

Software

Database : My SQL 4.1.2

Web Server: Apache 2.0.52

App Server: Cold Fusion 8

Server OS: RedHat Enterprise Linux 4

Hardware

2 Intel Xeon Dual-Core Based Servers in a mirror configuration for redundancy. If the main server goes offline the failover server takes over immediately keeping the system up and running.

Servers are housed in a secure Tier 1 SAS70 certified Data Center with redundant internet backbone access, power backup and 24X7 monitoring of hardware and key software services to ensure maximum uptime.

Ad-ID Web services are provided to our clients/partners upon request. There are 2 services, one for creating, updating Ad-ID codes (writer web service) and one for retrieving detailed data from the Ad-ID system (partner web service). Both are based on standard XML.

Technology Partnerships

Ad-ID is currently recruiting partnerships with third party vendors. Our goal is to streamline advertising asset workflows wherever possible.

One key example is Adobe. Utilizing Adobe's XMP - Extensible Metadata Platform (<http://www.adobe.com/xmp>) Adobe has programmed a "custom panel" that integrates with Ad-ID's web services, and allows users to instantly retrieve selected Ad-ID metadata for an asset from within the CS3 version of Adobe Bridge.

Ad-ID is also recognized in the SMPTE (Society of Motion Picture and Television Engineers) Metadata Dictionary RP210 version 12 as a Metadata Class 1 identifier (06.0E.2B.34.01.01.01.01.0C.01.11.0B.00.00.00.00), with plans to define the metadata in a SMPTE Registered Disclosure Document (RDD)

Writer Webservice

The Writer webservice is used to create and update Ad-ID codes. It was designed for use with client's existing internal systems. This allows for the Ad-ID code to be created directly from the clients system without having to go to the Ad-ID website. The main advantage of this is the client will not have to "double type" the information in their system then in Ad-ID.

There are seven functions available with this service:

- Create Ad-ID – Creates Ad-ID code(s)
- Update Ad-ID – Change the data for an Ad-ID
- Get Ad-ID Details - Retrieves the data associated with an Ad-ID code
- List Ad-ID Codes – Retrieves a list of codes either for all or an individual prefix in the group
- List Prefixes – Retrieves the list of prefixes activated in the group
- Get Contract Details – Provides a list of active and past contracts
- Add SD/HD Code – Allows the creation of an SD or HD version of an existing Ad-ID code

Partner (Reader) Webservice

The Partner webservice is used by either the client's internal systems or outside vendors to retrieve Ad-ID code data. This service does not create Ad-ID's.

There are three functions available with this service:

- List Prefixes – Retrieves the list of prefixes activated in the group
- List Ad-ID Codes – Retrieves a list of codes either for all or an individual prefix in the group
- Get Ad-ID Details – Retrieves the data associated with an Ad-ID code (depending on access permissions)

Requirements: A "Partner" must be setup by Ad-ID customer service at the request of the specific client. Once permission is obtained, the Partner will be provided with the client's groupkey(s) and details on what data will be available to the partner. The client can choose to only allow the Partner to gather "Slate" data or selectively allow access to the "Metadata" tabs.

Ad-ID Partner Opt In

In order to streamline the end to end workflow of Ad creation Ad-ID is working with strategic partners to develop optional functionality and services. While similar to the Partner webservice, the Opt In services will be made available to all Ad-ID clients. More information will be forthcoming as these services become available.