Media Asset Management ETERE MAM is an entirely scalable, flexible and high-performance solution. 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.

- ➤ **Digitalizing**
- ⚑ **Indexing**
- ➤ **Cataloguing**
- ■ **Creating Metadata**
- ⚐ **Archiving**
- ➤ **Asset delivery on Intranet or Internet**

Every day a TV station accumulates a huge quantity of video asset in all kinds of formats (VHS,etc).
The problem is how to manage and control content and access according to necessity.

It manages, ingests, manipulates and trades the contents of digital archives, plus it takes care of transmission and archiving.
The solution is 100% software, as all other ETERE products and it works on any Windows PC.
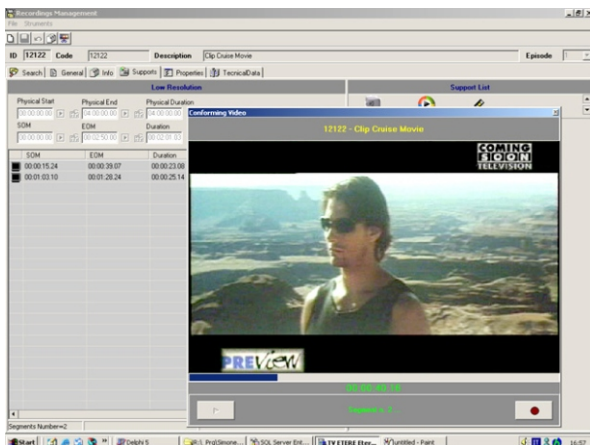
ETERE MaM™ can be integrated with your system without any extra hardware, thanks to the fact that it has been developed on a SQL database and it uses the Microsoft architecture, so it satisfies many industrial standards.
It can be used not only for broadcasting, but also in news agencies, graphic and marketing/ commercial agencies, for telecommunications, electronic commerce or multimedia libraries.

ETERE MaM was born with all the experience of ETERE Automation already inside of it, it is simply an extension of ETERE Automation (more than 70% of the ETERE MaM system has already existed in ETERE Automation) dedicated to Media Asset Management.

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.

The core set includes all function that other MaM system consider as optional, such as:

> 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 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.

Searches cover a lot of parameters, among which also:
> 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 savable search criteria to repeat searching performance
> Search within search results for refined results

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.

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 shares the same database in MaM, NEWS and Automation environment.