eMAM

You are in Control…

Version 5.1

eMAM

General Training on eMAM Platform

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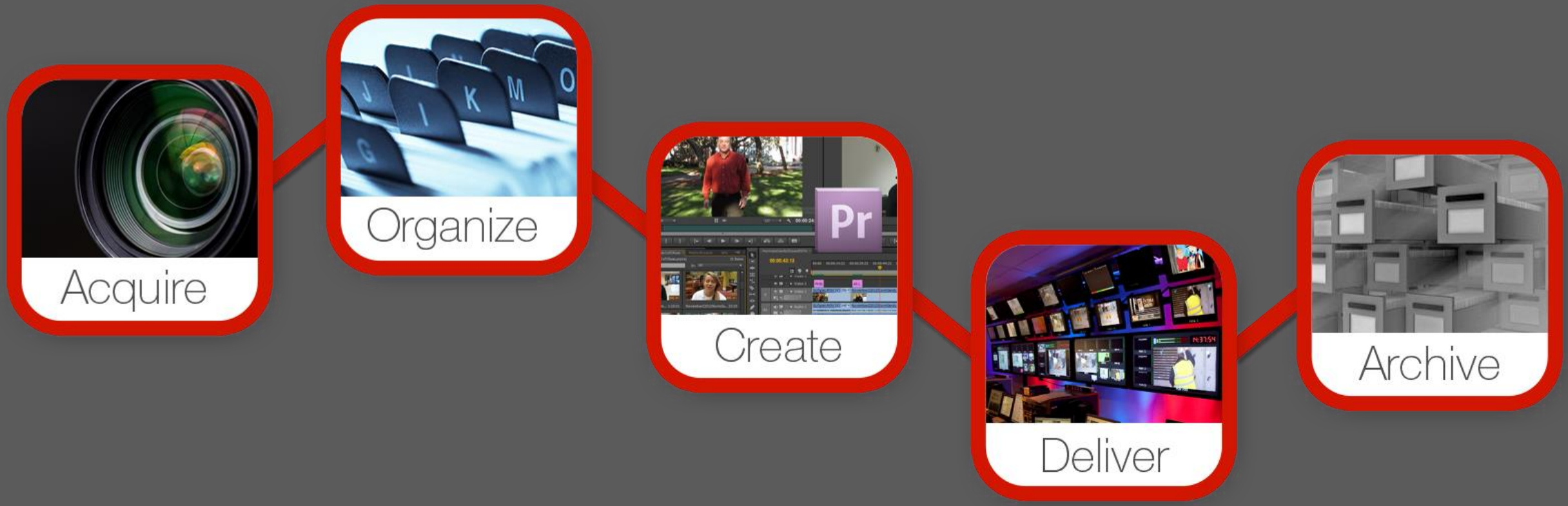
Complete Workflow Management Tools



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eMAM Features and Benefits

Feature / Benefits:

- Flexible Deployments – On-Premise, Cloud, Hybrid
- Web Based UI – Customizable UI using HTML 5
- Plug-in Technology with RESTful and Web Services API – Optional 3rd Party integration
- Component based Environment - Expandable technology, grow as needed
- Multi-Location Storage Management – Manage media stored in one or more locations
- Workflow Management – Build Custom workflows to manage and deliver media
- Tag media with valuable metadata; manual or AI – Custom search functions for media
- Manage Productions using Adobe Suite of products – Manage local and remote projects
- API Integration with key transcoder applications – Package delivery in multiple formats and delivery platforms
- Archive Media to Cloud, LTO or Object storage – safely archive media on-site or off-site
- Largest deployments : 30k user base, 26+ million assets, stored media in multiple countries

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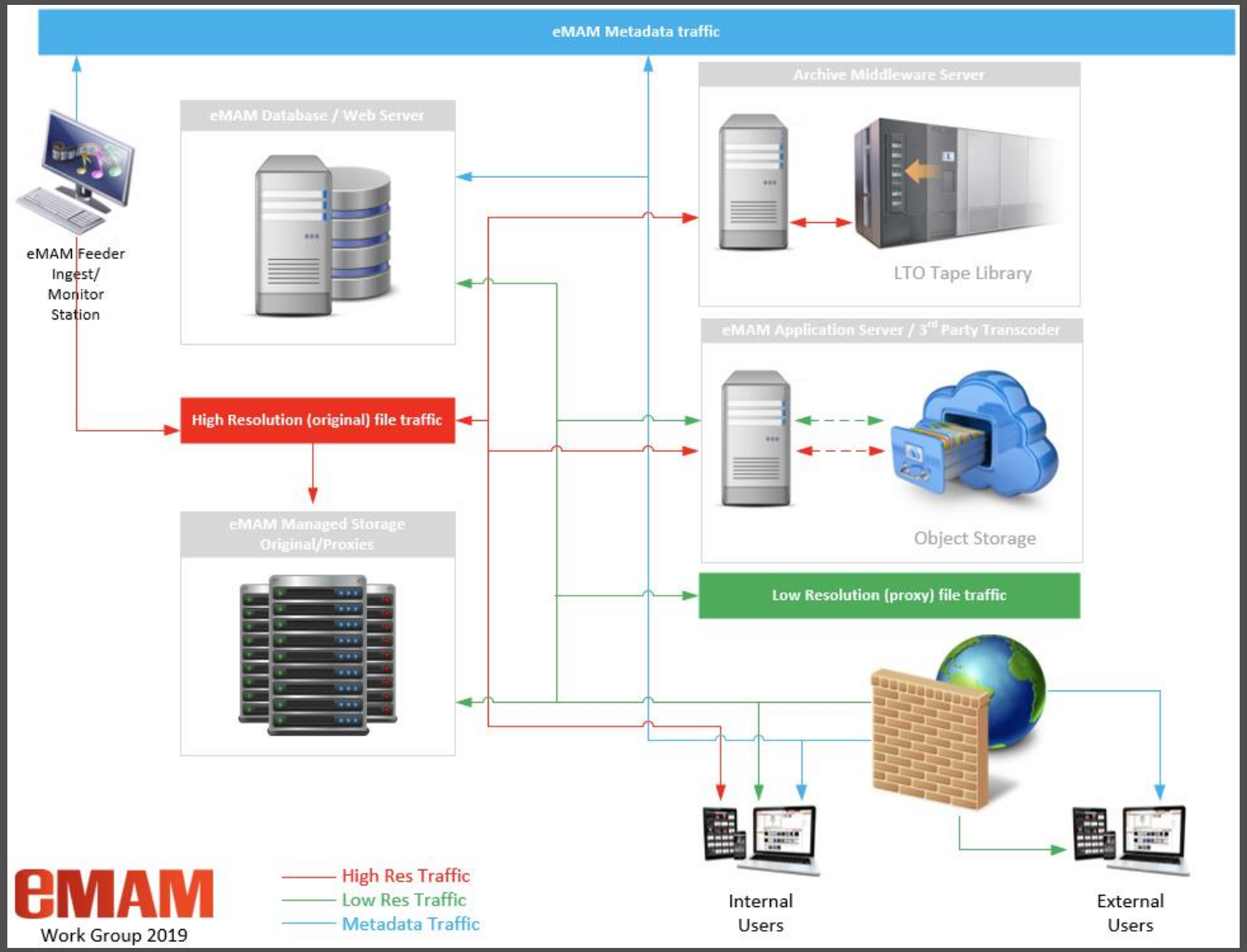
eMAM Environment

eMAM Platform

- eMAM Server Components
  - Database (SQL)
  - Web Streaming
  - eMAM Gateway
  - 3rd Party Transcoder
  - Archive Appliance
  - Storage



