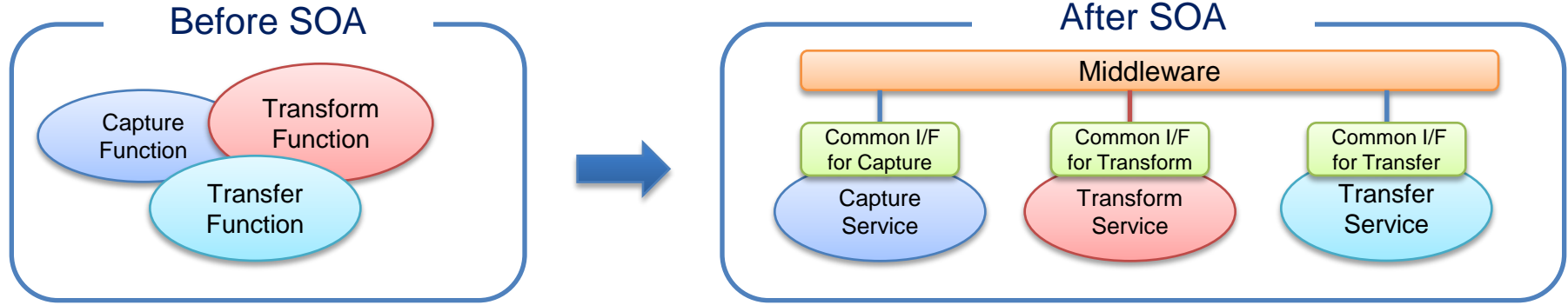


Changing a Tool is Difficult (Disruptive)



Changing a Tool is EASY!

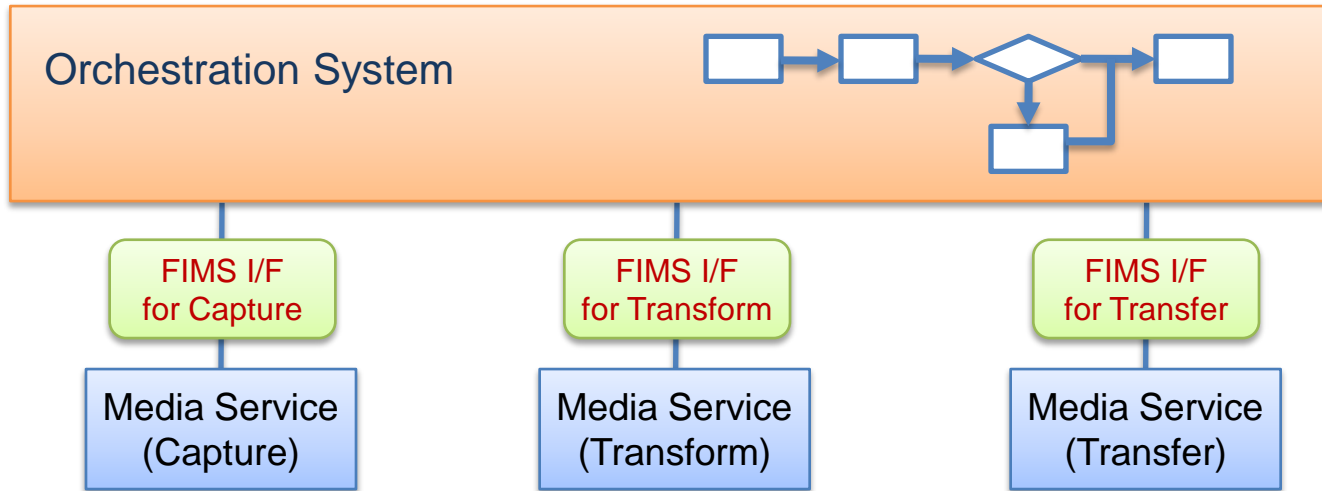
Service Oriented Architecture (SOA)



In order to maximize the potential of SOA, standardization of the Industry common interfaces is essential.

What is the FIMS Activity?

- **Define interoperable media service interfaces** between
 - Orchestration Systems
 - Media Services



