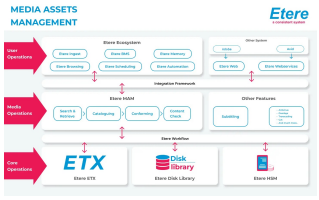
Etere Media Asset Management Whitepaper

ETERE MAM can index and manage a huge amount of video asset. Actually, MAM is an acronym standing for Media Asset Management. Assets are tapes, video files or other formats usually described with a lot of metadata.



Media Asset Management

Etere Media Asset Management OVERVIEW

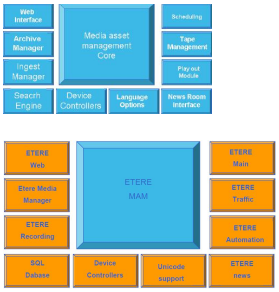
ETERE MAM can index and manage a huge amount of video asset. Actually, MAM is an acronym standing for Media Asset Management. Assets are tapes, video files or other formats usually described with a lot of metadata. Metadata were, in the past, written down piling up an impressive amount of paper growing more and more. Nowadays, four hundred customers worldwide use ETERE MAM enhancing their productivity.

ETERE MAM ensure to be:
- Secure because based on MS Window Server standards
- Human friendly like the overall ETERE Environment
- Stable being tested under several customers' conditions
- Modular to satisfy a wide rage of different needs
- Fault tolerant sharing the Etere Automation architecture

© Etere pte ltd All rights reserved

Etere
a consistent system

ETERE MAM OVERVIEW



Requirements

Etere Media Asset Management is a pure software solution. It doesn't require dedicated hardware of any kind.

MAM can be installed as part of standard ETERE architecture. Preexistent ETERE system can easily upgrade to ETERE MAM. MAM employs the widespread Microsoft architecture in order to be compatible with the greatest number of World Wide Systems.

Native MS SQL 2000 integration allows easy upgrade of pre-existent ETERE solutions.
Pay attention. For further information about MS window OS and MS SQL 2000 Server requirements see the ETERE Architecture Manual.

Core features

ETERE MAM answers complex and widespread needs for data storage and retrieval system.
Even if, from the very beginning, it has been meant for broadcasters, to better understand ETERE MAM, we can easily imagine its extensive application in the following fields:
Broadcasters - Corporate companies - Multimedia libraries and museums – E-commerce companies - Marketing agencies etc.

ETERE offers a complete Media Asset Management solution whose core features include:
☐ Advanced data storage and retrieval system
☐ High/low resolution previews
☐ View of digital asset metadata
☐ Group and single user access management
☐ Integrated document management for complete paperless operations
☐ Query builder to improve quicker searches
☐ Storyboard Basic and advanced view
☐ Static ingest/ upload

Data Storage and Retrieval System

The powerful Data Storage and Retrieval System returns accurate user search results with
amazing speed. MAM system allows direct access to any available asset in the overall system. Assets may be searched according to:
☐ Specific parameters (i.e. asset formats, descriptions, etc.)
☐ Unique IDs
☐ Categories
Customized metadata and categories can be freely edited. Obviously, the more metadata are
used, the faster and more accurate will be the database research.

Multiple Platforms and Transcoding

ETERE MAM is a solution to manage both digital media assets and their delivery. It can be used at any level, from small in-house systems to globally distributed networks who want to trade, track and ingest digital assets. Actually ETERE MAM allows automatic ingestion from multiple platforms (i.e. VTR, satellite and cable TV, etc.). Digital data can be easily transcoded in any digital format and directly stored in the main database without user involvement (e.g. files can be easily converted from/to common formats as

© Etere pte ltd All rights reserved

Mpeg2/DV/Mpeg4).
As soon as assets are ingested they can be previewed straightaway and delivered on multiple platforms (i.e. Internet, satellite, etc.)

© Etere pte ltd All rights reserved