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eMAM Environment

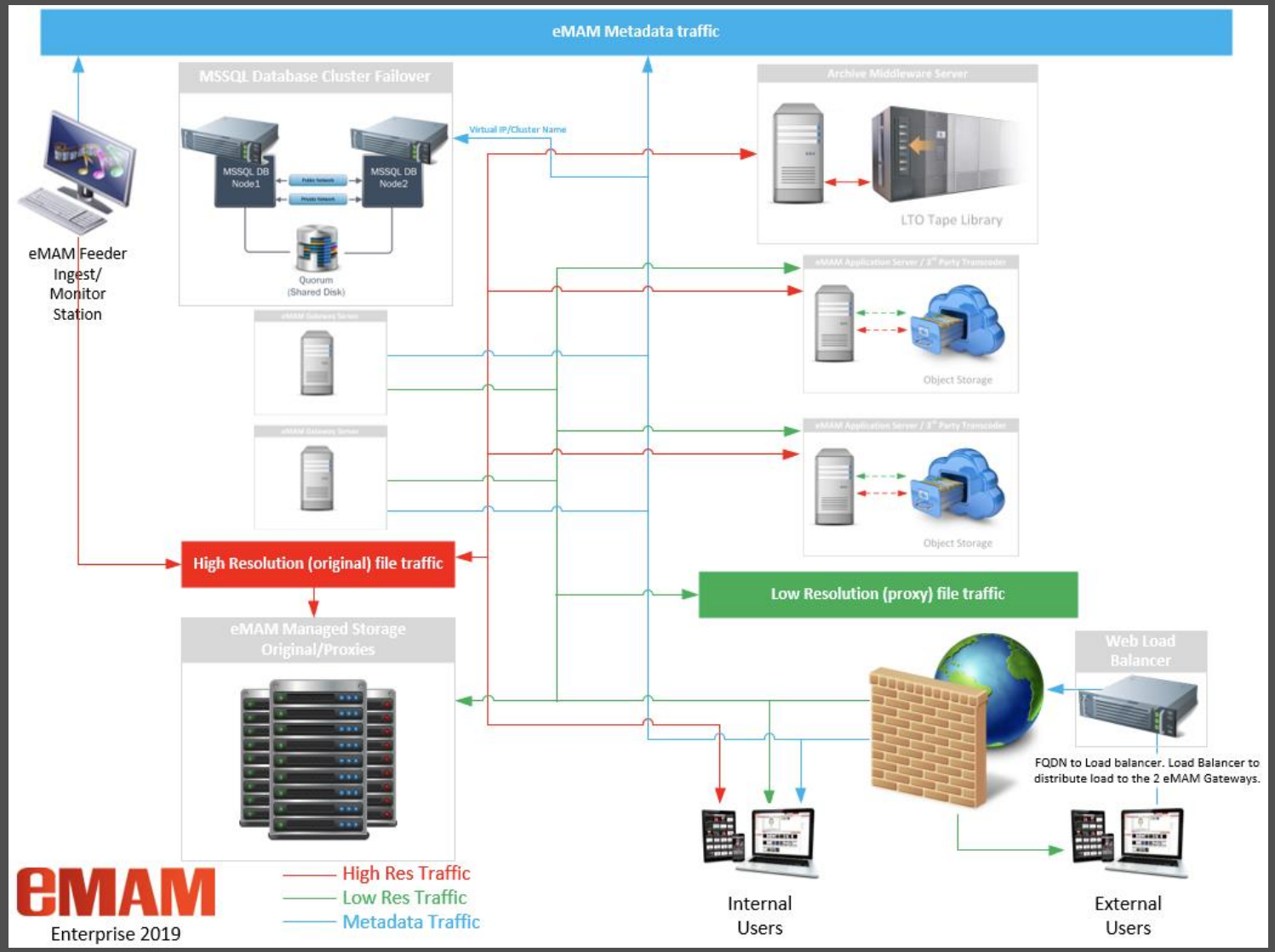
eMAM Platform

eMAM Server Components

- Database
- Analytics Gateway
- Web Streaming
- Ingest
- Transcode
- Delivery
- Archive

Optional:

- Clustering of eMAM Components
- Add more power as you grow
- Disaster Recovery system
- Live Recording
- AI Automation



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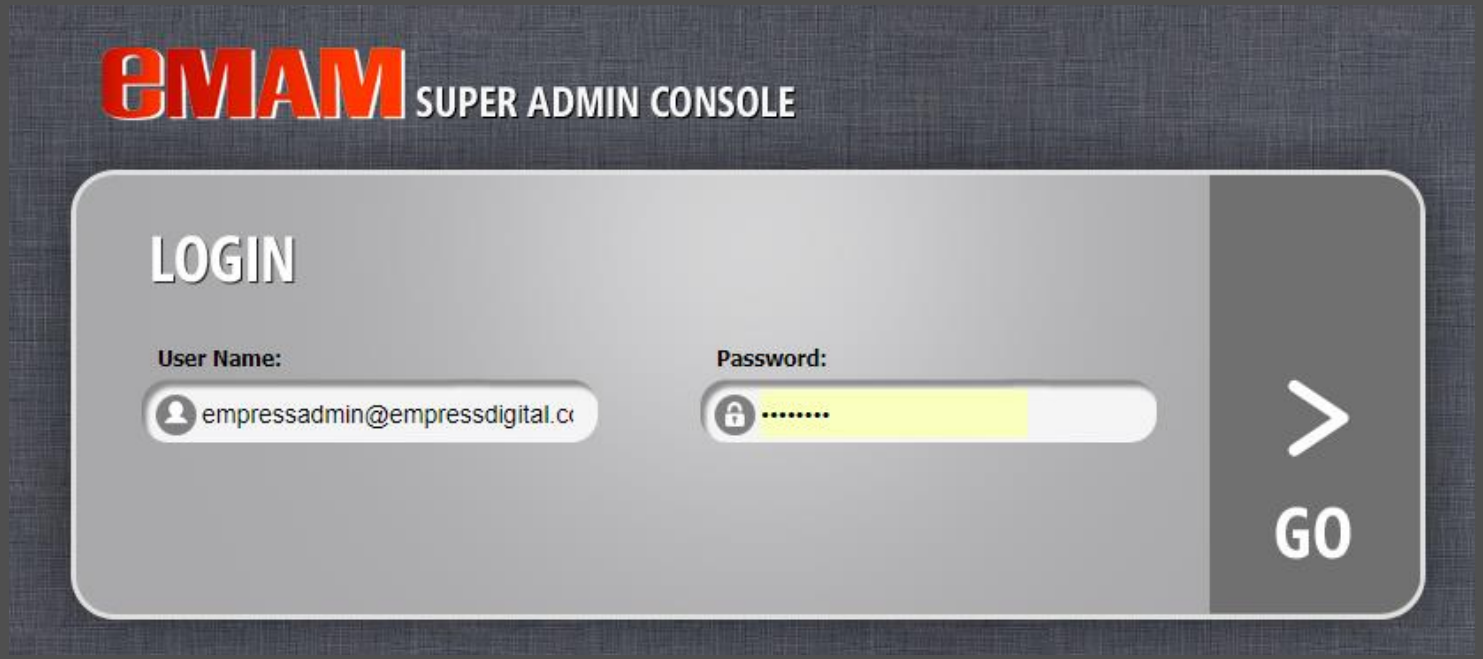
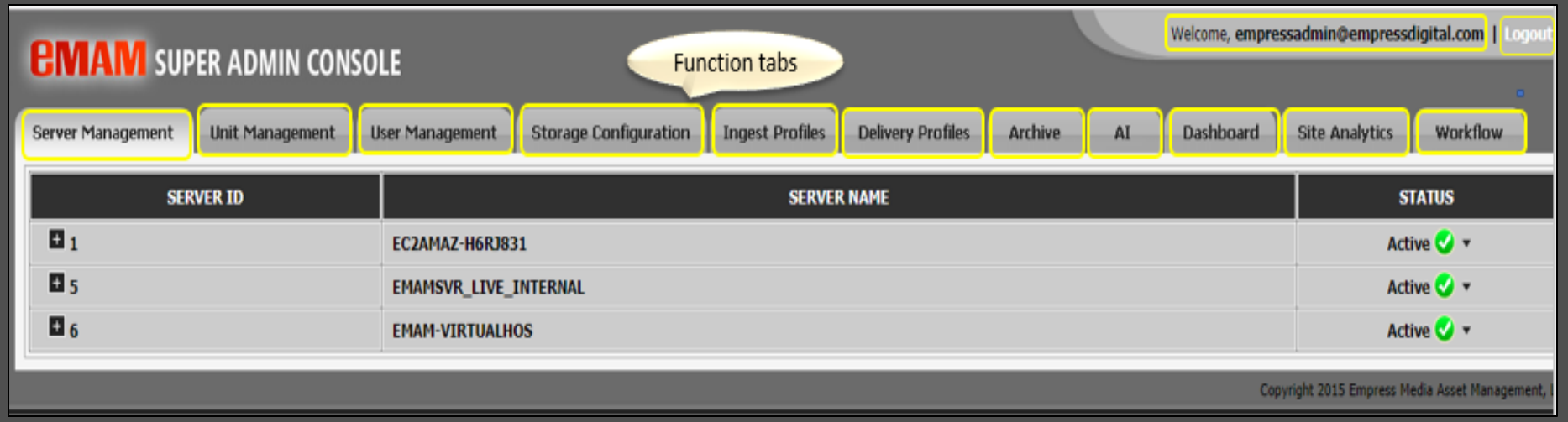
eMAM Configuration

eMAM Configuration

- Super Admin Console
  - Server Management
  - Unit Management
  - User Management
  - Storage Configuration
  - Ingest Profiles
  - Delivery Profiles
  - Archive
  - AI (Artificial Intelligence)
  - Dashboard
  - Site Analytics
  - Workflow





