



WHITE PAPER

ETERE MaM

Media asset Management



This white paper provides an overview of the ETERE MaM™ solution including the functionality and technical specification of the product.

ETERE MaM is already a widely used content management solution throughout the broadcast and telecommunications industry and provides a substantial, scalable and secure platform for ingesting, storing, managing and editing digital contents of all kinds.

More information about this product and other offers from ETERE Automation are available on our website: www.etere.com

Technical overview

ETERE MaM™ offers a truly flexible extension to your system with its connection to the Microsoft SQL database which means that integration with your existing infrastructure can be seamlessly achieved.

This ensures that each project is assessed based on scalability and security to enable future growth of potential.

Our engineering team is experienced with a multitude of stations to ensure that we are able to provide you with the most scalable and stable environment ever.

The Microsoft architecture also ensures complete compliance to many industry standards.

Security is another key feature of ETERE MaM. Multimedia assets are often the most valuable asset an organization owns, so complete security is the most important thing. This can be achieved by integrating the security system of the operating system.



Introduction and Overview

ETERE MaM is an extension of ETERE Automation dedicated to Media Asset Management, ETERE MaM uses the Core of ETERE Automation and it's perfectly integrated with ETERE News. It offers an unique environment for ant station which take care of any media management problem.

External communication from ETERE MaM™ to other applications and devices is effected by using the latest XML technology methods or any other open data access, to enforce the paradigm that the customer is the data owner.

ETERE MaM is an end-to-end product to manage *any* type of digital media and the *real time* delivery of content on multiple platforms.

ETERE MaM answers complicated, yet common business problems and it can be integrated with existing systems and scaled for the following industry fields:

- ◆ ? ? Broadcasting
- ◆ ? ? Telecommunications
- ◆ ? ? News gathering agencies
- ◆ ? ? Corporate content management
- ◆ ? ? Multimedia libraries
- ◆ ? ? Electronic commerce of content
- ◆ ? ? Picture and Image agencies
- ◆ ? ? Marketing and Advertising agencies
- ◆ ? ? Printing and Publishing

ETERE MaM is a unique Media Asset Management System (MaM) that manages, ingests, manipulates and trades the contents of digital archives, plus it takes care of transmission and archiving.



Based on proven database platforms and a stable and secure system architecture, ETERE MaM can be scaled to any level, from small in-house asset management systems, to globally distributed sites with the ability to trade, track and ingest new assets. The solution is 100% software, as all the other ETERE products and it runs on any computer network based on windows standards.

The powerful search engine and repository system returns accurate user search results with an incredible speed. By directly accessing the MaM system, any available asset in the system will be returned as a result. Assets are searched for by basing the research on any specified category of metadata, including the asset format, description, speech-to-text or unique ID.

The facility to add new customized categories of metadata, which can also be instantly searched for, is also provided. These customized fields can also be mapped to other metadata standards enabling your organization to conform to certain standards without limiting the data you store.

The automated ingestion and encoding process enables specific contents from a multitude of different sources (including VTR, live satellite feeds and terrestrial transmissions) to be digitized in the any format and entered directly into the main database without the user's intervention.

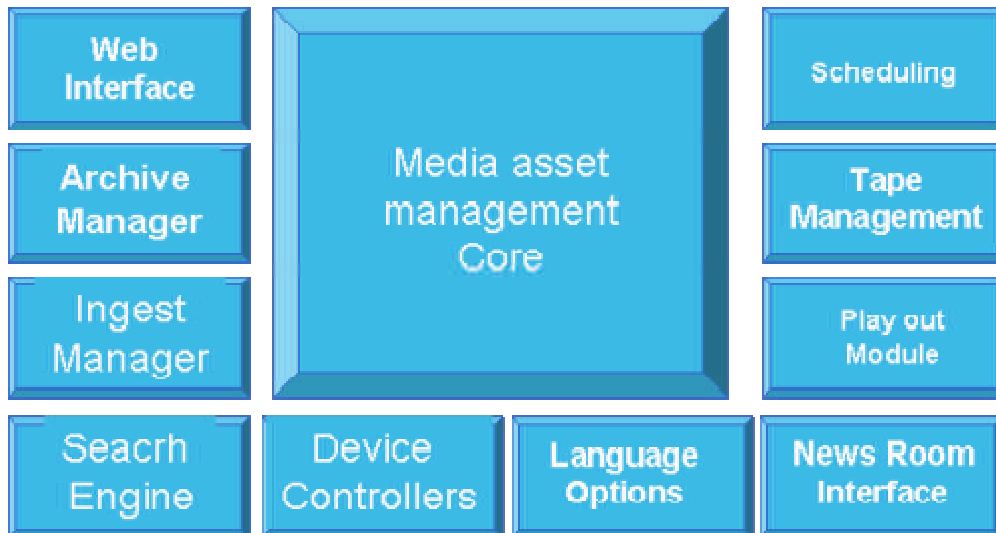
As soon as they're ingested assets appear in *real time* on the system interface, enabling the fast access and transfer of video assets around the world by using Internet or satellite.



