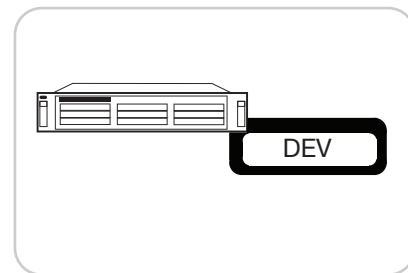


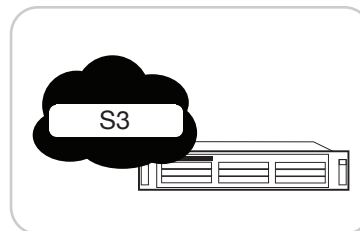
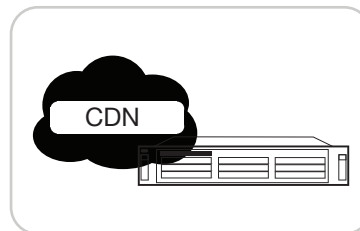
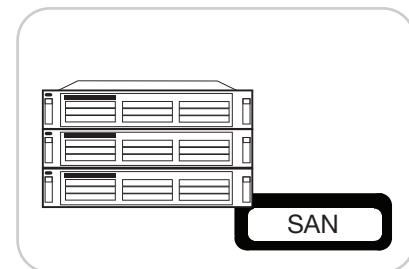
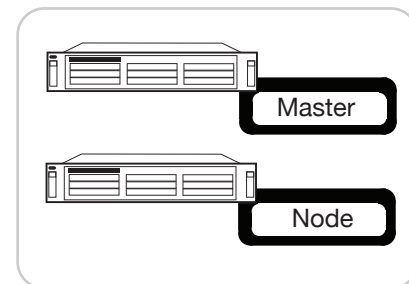
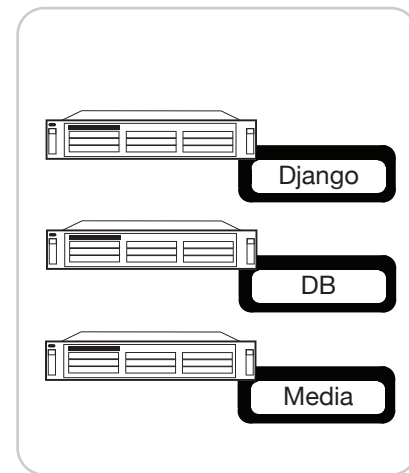
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//Infrastructure

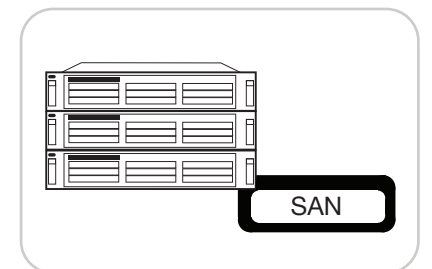
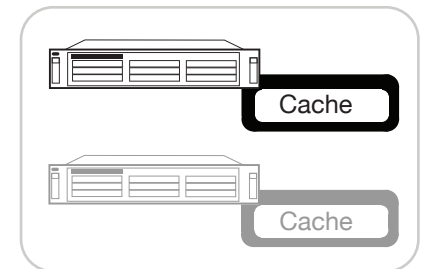
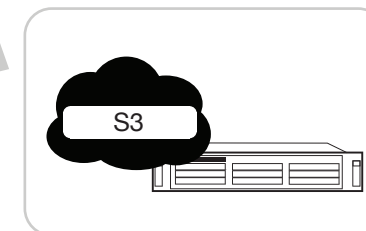
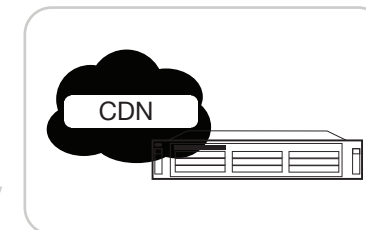
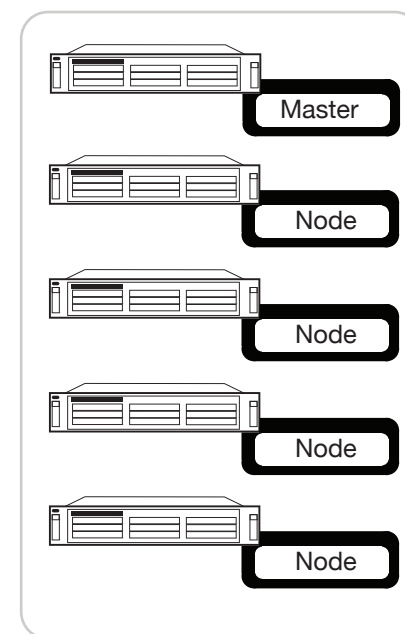
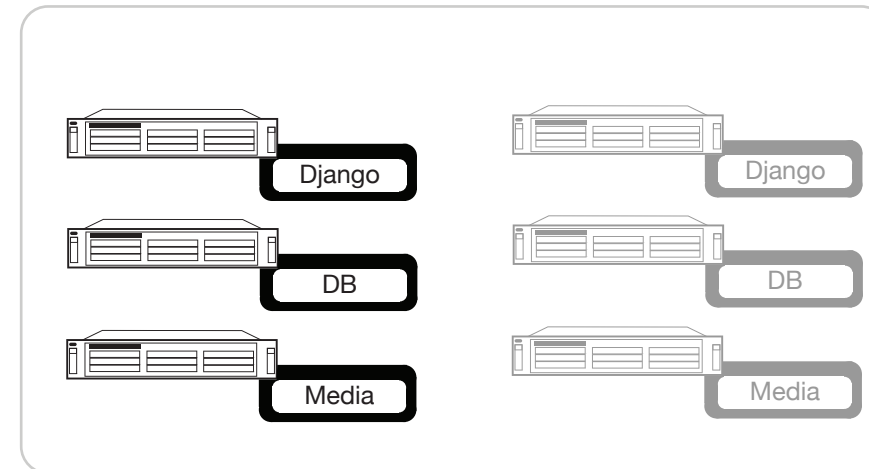
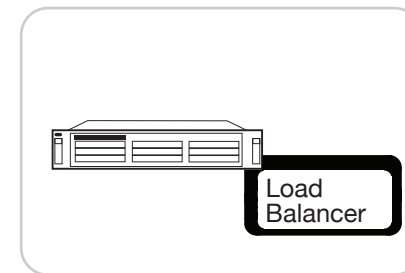
Development