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eMAM Configuration

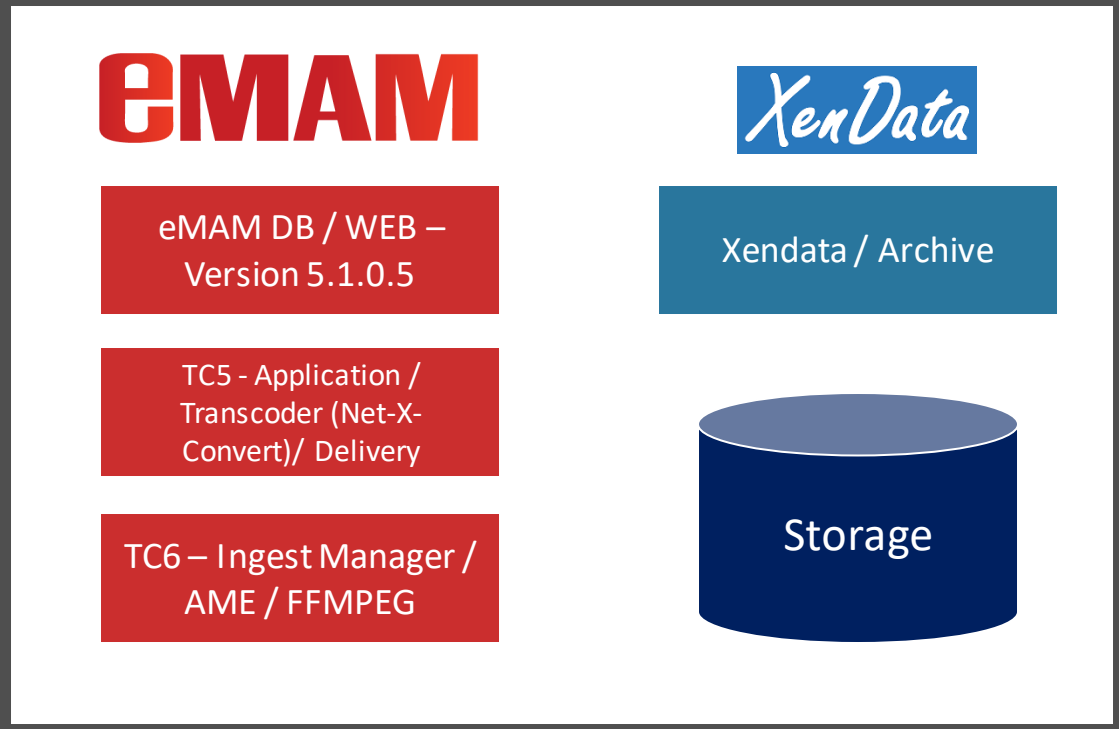
eMAM Configuration

- Director / Admin Tools
  - User Groups
  - Users
  - Metadata
  - Asset Types
  - Tags
  - Site Analytics
  - Reports
  - Projects
  - Links

eMAM INSP Environment

INSP eMAM Environment

- eMAM DB / Web Server
- Application Server
- Ingest Manager
- Xendata Archive Manager
- Storage



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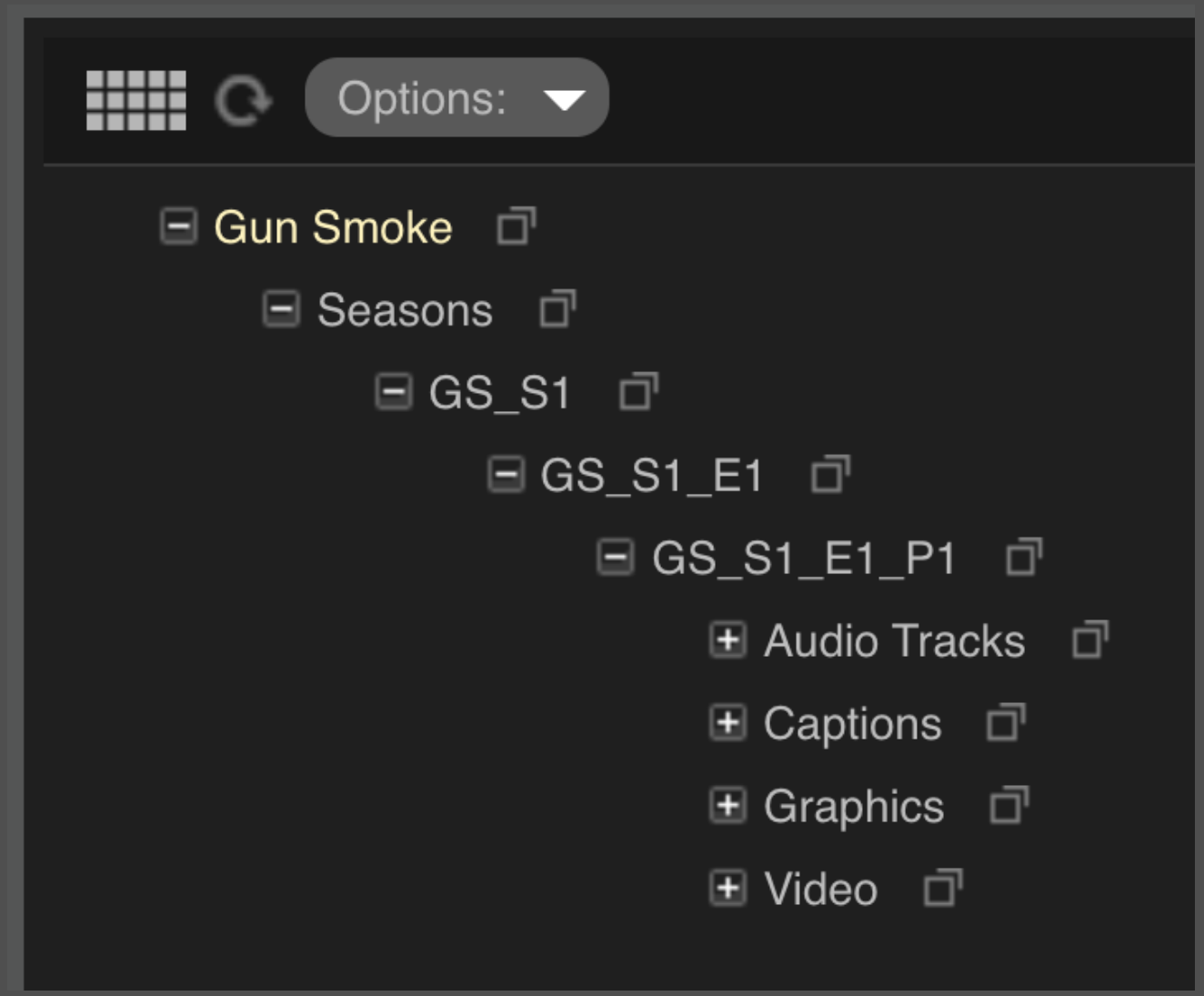
eMAM Organization

Organization of Content/Projects

- Categorize media and projects in Categories
- Categories can be Project Names/Numbers
- Hierarchy
  - Series – “Gun Smoke”
  - Season – “GS_S1”
  - Episode – “GS_S1_E1”
  - Project – “GS_S1_E1_P1”



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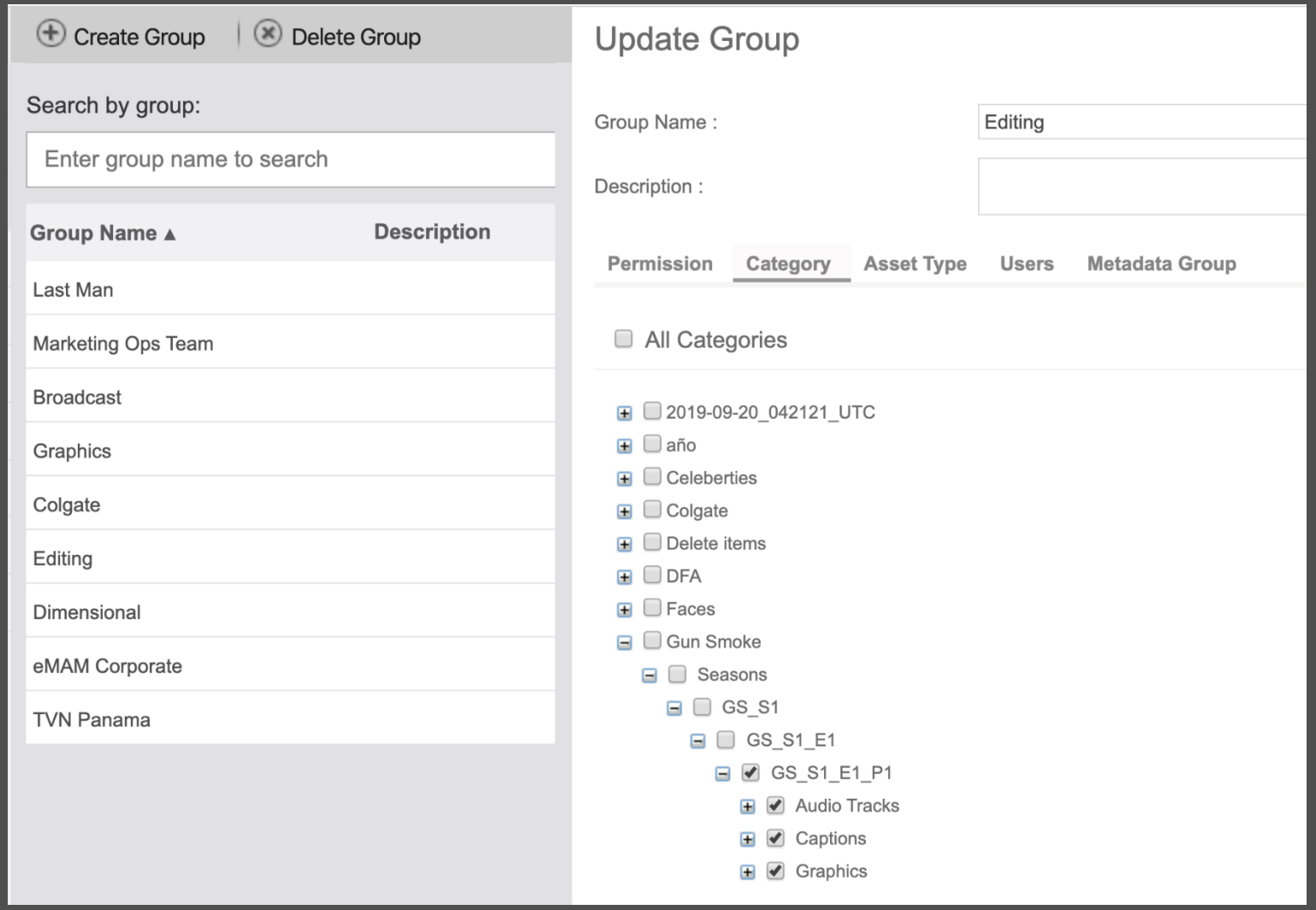
eMAM Organization

