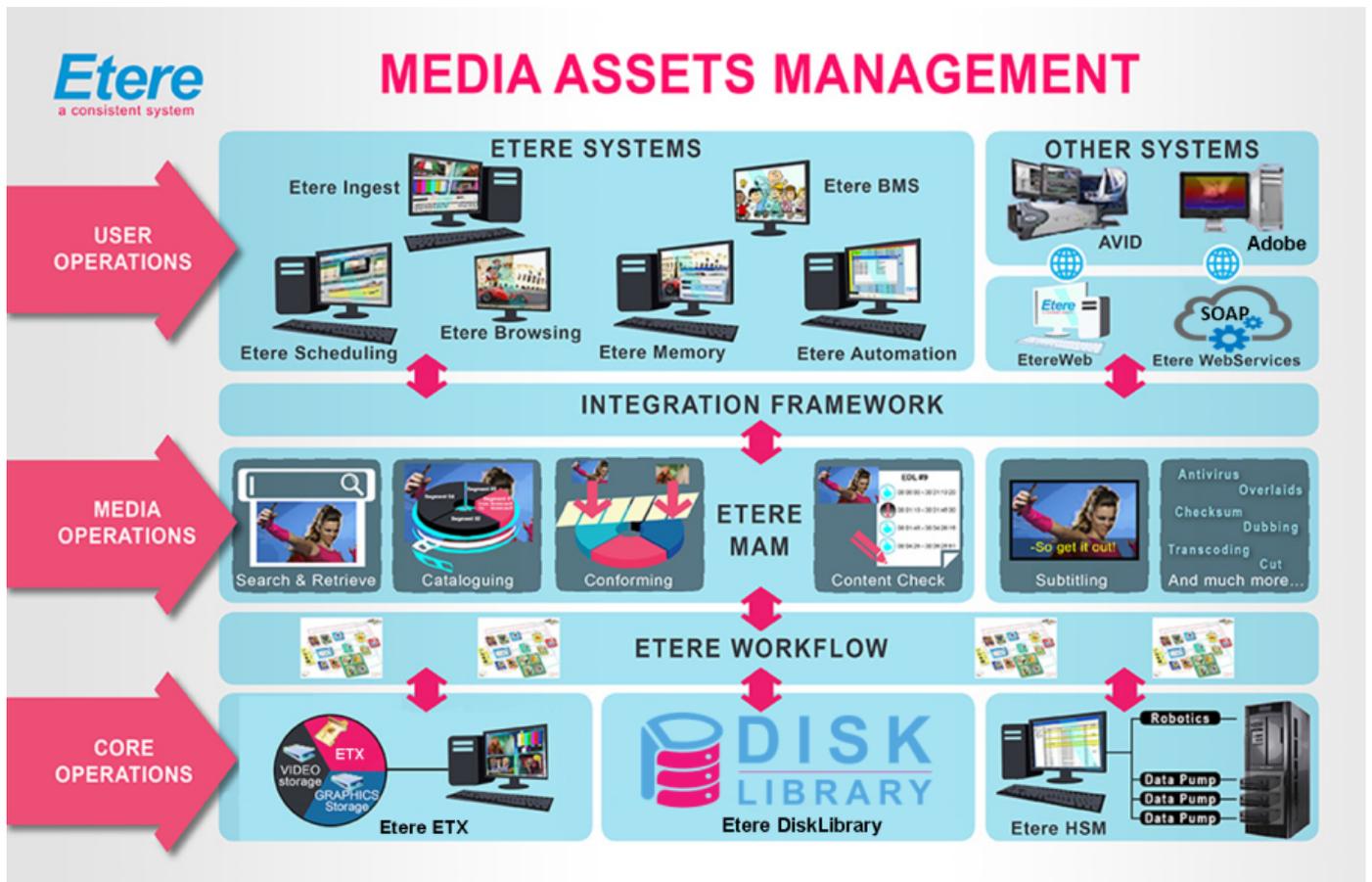


NLE INTEGRATION FOR MAM

Access your Etere MAM from NLE stations to store and retrieve files and projects from your NLE.

The **NLE integration for Etere Media Asset Management (MAM)** license allows stations to achieve a tight integration with the NLE systems without using insecure 'hot folders' or 'ftp open sites' but including fully tracked uploads (i.e. digital receipt of files) and immediate workflow triggering.



The integration is based on EtereWeb, the solution for integrating NLE systems (Adobe, Avid, Apple, Grass valley, Imagine etc) within a broadcast workflow. It provides non-linear editors with an authentication web portal for managing media contents through a user-friendly interface. **EtereWeb** supports all major browsers including Microsoft Internet Explorer, Mozilla Firefox and Apple Safari; thus ensuring the reliability and quality of the service.



Key Features

Etere Media Asset Management (MAM) is a highly-effective digital content management solution that is designed specifically to streamline the process of ingest, index, storage and retrieval of digital assets. Etere MAM is an end-to-end software solution created to fully optimize the value of your assets through a centralized management of digital content and its associated metadata. Its effective implementation both increases operational efficiency and maximizes the returns on investment of your digital assets.

The purpose of the integration is to:

- ◆ Provide a smart and powerful tool for company assets access to video editors, creative people, producers, directors or journalists
- ◆ To fill collaborative workflow gaps within MAM and video editing environments
- ◆ Reduce operation duration, share company resources, improve overall flexibility and productivity
- ◆ Manage assets permissions, assign from editor and track jobs
- ◆ Ensure optimum quality at every step of the workflow
- ◆ Stay connected in distributed work environments
- ◆ Streamline workflows and ensure a time-efficient process

Collaborative Workflows

Etere Media Enterprise Resource Planning (MERP) is a total software solution able to connect and manage the complete lifecycle of a Media/IT company. NLE Integration For MAM is combined with Etere MERP approach and through its Etere Resources Management, you can assign and distribute editing tasks to operators and keep track of them. Besides the worksheets, you can also manage human and technical resources sharing. Etere provides a web service to allow remote clients to deliver digital content into the library, this web portal will permit the other station areas (e.g. NLE systems, News providers, MAM systems) to easily and safely upload content (and its related metadata) onto a web server.

Etere provides the most secure interface for an enterprise communication between Non-Linear Editing systems and the Media Asset Management system. In order to access the MAM system, NLE editing workstations just need to login to the Etere web portal. A plugin is also available when the technology is allowed to be published.

In order to ensure that only authorized accounts access the web service, Etere incorporates an encrypted authentication method which requires users to enter their provided credentials. Once authenticated, NLE users will be allowed to exclusively consult the media library and preview proxy files (file access and download is restricted).

- ◆ Download requests: Download actions can be subjected to permissions
- ◆ Protected files: Devices and files can be restricted only to a selected group of users
- ◆ Operations tracking: All actions are logged to allow tracking of all performed operations
- ◆ Searches: Searches are conducted on a quick and robust search engine
- ◆ Selective upload: Upload files using either a Java applet or ActiveX control
- ◆ Automatic processing: Workflow launched after upload
- ◆ Multi-files: Upload multiple files at once