FIMS – IBC 2011

DEMONSTRATORS



SONY



Cinegy



radiant
GRID

SUPPORTERS

harmonic

HARRIS

TIXEL

ISILON®



meta glue

Rai



mesclado

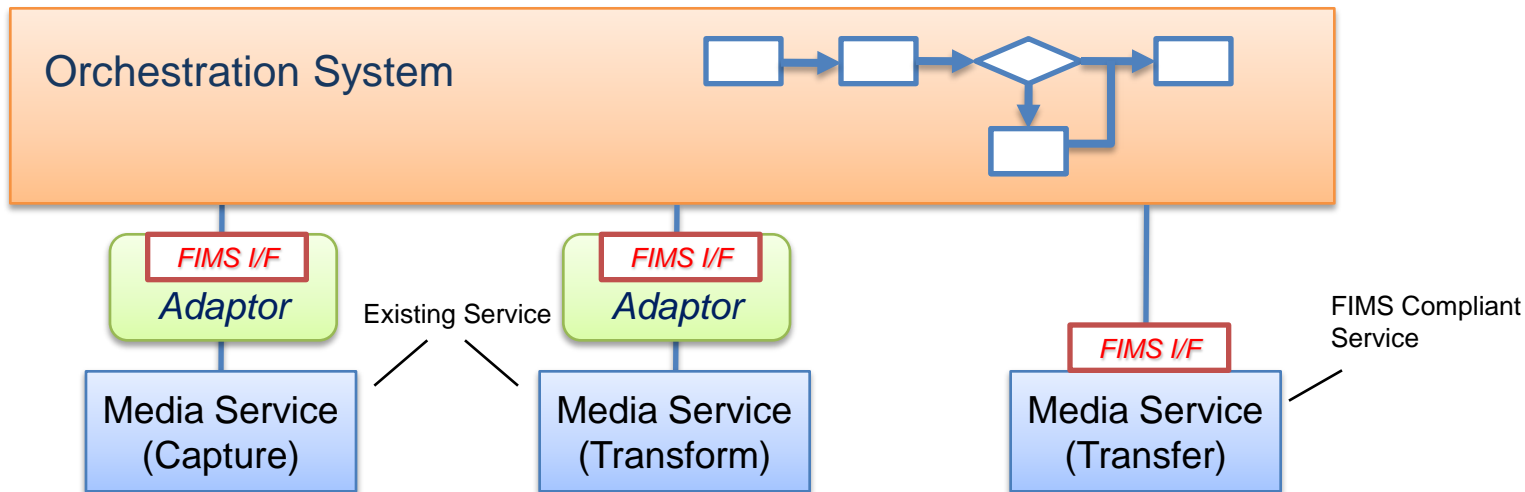
marquis



wiki.amwa.tv/ebu

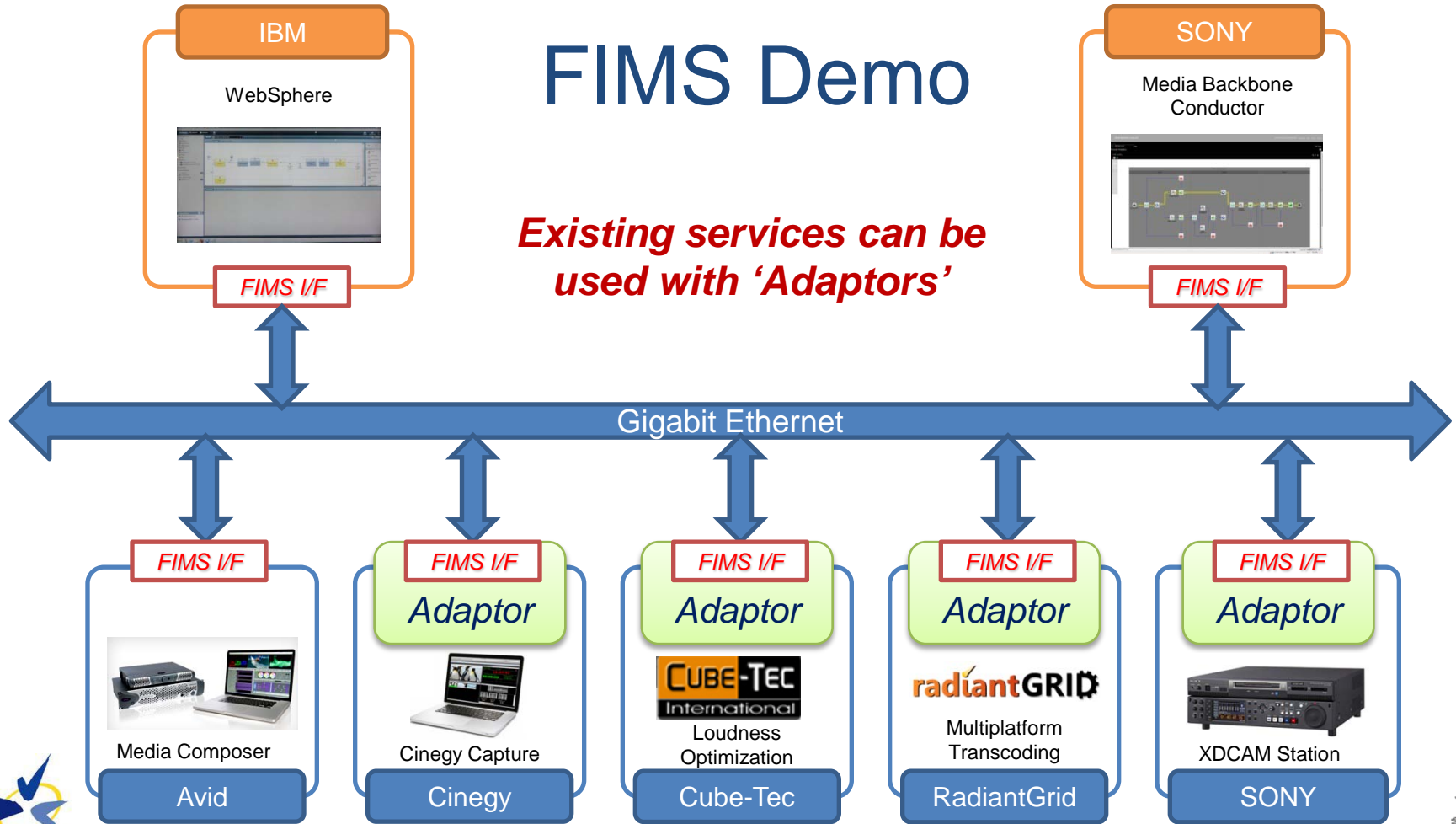
Messages in the FIMS Demo

- Rapid deployment possible
 - FIMS demo was developed within weeks after agreement of specification
- Adaptors for existing services



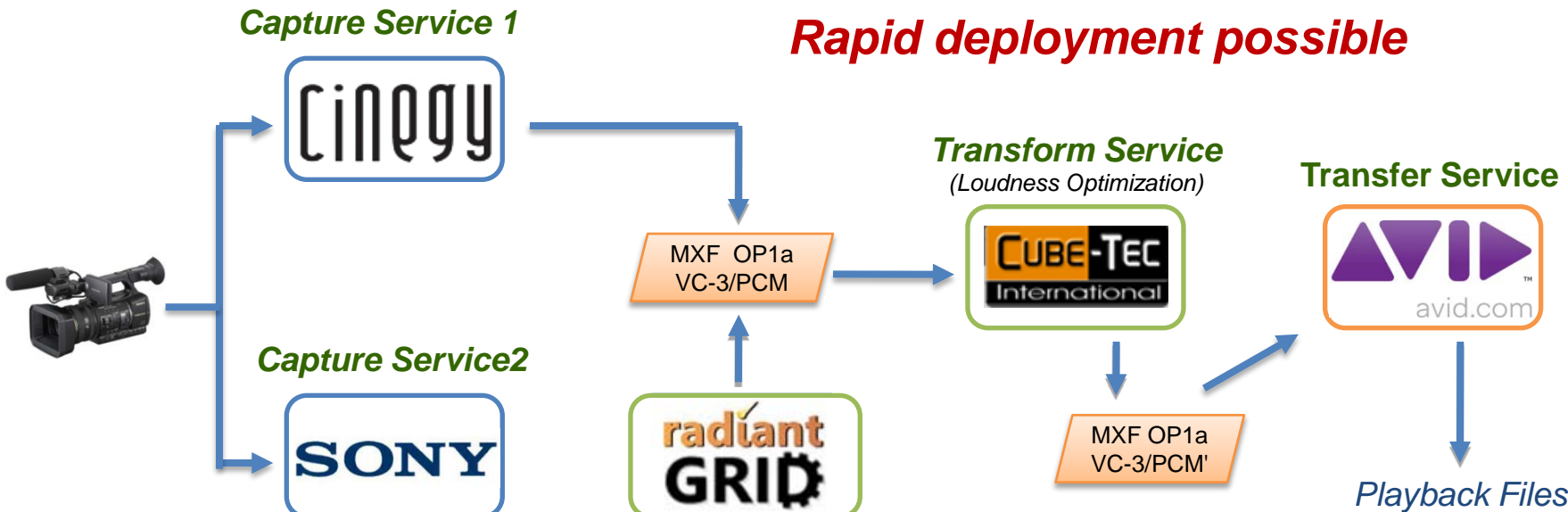
FIMS Demo

Existing services can be used with 'Adaptors'



Demo Workflow

Rapid deployment possible



FIMS is the Solution for Media

- FIMS is a SOA framework applied to Media
- Works more at the business or workflow level
- FIMS - specifies the interfaces (“work orders”) between services
- FIMS has support across the industry (users and vendors)
- FIMS understands media
 - High-bandwidth, large file media
 - Codec and wrapper independent
 - Human-oriented, collaborative, craft environments
 - Distributed (cloud) architectures

FIMS is an Opportunity

- **System Designers:**
 - SOA value and benefits – agility!
 - Simplified upgrades, maintenance, multi-vendor selection benefits
 - Standards for interoperability
 - FIMS is gathering steam with many vendors contributing
- **Service Providers/Vendors:**
 - Leverage the FIMS ecosystem – standards, interoperability, re-use
 - Vendors can design ‘best of breed’ products with a FIMS interface
 - Engineering, marketing, sales focus with FIMS
 - Faster time to market

FIMS is an Opportunity

- **For Management/Owner:**
 - Employ media services with ease; loose coupling benefit
 - Media workflows integrate more easily with the business workflow
 - Less manual intervention, more reliable
 - Choice of FIMS providers – avoid vendor lock-in
 - Reduced risks
 - Lower Total Cost of Ownership (TCO)

FIMS Future

- FIMS specification v1.0 available, ready for review by AMWA and EBU
- The FIMS Framework: a solid foundation to build on
- Phase 2: Request For Technologies (RFT) published at IBC
 - identify/add new service definitions, based on business cases
 - we will consider all media domains, workflows



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