Organization by User Groups

- Assign Users to User Groups
  - Executives
  - Producers
  - Editors
  - Graphic Artist
- Set assignments and permission levels
  - Assign User Groups to Categories
  - Assign Users to Projects
  - Set permission levels on each User Group
  - Set Metadata Groups to User Groups



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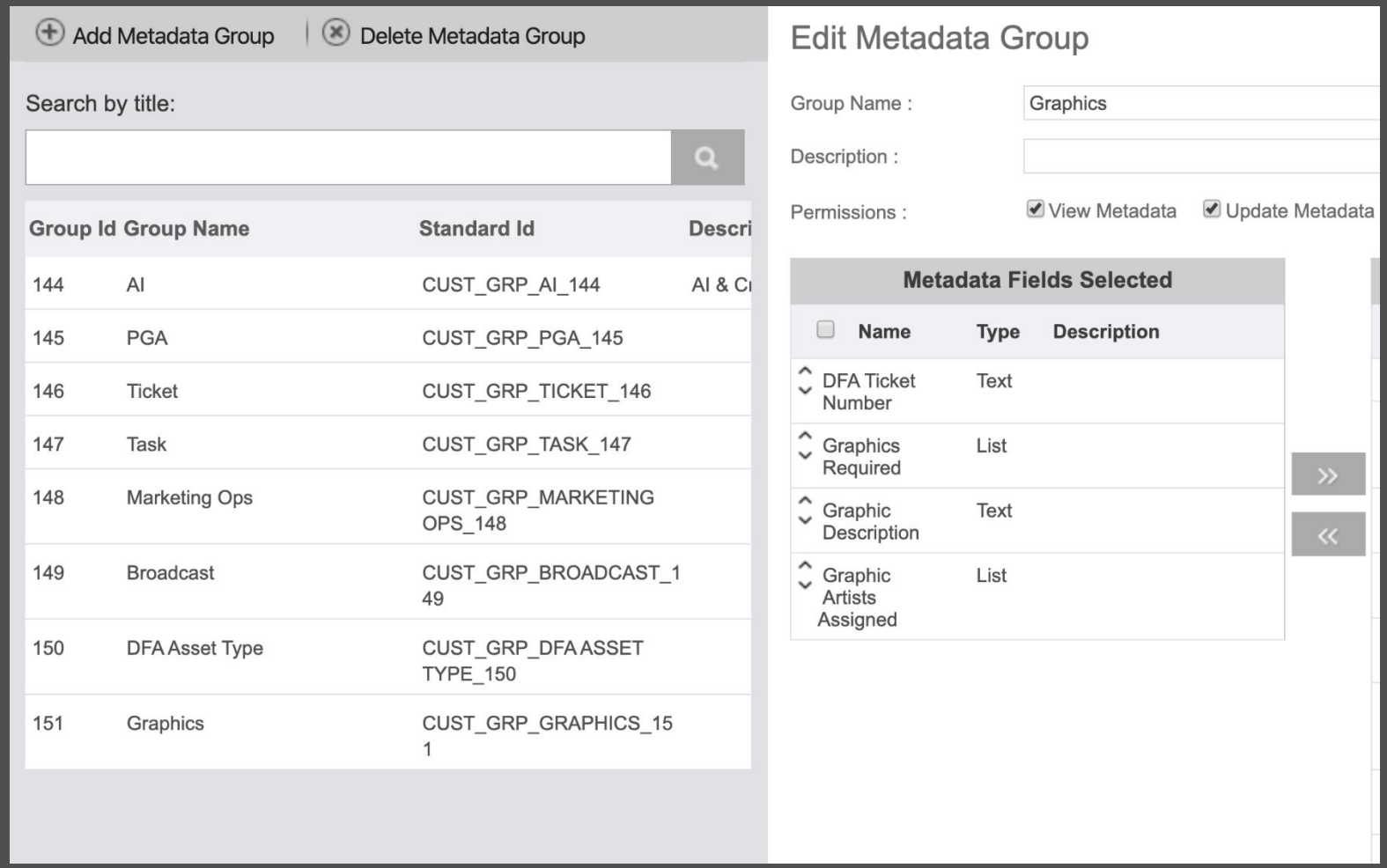
eMAM Organization

Organization by Metadata

- Create Metadata Groups
  - Assign MD Fields to Groups
  - User Group Settings – Viewing of Groups
  - Set update permissions



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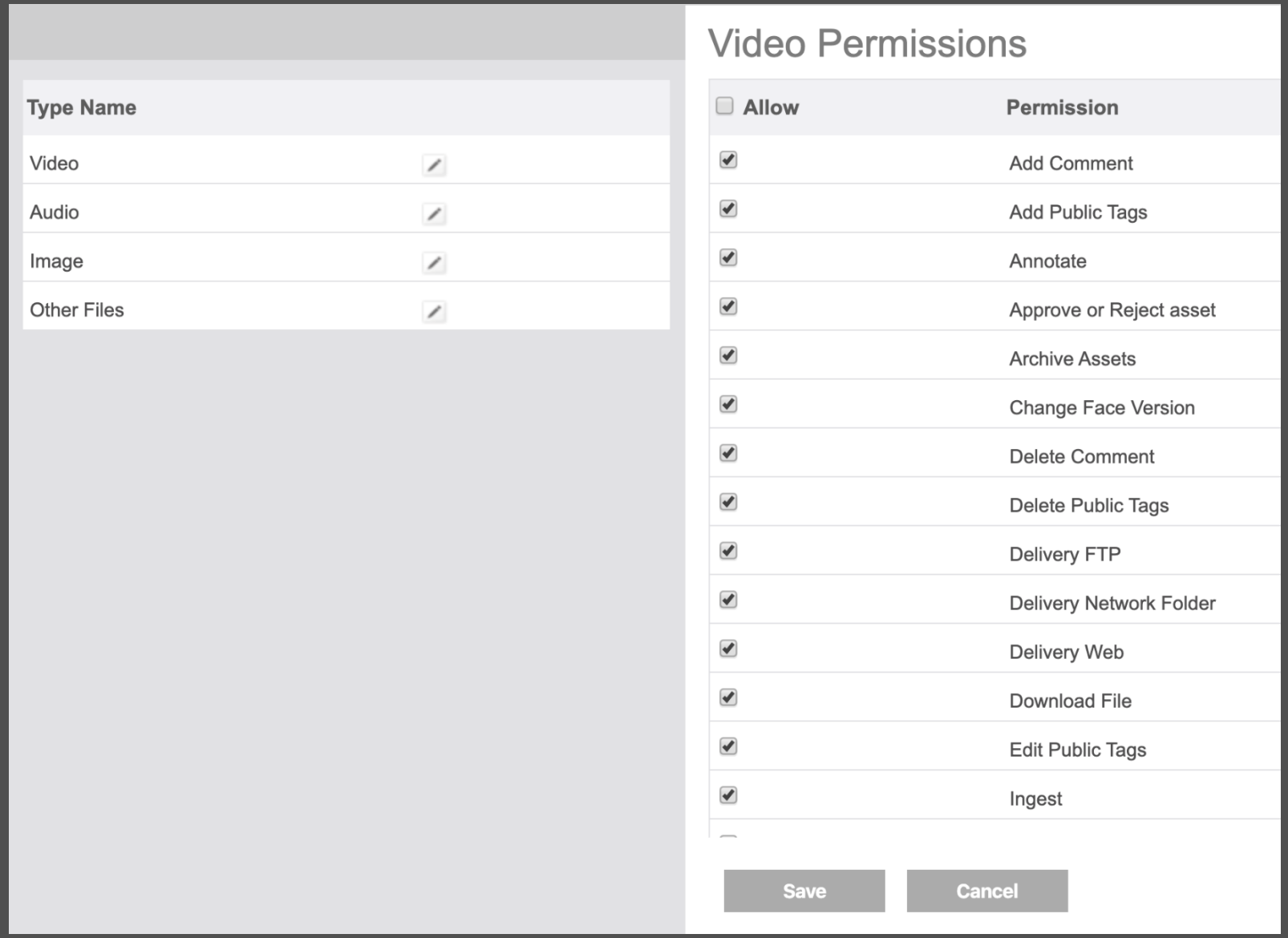
Permission Levels

