



**Clipstream**

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*Playerless video and audio streaming*

# Clipstream™ Video Technical Guide – Section 4 Typical Implementation

**Disclaimer:** All content presented herein is subject to change without notice and is deemed as accurate as possible at time of publication. Please consult with Clipstream™ Video Support at <http://clipstream.com/help> for clarification if you encounter any erroneous or inconsistent material in this document.

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## Section 4 - Typical Implementation

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## **Typical Implementation**

This section will run through the most basic implementation of Clipstream Video. Since the basic implementation of Clipstream Video is common to all versions of the product, a good understanding of this process is essential to all Clipstream Video authors.

### **5 Easy Steps**

There are five steps to placing Clipstream Video content on your web page:

1. Capture Video
2. Compress It
3. Add Applet Code
4. Purchase a Code Key
5. Upload Files to Server

#### **1. Capture Video**

To process video with Clipstream Video it must be in a digital format. Taking a video from its source format and storing it on your computer is called Capturing. Video can come from a variety of sources, such as a DVD, VHS cassette, Hi-8 Cassette, BetaMax, BetaCam, DV, Mini DV, CD-Rom and the list goes on.

To capture your video you will need three things: a playback device appropriate to your video format, a video capture device (frequently a card in your computer) and associated software, and a lot of storage space (your hard drive). If you don't have a playback device for your format of video, you will need to outsource the capturing process to a video editing house in your area. Typically, video capturing in this manner will run from \$25 to \$50 per minute captured. Your content will be provided to you on CD-Rom. Your playback device should be outputting to your video capture device or card. Video capture cards vary greatly in quality and price from about \$200 to many thousands. Find one that suits both your budget and your quality requirements. Most video capture cards will come with the necessary capture software.

Once you have captured your video, save it in an uncompressed format that is readable by Adobe Premiere™ 5.0 or higher. Most often, uncompressed AVI is the best format. However, this format can require a very large amount of storage space. In addition, large files can also be taxing on virtual memory. Take this into consideration when saving the file. It is possible to save the file as an Mpeg or QuickTime movie as well, however, the end result is never as good as an uncompressed AVI.

#### **2. Encode It**

The next step is to compress the file into various bit rates using the Clipstream Video Plugin for Adobe Premiere™ or the Clipstream Video Encoder. They can both be downloaded freely from Clipstream at: <http://www.clipstream.com/help/tools.shtml>. These downloads are self-installing executables that enable you to encode videos into the Clipstream Video format.

Once the software has been installed and, it is very easy to create Clipstream Video files. All you need to do is the following:

**Clipstream Video Encoder:**

1. Open your video.
2. Choose an output path
3. Select batch
4. Encode
5. The Clipstream Video Encoder will create a test page. Your video will be waiting for you in the output folder.
6. Skip to step 4.

**Premiere:**

1. Open a project in *Premiere*
2. Under the "File" menu select Export Clip => Movie
3. Click Settings
4. Click Load
5. Select one of the settings files for Clipstream Video, such as "Clipstream Video150k"
6. Click OK
7. Click OK again
8. Name the file with a .vcs extension
9. Choose where you would like to save the file
10. Click Save

**3. Add the Applet Code**

Java applet code must be added to the web page where you would like the Clipstream Video clip to appear. When your compression job is completed, you will be prompted to visit the Clipstream.com website to generate your applet code. Click the link when prompted.

(<http://www.clipstream.com/codegen/>) Select advanced or simple Video Code Generator and fill out the form on the page as follows:

1. Type in your file name (with the .vcs extension)
2. Type in the width of the applet (video width)
3. Type in the height of the applet (video height)
4. Select AutoPlay
5. Leave the rest as is (enter in code key if you have one).
6. Click Generate Code
7. Click Select all
8. Cut and paste code into your web page

Your applet code should look similar to this:

```
<APPLET ARCHIVE="videoclipstream.zip" CODE="videoclipstream.class"
ALT="The Clipstream Video Movie Player" NAME="videoclipstream"
WIDTH="320" HEIGHT="240">
  <param name="VideoURL1" value="MyVideo.vcs">
  <param name="AutoPlay" value="true">
  <param name="PanelEnable" value="false">
  <param name="Key" value="00000000">
<HR>
```

If you are not seeing graphics and video, your email reader or browser is not equipped to show Java rich media. Please visit: <a href="http://www.clipstream.com/help/">http://www.clipstream.com/help/</a> to learn how to enable your client for rich media or visit <a href="http://www.clipstream.com">this page</a> to view with your browser.

<HR>  
</APPLET>

#### 4. Purchase a Code Key

A code key is required for Clipstream Video to be served from your servers. This code key is an alphanumeric string that is specified in the parameter "Key". To test Clipstream Video on your local hard drive, the code key of 00000000 (eight zeros) can be used. Contact your Clipstream Video Sales Representative to purchase a code key for your server.

#### 5. Upload Files to Your Server

Clipstream Video requires that certain files be on your server in order for Clipstream Video to work properly. Please note, if you are testing from your local hard drive, you do not need to upload anything to your server (everything must be located in one folder). The following files must be uploaded to your server (all to the same folder):

**videoclipstream.zip** – the Clipstream Video Java classes  
**YourPage.html** – your web page with the applet code  
**\*.vcs** – your video file that has been compressed with Clipstream Video.  
**Buttons.gif** –if you are using a button panel, you will need the associated image

Assuming everything has gone as expected, you should be able to browse to the page and view your video! If you run into difficulties, please feel free to contact support at <http://www.clipstream.com/help/>. Any additional inform that you can provide about your specific problems are an asset.

Thanks for choosing Clipstream™!