

## **Introduction**

FORscene is a Cloud based video editing platform developed and delivered by Forbidden Technologies plc. FORscene requires no software or hardware installation, enabling access through PC, Mac or Linux computers with an internet connection.

FORscene stores all media in the Cloud using Forbidden's proprietary codec to ensure a highly responsive and efficient delivery of video to users working on broadband connections. Content can be uploaded from multiple locations in a variety of formats. Individual users or specialist teams can work on content anywhere.

Frame-accurate logging tools in FORscene provide users with searchable metadata that is attached to video files. Published metadata is passed to third party platforms to enhance targeted advertising and Search Engine Optimisation (SEO).

Delivered through Software as a Service (SaaS) on monthly or annual contracts, FORscene gives users flexible access to the platform on a project or program basis.

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## **Solutions**

### *Online Media / Businesses*

FORscene's powerful editing tools enable businesses to move their entire production and delivery of video to the web. It removes the need for dedicated hardware/software. With easy to learn tools, users with no training can be creating and collaborating in minutes.

### *Print / Newspaper Publishers*

FORscene gives journalists simple, yet powerful tools to create video content incorporating archive material or self-shot content. Users can add stills and graphics for publishing direct to sites – metadata increases targeted advertising.

A centralised location for material gives publishers a self-service syndication platform to maximise the value of content. Subscribers can access a variety of content based on permissions. Metadata attached to material provides rights management information.

### *TV / Broadcasters*

FORscene reduces duplication and offline edit costs in Broadcast post-production. It provides a centralised location for collaboration and storage of content.

FORscene gives editorial, production and advertising teams a platform to accurately and quickly re-purpose VOD and IPTV material for additional distribution formats.

### *Sport*

FORscene captures live broadcast feeds streamed into local hardware from location. Centralised access to material enables remote editorial teams to create highlight packages during the event for quick distribution to their targeted audiences.

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## **Features**

### *Upload*

Software for PC or Mac compresses the video locally for efficient upload into the Cloud. FORscene's proprietary codec provide high quality video for users to upload Broadcast feeds and HD material for editing and publishing directly. A web option is available through the browser. Uploading the original file to FORscene ensures the highest quality is available for publishing.

### *Metadata*

With frame accurate tools, metadata can be added to individual frames of video through FORscene's logging tools. Set-up per account, custom metadata fields enable free text entry or specified options via drop-down menus and shortcut keys. Metadata can also be added to entire clips in tag form through fields attached in file lists. All metadata against a published file is delivered to enhance targeted advertising and SEO optimisation of video content.

### *Editing*

FORscene offers frame accurate logging which lets staff add searchable metadata to video. Timeline editing tools include frame accurate trimming, slip trim, match frame, graphic overlay, titles, colour correction and stereo audio editing with pan and levels.

### *Publishing*

Edited files can be exported from FORscene in a variety of formats through drop boxes on the interface. Files can be produced in multiple formats at the same time and pushed with their associated metadata to third party CDN systems, allowing material to be distributed in a simple and effective manner.