

MAM

Smart MAM system for managing your media

Media Import/Export

Cataloging

Editorial review

Metadata creation

Pre-broadcast preparation

Media Asset Management (MAM) is a cutting-edge system designed to intelligently manage media assets. It's tailored for the meticulous storage, cataloging, and archival of media content.

This versatile platform facilitates seamless access to media materials from any corner of the globe. With robust features including viewing capabilities, automatic metadata generation, lightning-fast search functionality, and intuitive user interaction, MAM streamlines media management like never before.

In an era characterized by the exponential proliferation of digital content, organizations across industries, from broadcasters to content producers, are grappling with the challenge of efficiently managing vast volumes of media assets.

The need to seamlessly import, organize, and distribute content has never been more critical, and our Media Asset Management (MAM) system is poised to revolutionize the way you navigate this complex terrain.

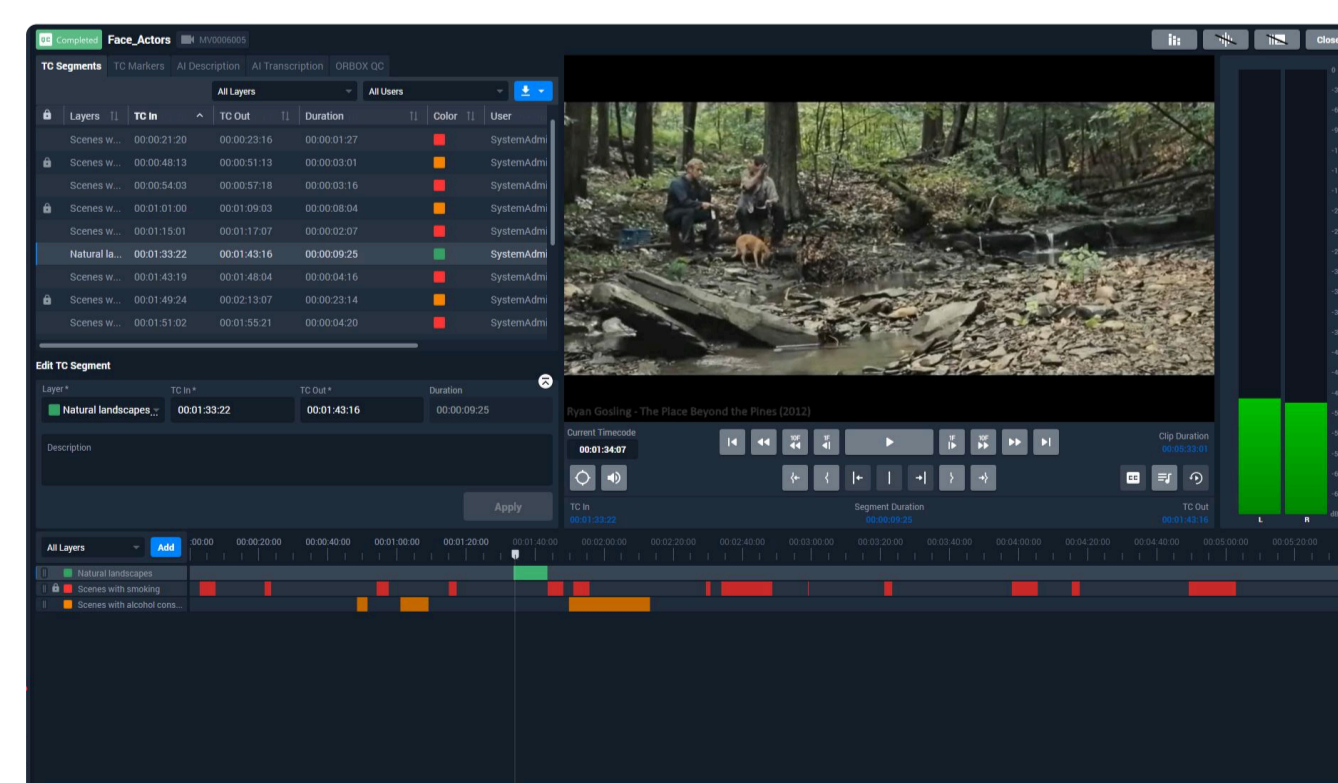
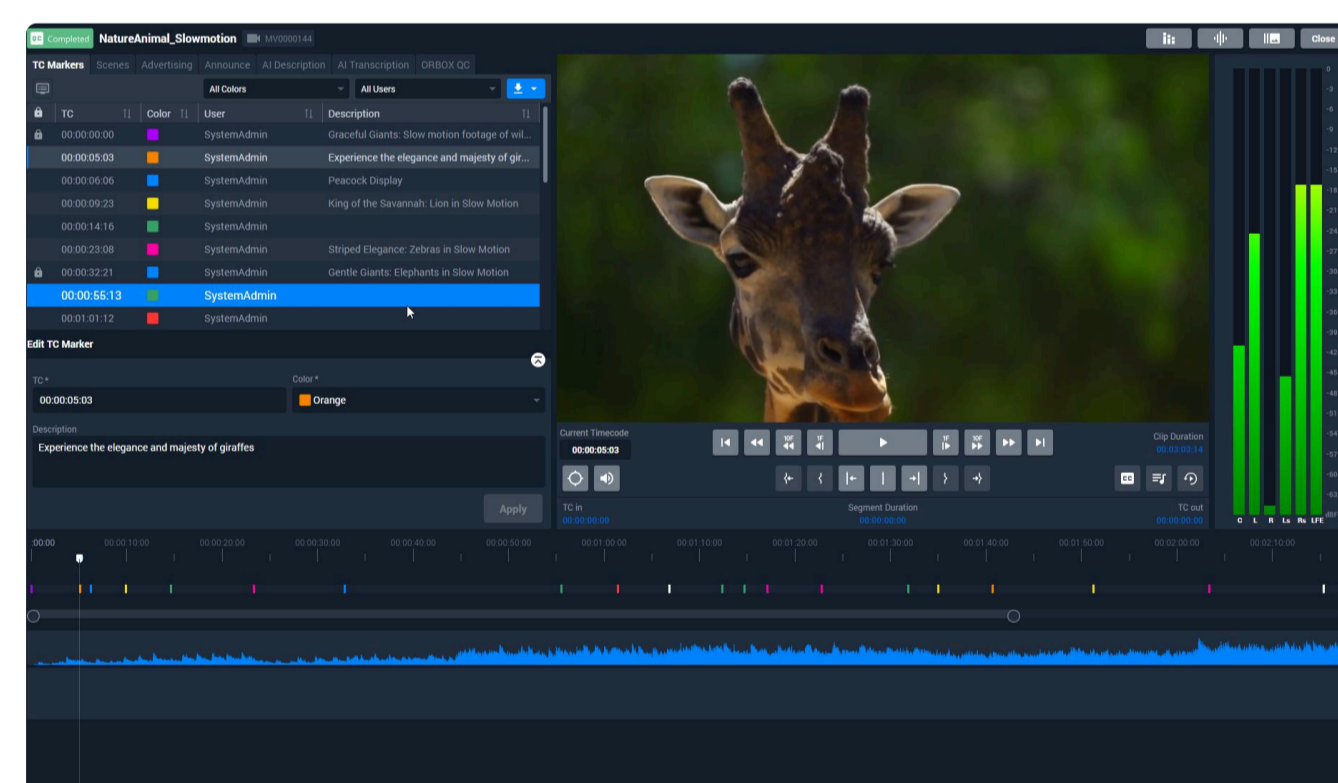
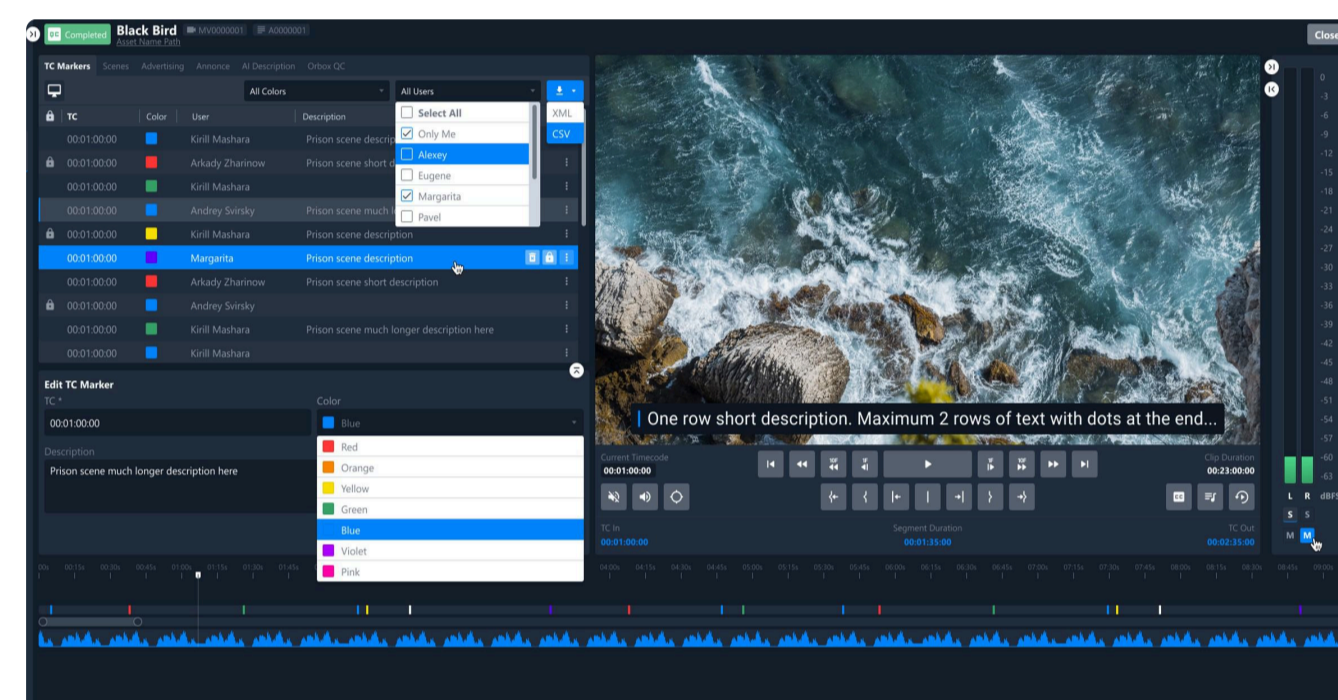
With our MAM system, we offer more than just a solution; we offer a comprehensive toolkit to streamline your entire media lifecycle. Gone are the days of cumbersome manual processes and disjointed workflows.