Launch

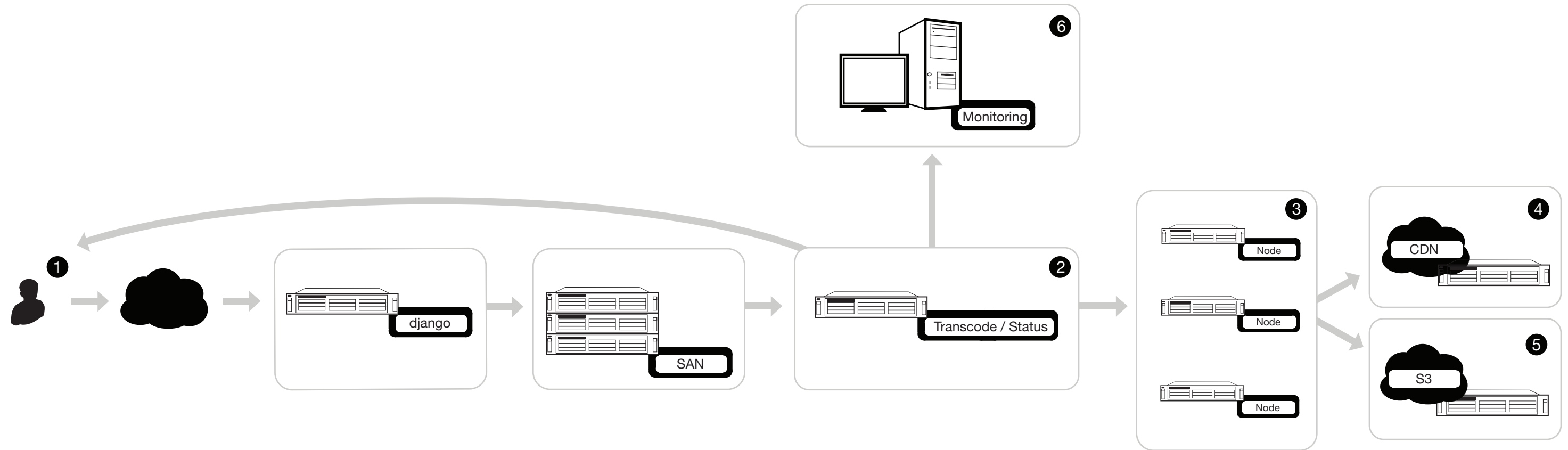


Beyond



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//Transcoding Process



1 Upload

A user uploads their content to the system via the Flash client. The client provides real-time progress during the upload.

2 Routing

The Transcode Master Server detects the new file on the SAN, and assigns it to next available Transcoding Node.

3 Transcoding

The Transcoding Node fetches the file and processes it via ffmpeg, sending real-time status to the Master Server throughout the process. The Master Server relays status to the Flash client.

4 Deployment

If transcoding is successful, the converted file is uploaded to the CDN.

5 Storage of Originals

The original file is offloaded to Amazon's S3 storage system.

6 Status

Real-time Transcoding status (anticipated lead-times, cpu load, storage capacity) is available to site administrators via the admin system.