Overall Permission Levels

- Highest Level Permission settings
- Permission Level by Asset Type



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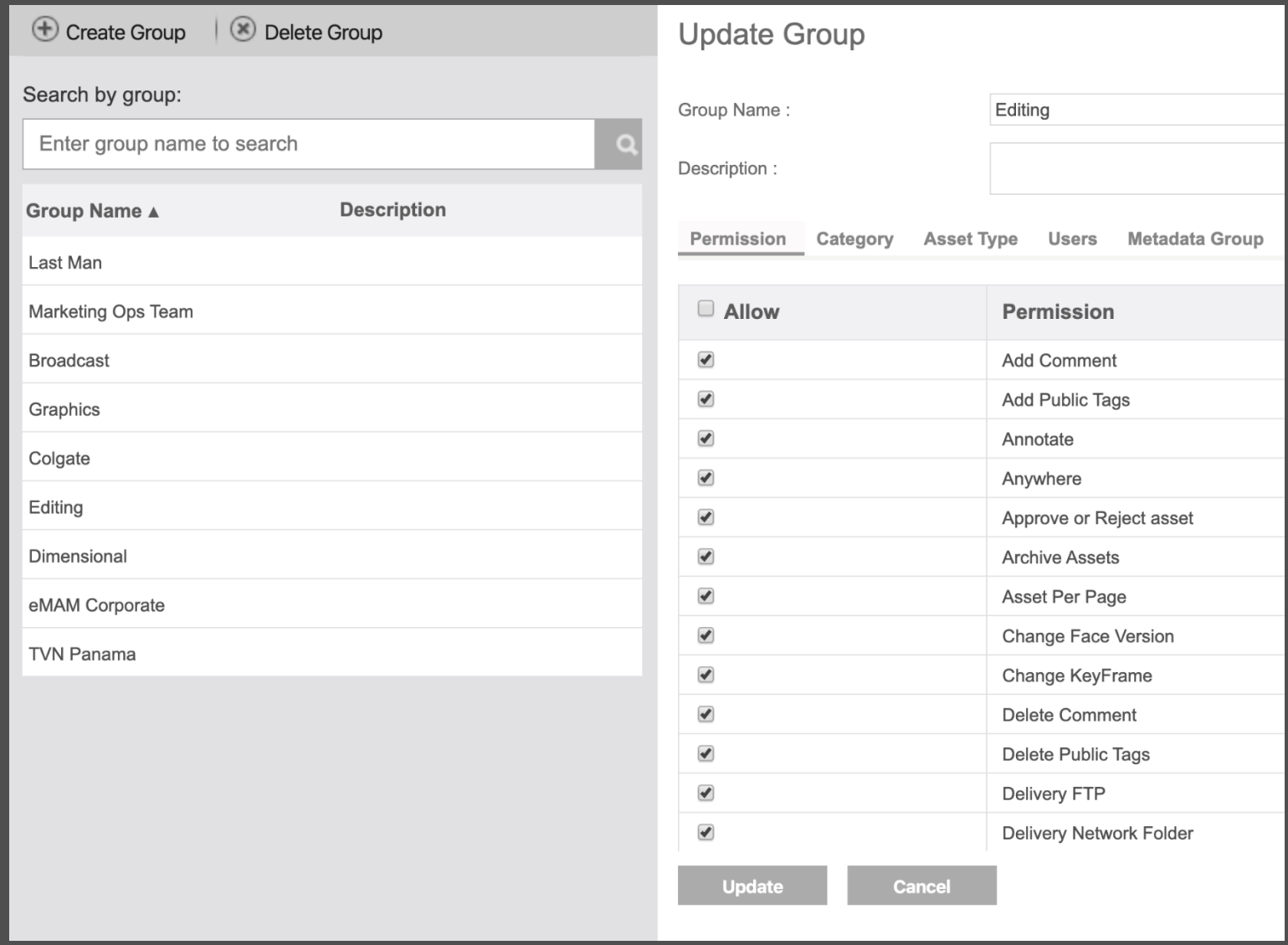
Permission Levels

User Group Permission Levels

- Permission Level by User Groups
  - Assign users to Groups with permission levels



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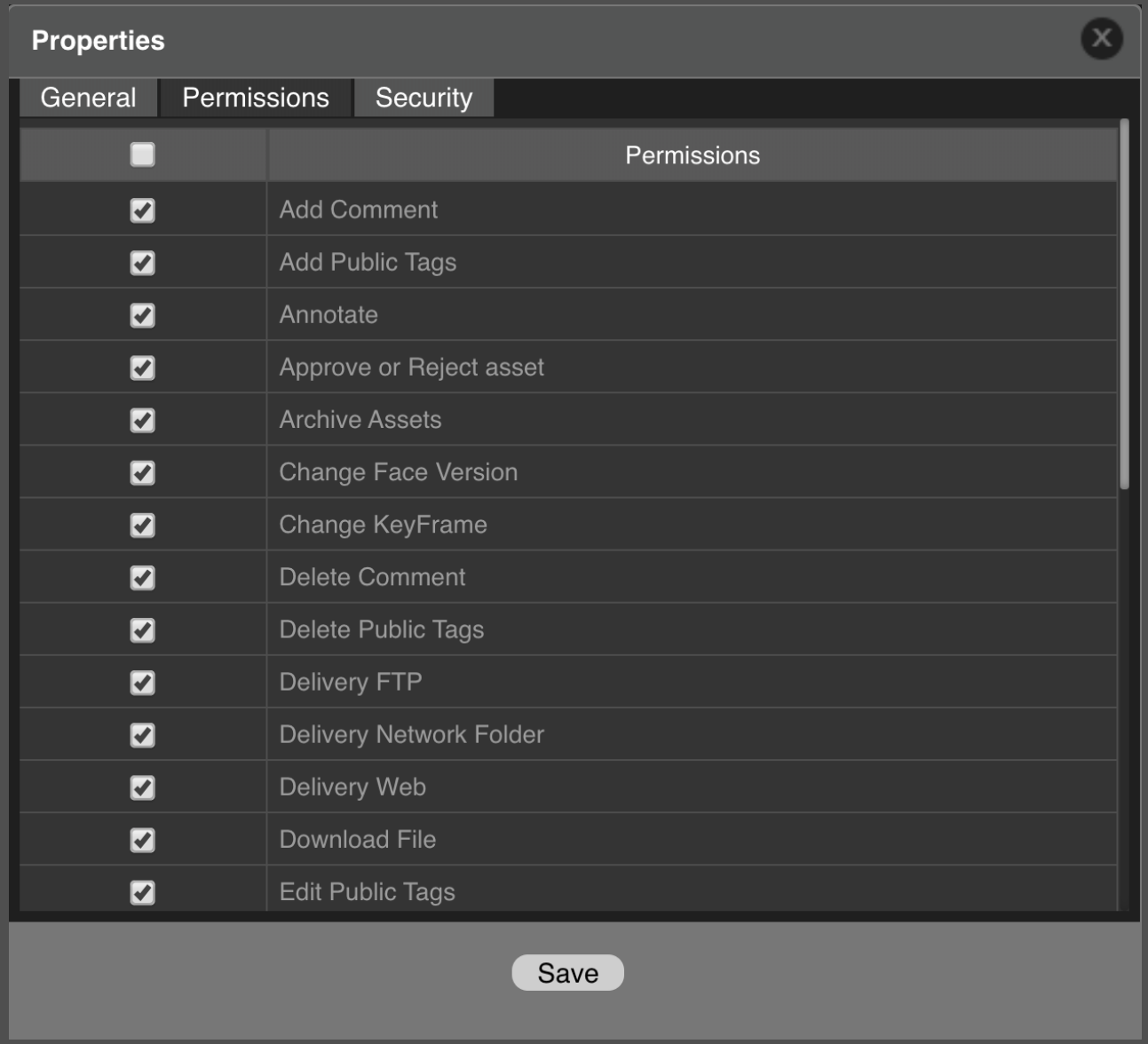
Permission Levels

Category Permission Levels

- Permission Level by Category
  - Assign permission levels to categories
  - Assets assigned to a category inherit the permission level