Features Overview

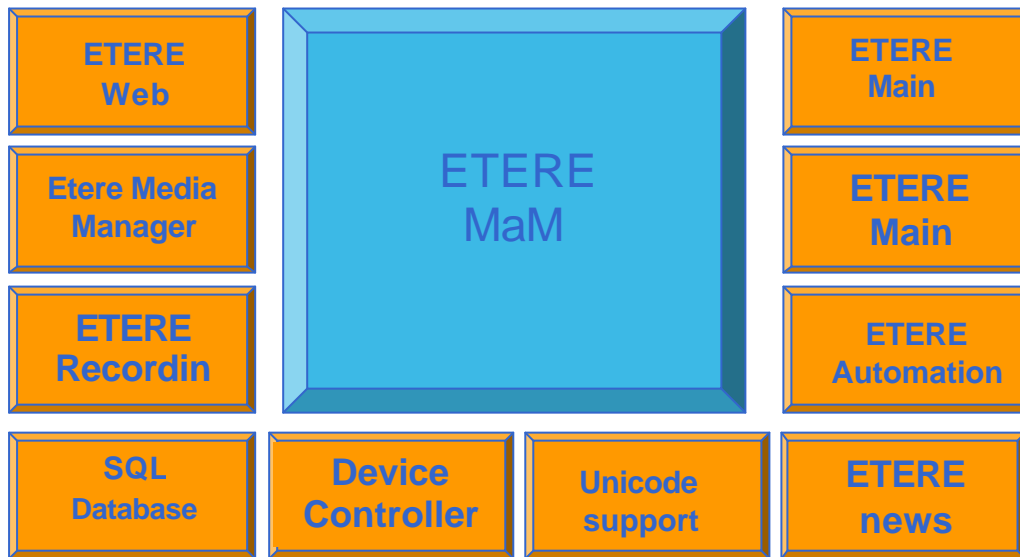
As well as being an extension of ETERE Automation, ETERE MaM provides a whole multitude of functions and features.

Why ETERE decided to produce ETERE MaM? The answer is simple: Because more than 70% of the ETERE MaM system has already existed in ETERE Automation. If we analyze the structure of a Media Asset Management we have a diagram like this:





ETERE MaM simply used all the things that have already been placed in ETERE Automation, without making any changes.
ETERE Automation Functions which have already existed before ETERE MaM (orange squares):



ETERE MaM was born with all the experience of ETERE Automation already inside of it, so it used the Distributed Architecture for the maximum fault resilience, it can communicate with any device by using any interface and it is used by more than 400 stations worldwide. It is not simply a MaM, it's "the MaM of the station" and it includes information for news, automation, videotape management.



ETERE MaM

The ETERE MaM™ core module was designed to provide all the functionality of an asset management system, plus the value that ETERE MaM has to offer, such as distributed architecture and fault tolerance.

The core set includes all function that other MaM system consider as optional, that fit in ETERE philosophy “try to give more to all customer because they don't know they need it”

- ◆ Browse, search and retrieve
- ◆ Playback low-resolution video from the interface
- ◆ View assets within system
- ◆ Asset versioning
- ◆ Check in/ out
- ◆ User profile management
- ◆ Group management
- ◆ Metadata User Defined Asset Fields (UADF's) specific for the asset
- ◆ Metadata User Defined System Fields (UDSF's) for the entire system
- ◆ Basic and Advanced Storyboard view
- ◆ Playback from keyframes
- ◆ Edit based on keyframes
- ◆ Static ingest/ upload
- ◆ User-definable Folder system allowing to arrange the content in virtual folders
- ◆ Virtual content database

The intelligent search of interface provides enhanced functionality for asset searching by integrating it with existing industry standard search tools and by building upon the powerful search capability of the Core ETERE MaM module.

Integration with Excaliber or Verity modules to provide enhanced searching capability