Our system is engineered to provide advanced features that empower you to seamlessly import, meticulously organize, and efficiently prepare your media assets for further distribution and monetization with precision and ease.

But our solution goes beyond mere functionality. It's about addressing the broader trends shaping the industry. As remote collaboration becomes increasingly prevalent and automated workflows emerge as a driving force behind efficiency, our MAM system stands at the forefront, offering intuitive tools for metadata generation, collaborative editing, and workflow automation.

Whether you're a broadcaster looking to optimize your pre-broadcast preparation or a content producer seeking to enhance your editorial review processes, our MAM system is your indispensable ally in navigating the complexities of today's media landscape.

Join us as we redefine media management and empower you to unlock the full potential of your valuable media resources. With our MAM system, the future of media management is here, and it's smarter, more efficient, and more intuitive than ever before.



Key Features

User capabilities

- Remote access
- Support for various formats and broadcast standards
- Content viewing, tagging, and searching

Data management

- Sort and organize data
- Search across all metadata fields

Import and catalog media files

- Import various types of media files
- Cataloging and description during import

Export and automation

- Export media and metadata
- Creation of automated workflows
- Export on request

Content editing and processing

- Frame-by-frame editor
- Work with subtitles
- Automatic quality control
- Highlights and broadcast

Safety and server load reduction

- Creating a Proxy to speed up work

User Scenarios



Editorial review

- Import media and metadata
- Sort
- View
- Markup/Description
- Transmission for processing

Time and resource savings in core user scenarios



Pre-broadcast preparation

- Integration with traffic systems (metadata)
- Import media and metadata
- QC (API)
- Sort
- View
- Assertion
- Secondary event markup
- Integration with playout systems (media and metadata)



Archiving

- Import media and metadata
- View
- General description
- Detailed description of TC
- Tagging
- Cataloging
- Search the archive

Highlights



Microservice Architecture and Scalability:

MAM employs a modern microservices architecture, offering exceptional flexibility and scalability. This enables seamless adaptation to evolving needs and data volumes, ensuring stable operation even during peak loads.



Cloud Approach:

Utilize your own system as a cloud solution to provide remote access to media, including interactive capabilities. With a microservices architecture and S3 support, the system is ready for deployment in a public cloud, enabling you to optimize your hardware resources.



Integration with Broadcast Planning Systems:

The system seamlessly integrates with broadcast planning systems, enhancing TV content management and optimizing the planning and broadcasting of programs for maximum efficiency.

Specifications

Import

- Manually
- Via Watch Folder

Storage

- S3 object storage

Media Access

- WebUI
- Proxy

Cataloging

- Virtual Folder
- Import to Virtual Folder

Metadata Creation

- Description
- Import

AI Technologies

- Transcription
- Tagging

Search

- Name, media ID
- Description, Segment Description, etc.

Playback

- Small, Big Player
- Editor
- Frame-by-frame accuracy

Markup with Description

- Segments
- Markers

Workflow Orchestration

- BPMN notation for workflows

Export

- To a network folder
- Directly on the desktop

From Simple to Complex



Today

Core Media Asset Management System with intellectual capabilities:

- Import/Export
- Cataloging
- Metadata generation
- Editorial review
- Pre-broadcast preparation



Soon

Integrated environment-friendly MAM system for complete media amateurs control cycle :

- 3rd party integration
- Automation of processes
- Archiving



Future

Modular ecosystem of media production, including:

- MAM
- PAM
- NRCS
- Archive