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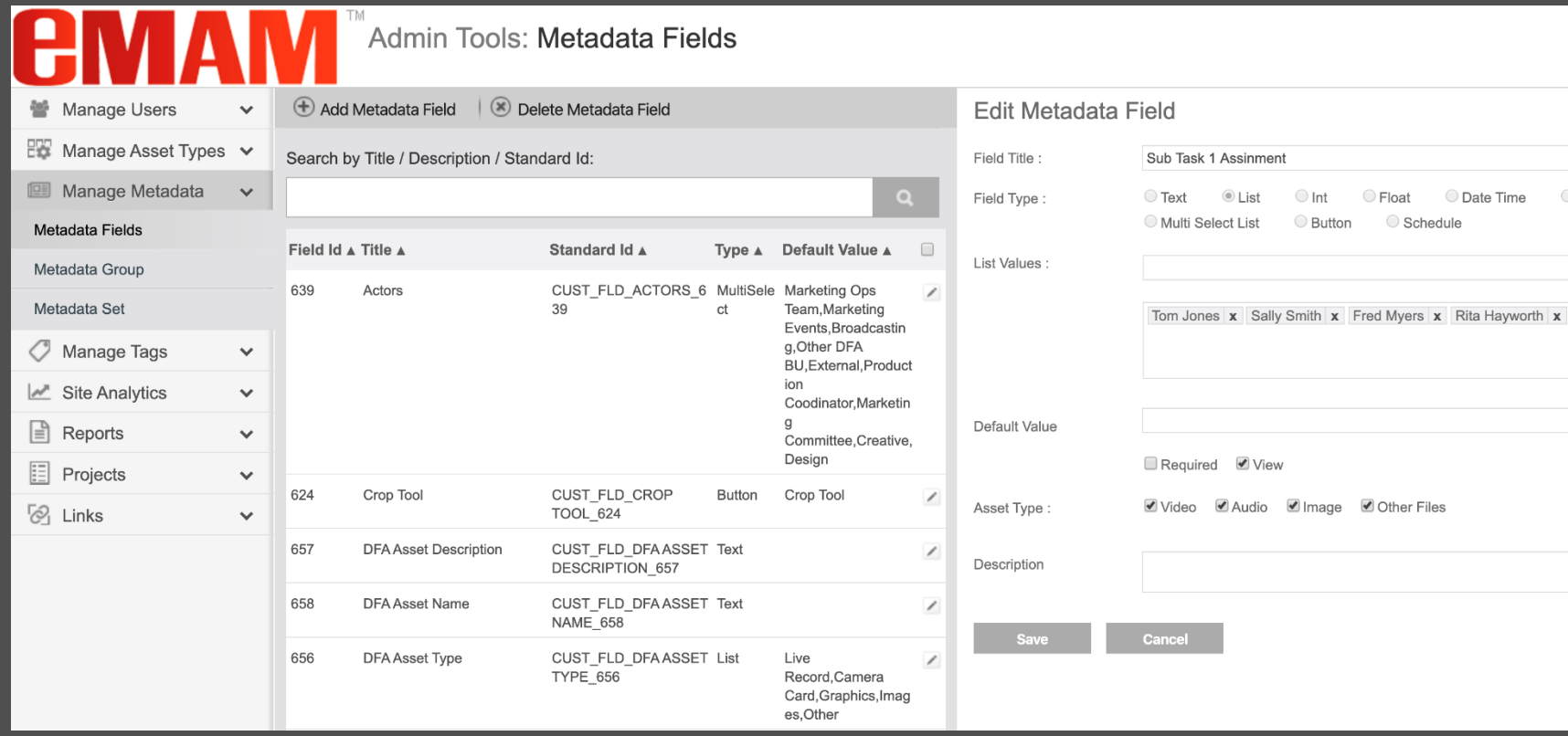
eMAM Organize - Metadata

Organize by Metadata

- Metadata Schema
  - Add Metadata structure to organize assets
  - Set Metadata viewing by user group
  - Assign asset / project status
  - Trigger workflows



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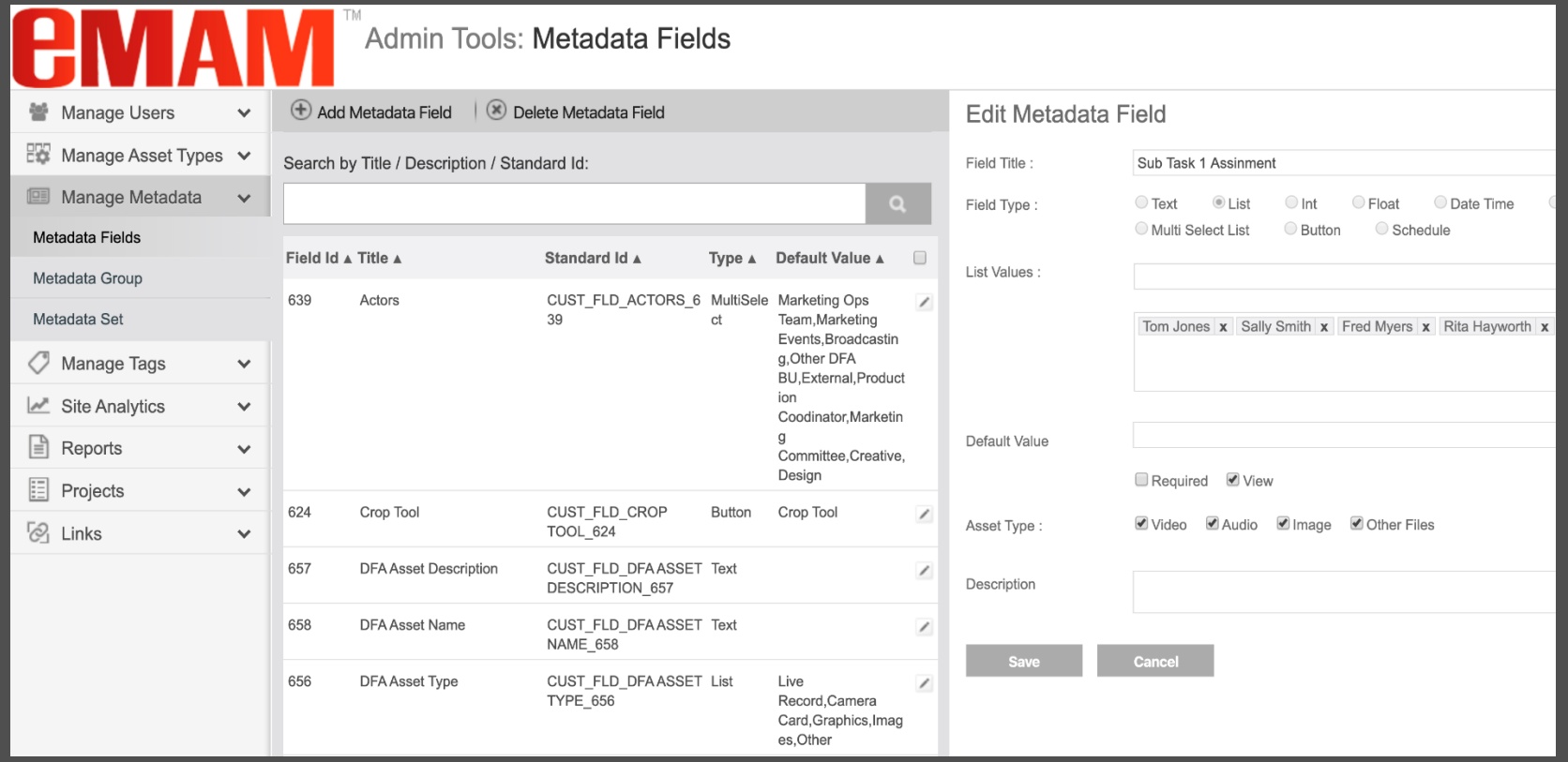
eMAM Organize - Metadata

Organize by Metadata

- Metadata structure
  - MD Fields
    - Text, List, Float, Int, Date/Time/Timecode, Multi Select, Button, Schedule
  - MD Group
    - Assign to User Groups
  - MD Sets
    - Assign MD Groups to Set



eMAM Director UI

User Interface

- eMAM Director Browser Based
  - Workspace
    - 5 areas for Widgets
  - Widgets
    - Specific Functions in eMAM
  - Create Custom Work Spaces
    - Admin Creates Public Workspaces
    - User create Private Workspaces

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eMAM Director UI

Widgets

- Permission Level Widgets
  - Super Admin
    - Overall Widget Permissions
  - User Group
    - Specific User Functions with Widgets
  - Review Widgets
    - Admin
    - Approval
    - Comment
    - Deliver & eBIN
    - Embed
    - History
    - Keyframe
    - Marker & Sub clip
    - Timeline & Preview
    - And more…

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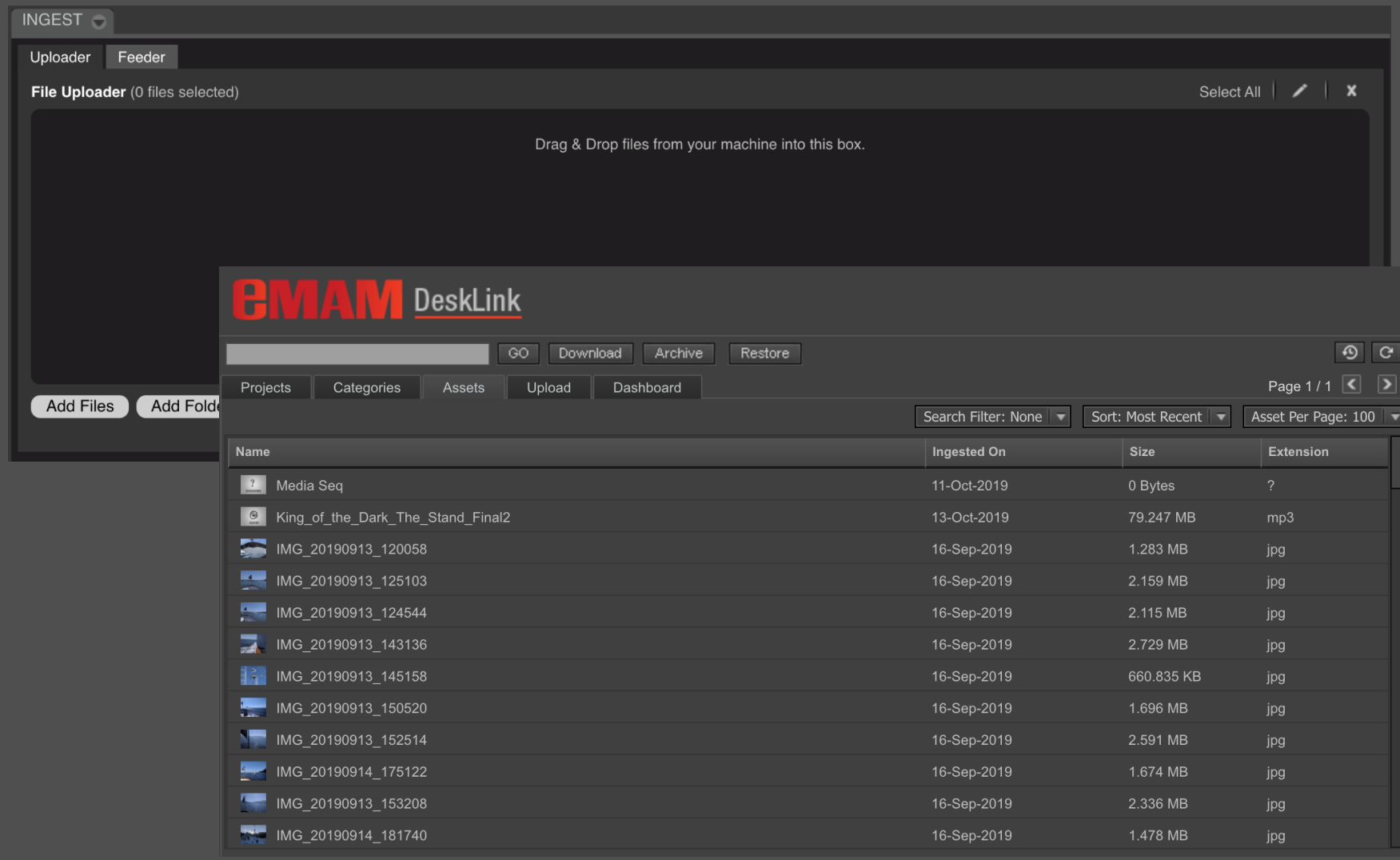
Adding Media to eMAM