Full fuzzy logic searching based on user defined index

Full document searching for office documents

User saveable search criteria to repeat searching performance

Search within search results for refined results

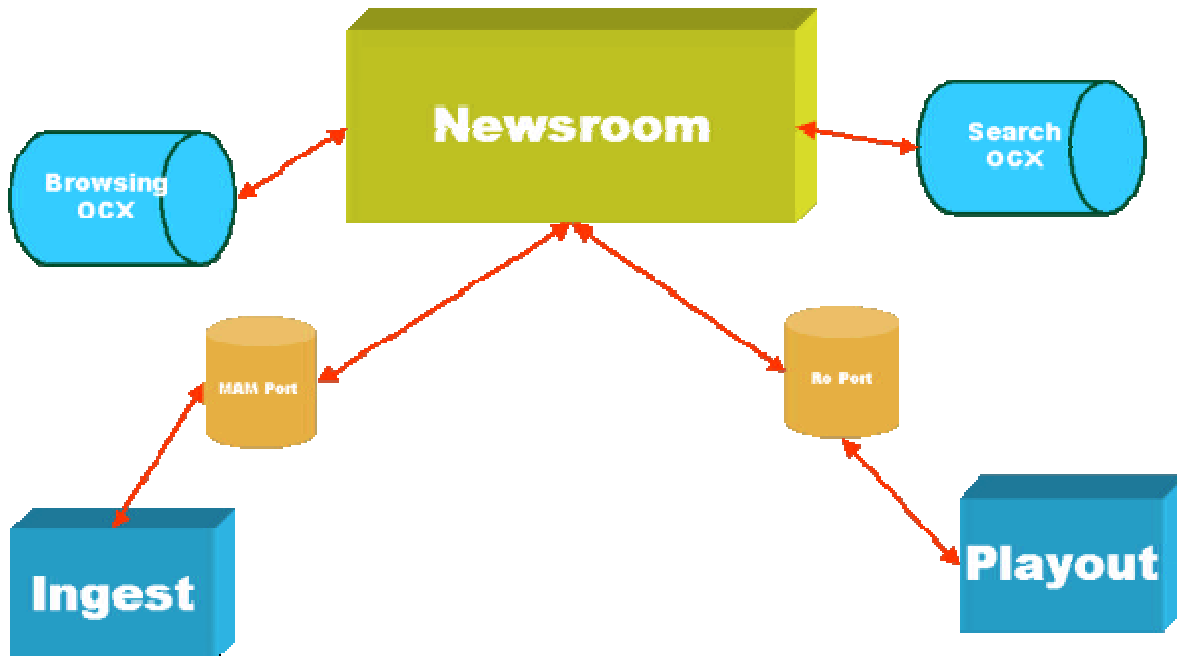
Full Boolean search capabilities



Newsroom Module

Newsroom connection supports MOS 2.6 protocol and it's composed of:

- ◆ MaM port, which allows the newsroom to be informed about the database.
- ◆ Edit OCX, to edit to create a story.
- ◆ Search OCX, to search inside all the MaM system
- ◆ Properties OCX, to add device specific properties.
- ◆ RO port, to acquire the rundown
- ◆ Automation, to run primary and secondary events





EDLs are generated and previewed in low resolution in real-time, and these EDLs are saved in the system and used afterwards to conform the high resolution material. It is the ideal way to effect the basic editing tasks.

- ◆ Allow low resolution edits to be performed frame accurately
- ◆ Allow collections of videos to be compiled (playlists)
- ◆ Export an EDL in a chosen format to a specified location
- ◆ Preview the low resolution item as a complete video
- ◆ Create a generation of high resolution sub-clips
- ◆ Create play-lists to be pumped to designated source.

Playout

The playout is included with ETERE News and it uses the bullet-proof playout engine of ETERE Automation so to control an unlimited series of devices, plus it uses ETERE distributed architecture for the maximum fault tolerance.

Ingest

The ETERE MaM Ingest uses the same module of ETERE Automation (ETERE Recording) to provide key functionality for encoding, ingesting and logging multimedia content. It enables the automatic capture of content from an unlimited number of sources and enables the user to transparently control encoders, keyframe grabbers and VTRs. It offers the most flexible, powerful and modular solution currently available on the market.

Automatically control ingestion of content

Control and initialize a range of remote encoders

Control the source of incoming content (via video router, VTR or video server)

Control Satellite receivers

Control Dish antennas

Determine the format and bit rate of content to be encoded

Manage analysis engines such as keyframe grabber, speech to text and face recognition

Control scheduling of content to be ingested in the future

Manage the schedule of content ingestion

Easy-to-use interface



Archive Manager

The Archive Manager is ETERE Media Manager; it allows the seamless movement of the video from any device to any device.

It doesn't care thou of how many Video servers you have or how many libraries you have; ETERE Media Manager always routes the correct video to the correct device.

Language Options

The ETERE MaM language module allows the user to determine which language should be used for the interface. This can be especially useful for international organizations who have offices in different countries. Change the interface with any language you want.

All menus, buttons and messages are displayed in your chosen language; but not only, fully based on Unicode ETERE allows you to write in any language, and even use 2 of them at a time on the same field, all language included in windows are supported without any extra cost.



Summary

To summarize, ETERE MaM™ represents a significant step forward in the management, storage, manipulation, control and re-purposing of digital media assets. It's modular architecture enables organizations to select the functionality they require at any time, and add new modules when required.

ETERE MaM™ is the most complete solution currently available on the market, and that is the reason why leading organizations chose it to manage their most precious assets. It is the only application that manages the content management processes right from the acquisition to re-purposing and distribution, **which share the same database in MaM, NEWS and Automation environment.**

However, ETERE realized that there is still a long way to go before the ultimate solution in digital asset management will be available. It is for this reason that we are working closely with industry leaders, content providers and technology specialists, and invest heavily in research and development to ensure that the next generation of MaM systems will be based on ETERE MaM™ technology.

Our product roadmap outlines the potential of the product to control and automate the entire broadcast environment. More information about ETERE MaM™ and our other products are available directly from www.Etere.com.