

BITPRESS

Powering automated,
high-volume, rapid
and secure post
production workflows

Bitpress has a singular mission to revolutionize post production with automation tools that quickly and seamlessly transform content libraries into distribution-ready assets for any platform. Our automated workflows not only save significant time and money, but also elevate quality standards.

Why Bitpress

Post production veterans uniting experience and innovation

Harnessing the power of intelligent automation, machine learning, and massive cloud scale, our cutting-edge workflows enable rapid and efficient monetization of content.

Industry insights

Unparalleled industry knowledge from leadership in senior roles at top-tier post production companies

Automation innovators

Trailblazers in post production automation, we draw on decades of engineering, automation, and operations expertise to develop industry-first solutions for common high-volume challenges

Tech experts

Decades of combined expertise in audio|video post production, merging engineering and technology

Adaptive thinking

A team who thrives on collaboration with clients and tech partners and demonstrates adaptability and a forward-thinking mindset

Customer focused

We consistently deliver top-tier content quality and user interfaces, placing our customers' needs at the forefront of every stage in our software development



AudioPress

Automated audio synchronization

Power rapid and precise audio conforms

AudioPress™ delivers audio synchronization for any standard, length, or language. Capable of completing tens of thousands of jobs per day by leveraging AWS' vast scale, it conforms alternate audio tracks to a guide track exponentially faster than manual methods. Unlike other solutions, AudioPress analyzes every audio sample, ensuring alignment across the entire file, not just at the beginning.

Universal compatibility

Handles any language, M&E, and descriptive audio tracks, ensuring compatibility across diverse audio needs

Efficient task sorting

Automatically evaluates and sorts all audio conform jobs, saving audio engineers valuable time and effort

Quality-assured output

Delivers fully QC'd audio conforms tailored to any output specification, ensuring high-quality and minimizing errors

Efficient management

Efficiently stages out-of-scope conforms for prompt review by audio engineers, optimizing overall project efficiency



VideoPress

Automated video analysis & normalization

Accelerate high-quality video output for distribution readiness

VideoPress™ transforms video analysis and normalization, automating the path to optimal picture quality and digital distribution. Through advanced content event detection, precise audio normalization, and flexible output options, VideoPress ensures a consistent and high-quality output.

Automated normalization and mastering

Saves time and resources by automatically analyzing and normalizing video content

Efficient event detection

Automatically detects and logs content events

Precise audio normalization

Integrates R128 / ITU 1770-3 audio loudness normalization for consistent audio quality

Flexible output

Delivers output in Apple Certified ProRes or any other specified file type

Accurate correction decisions

Makes correction decisions based on actual video material, ensuring reliability over file metadata

Automated adjustments

Dynamically optimizes video quality, handling 3/2 removal, deinterlacing, VBI removal, and frame rate conversion

 AdPress
Automated ad breaks**Locate optimal ad breaks with intelligent automation**

AdPress™ transforms ad break management, finding the natural breaks in the story for an improved user experience. Leveraging a proprietary system of 18 metrics and 200-600 measurements per break, AdPress automatically identifies and ranks optimal ad break locations, streamlining the entire process.

Automated location and logging

Precisely locates and logs ad breaks and potential ad breaks for efficient and accurate ad break management

Dynamic duration adjustment

Automatically adjusts ad breaks to any specified duration, providing flexibility and customization

Flexible curation

Manually curate ad breaks or entrust the system to select the most effective placements

Enhanced data accessibility

Streamlines workflows by exporting potential ad break data via API or CSV, for further analysis and optimization

User-friendly interface

Enables quick preview and selection of ad breaks for efficiency

 MasterPress
Master file creation**Accelerate automated master file creation and reporting**

MasterPress™ employs cutting-edge technologies like temporal fingerprinting, spatial correlation, and machine learning to automate master file creation and reporting. Supporting both relational and single-source operations, MasterPress transforms the entire process of master file analysis, creation, and augmentation.

Master file creation

Automatically generates textless and picture-to-picture masters

Comprehensive reporting

Provides version delta reporting and rendition verification

Asset deduplication

Manages assets in MAM/DAM by identifying and eliminating duplicates

Logo detection and replacement

Automatically detects logos and offers the option for seamless replacement ensuring brand compliance

Title sequence detection

Identifies main and end titles, facilitating content organization and reporting

Interstitial content detection

Detects interstitial content and black screen detection

Automatic job submission

Supports job submission via CSV or API



SubPress

Subtitle | CC synchronization

Automate synchronizing subtitles and closed captions efficiently

SubPress™ delivers highly efficient subtitle and closed caption synchronization, seamlessly automating conform processes for any language. Precision handling of time shift and speed changes adapts to diverse media needs. By automating nearly all simple conforms, SubPress dramatically reduces manual work for language services engineers.

Language support

Adapts to any language, providing flexibility for diverse media needs

Dynamic alignment

Changes made by VideoPress are seamlessly aligned to video mezzanines, ensuring consistency

Precise synchronization

Automatically evaluates and aligns subtitles and closed captioning files to a audio/video reference file

Automated output

Synchronized subtitles and closed captions are automatically output to source file specification

Automatic job submission

Supports job submission via CSV or API



Orca

Centralized order management

Streamline your workflow with title-based order management, tracking & file delivery

Orca™, an advanced orchestration layer, efficiently manages complex jobs by seamlessly synchronizing workflows, offering a comprehensive overview for smooth operations. Orca provides end-to-end workflow management, coordination, project tracking and final delivery.

Advanced orchestration layer

Efficiently manages complex jobs by organizing cascading automation stages across the suite of Bitpress tools

Effortless asset import

Simplifies the import of assets using a user-friendly CSV manifest template

Streamlined order submission

Enables users to submit orders with a single click to all Bitpress applications

Built-in error tracking

Detects errors in the process and provides built-in tracking for quick resolution

Source of truth matching

All videos, audio files, and subtitles are matched to a "SoT" file, ensuring accuracy and reliability in data management

Bulk order processing

Facilitates the ability to run multiple orders simultaneously, enhancing operational efficiency

Flexible file delivery

Delivers normalized output files to any S3 bucket

**Automated source analysis****Automated source analysis and quality control**

QCPress streamlines analysis and distribution of thousands of hours of content through automated source analysis. It performs deep content checks against custom rules, then compares results to trigger configurable workflow decisions - from automatic correction to manual review. QCPress verifies source metadata accuracy automatically, with all results viewable in Orca or exported as a CSV report.

Proven at scale**Ready to put Bitpress to work for your library?**

Explore our tools with a proof of concept environment. Test real-world workflows and see the power of Bitpress for yourself!

Deep content analysis

Checks scan type, field order, audio loudness, aspect ratio, sound fields, color atoms, audio levels, sync and more against custom rules

Custom workflow automation

Define your own workflow based on the test results, from new source recommendations to manual QA review

Automated metadata checks

Automatically verifies if current source metadata is accurate

Unified visibility

All test results and metadata are viewable in Orca and VideoPress, or exported as a source analysis report CSV

220,000+ audio conforms processed

Completed to date, with more always in the queue

145,000+ titles normalized

For Lionsgate's global distribution catalog

95% time, 65% cost savings

Realized versus traditional manual conform processes

Trusted across the industry

Including Lionsgate, BBC and other major content studios and post houses

Accurate correction decisions

Makes correction decisions based on actual video, audio, and subtitle data ensuring reliability over file metadata

Automated adjustments

Dynamically optimizes video quality, handling 3/2 removal, deinterlacing, VBI removal, frame rate conversion, and speed and pitch correction