Ingest Options

- Watch Folder
  - XML
  - Individual assets
  - Folders
- eMAM Applications
  - eMAM Feeder
  - DeskLink
- Director Web Uploader
  - Drag & Drop
  - File Version
- Adobe Panel
  - Project and Media
- API
- Dashboard
  - Upload status



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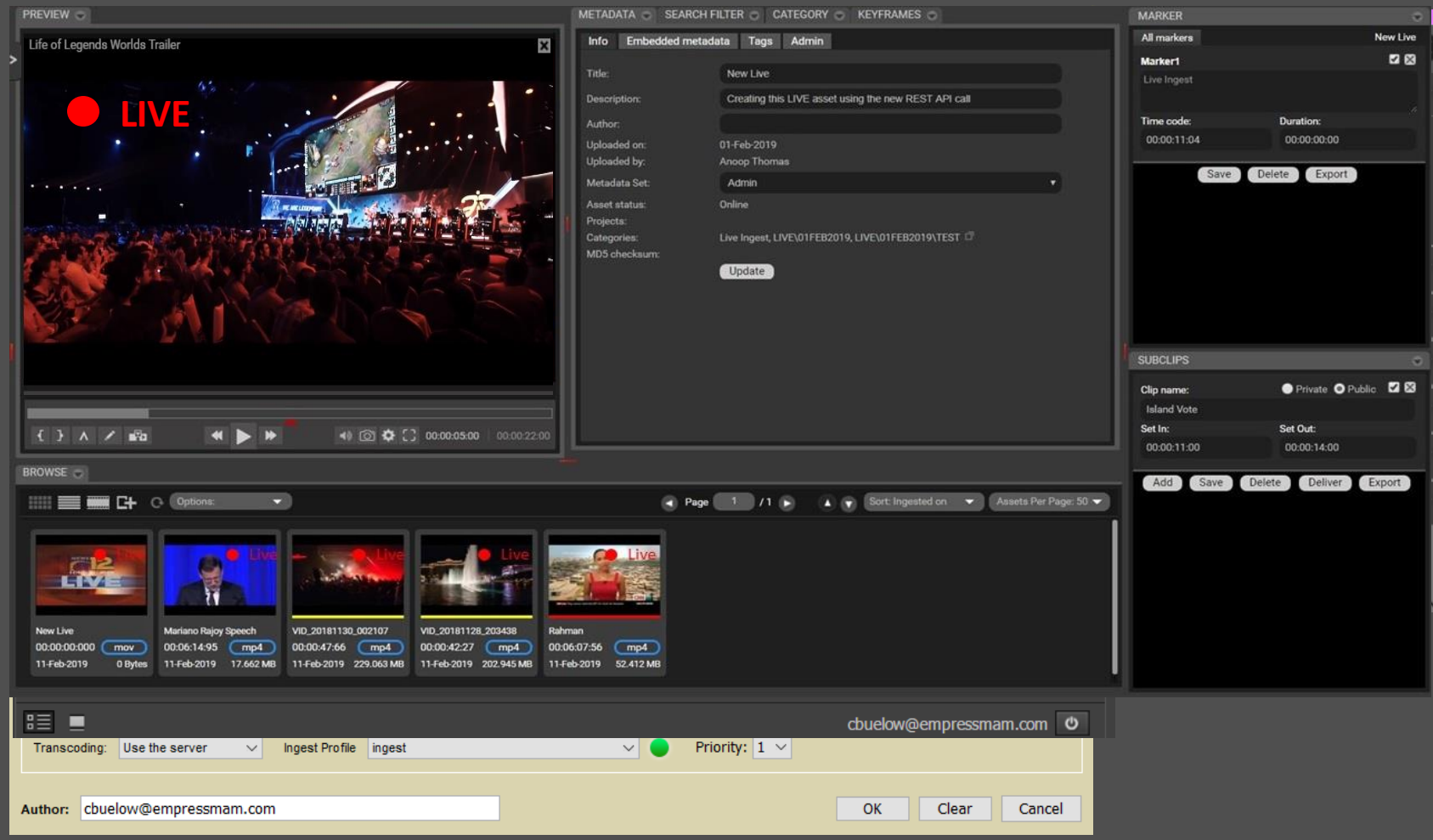
Adding Media to eMAM

Ingest Media Methods

- Java based eMAM Feeder
- Web Based Drag & Drop
- Adobe Premiere Pro Panel
- Multichannel Live Capture
- XML Ingest with Metadata, Sub Clips, Markers & Category assignment
- Signiant Flight, Aspera, File Catalyst



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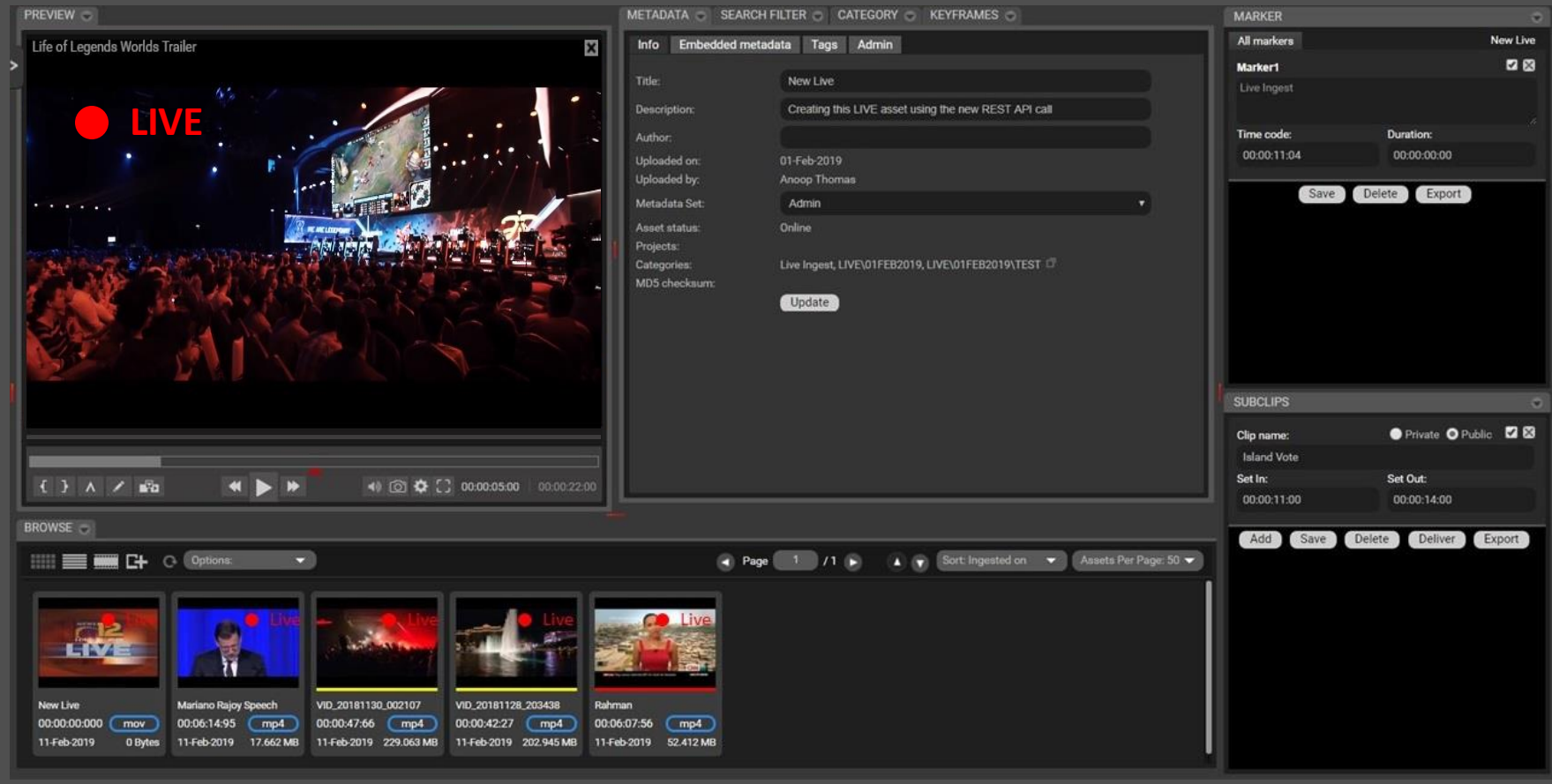
Adding Media to eMAM

Live Capture & Edit

- Live edit On-Premise and Cloud
- Deliver highlights while capture



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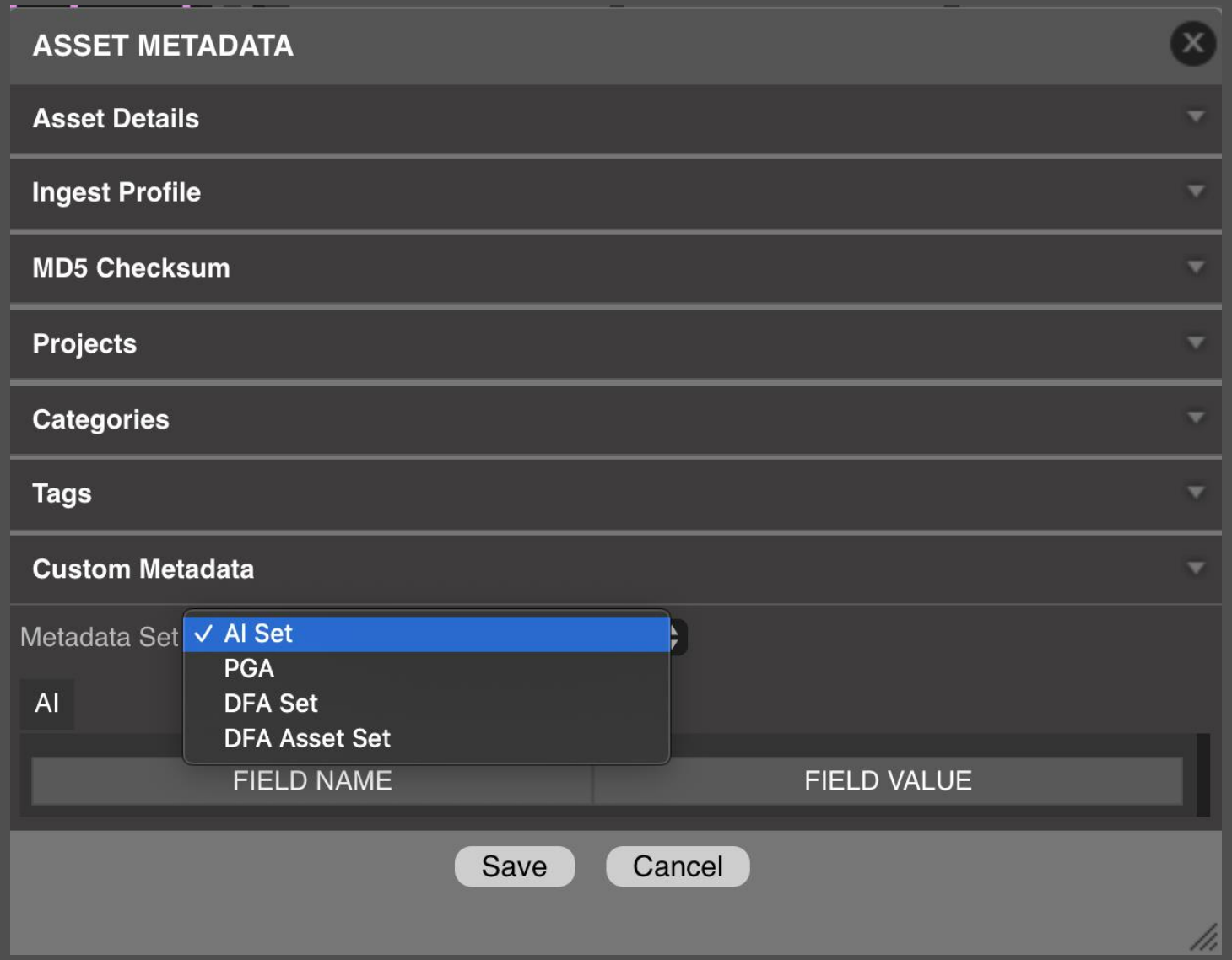
Assignment of Assets

Ingest Options

- Watch Folder
  - No Metadata added
  - No Category assignments
- eMAM Applications
  - Full Category assignments
  - Add Metadata
- Director Web Uploader
  - Full Category assignments
  - Add Metadata
- Adobe Panel
  - Project Assignment
  - Category assignment
  - Add Metadata
- API / XML
  - Project, Category assignment
  - Add Metadata, Markers, Sub Clips



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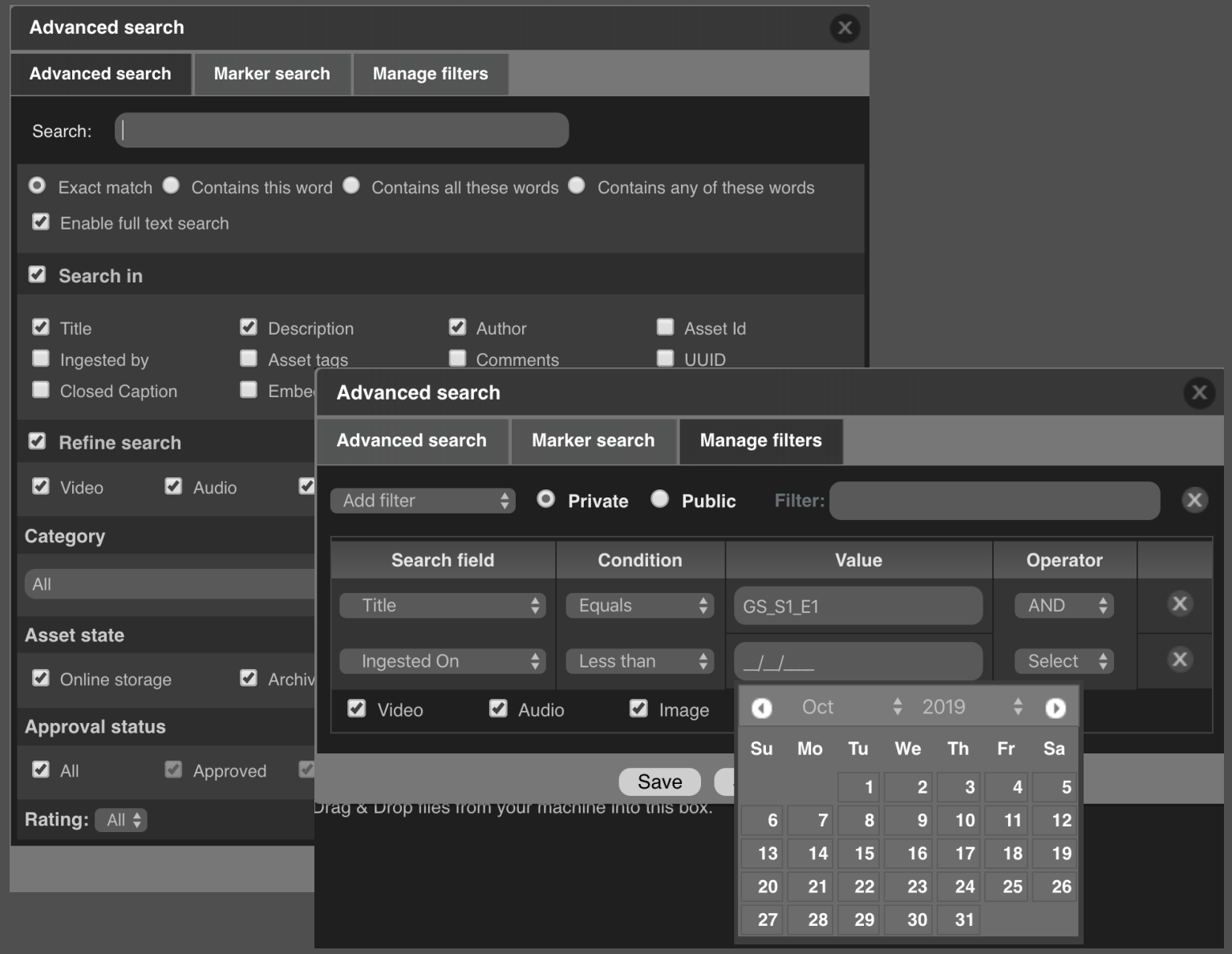
Search Media

Search Options

- Simple Search
  - Preconfigured fields to search in
  - eMAM Config file
- Advanced Search
  - Narrow search Filters
- Marker Search
  - Marker Name
  - Marker Description
- Saved Search
  - Predefined Search with conditions
  - Easy change option



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Search Media

Search Options

- Search Filter Widget
  - Narrow Search with options
  - Saved
  - Asset Type
  - Project
  - Category
  - Size
- Stack Search
  - Add multiple Filters

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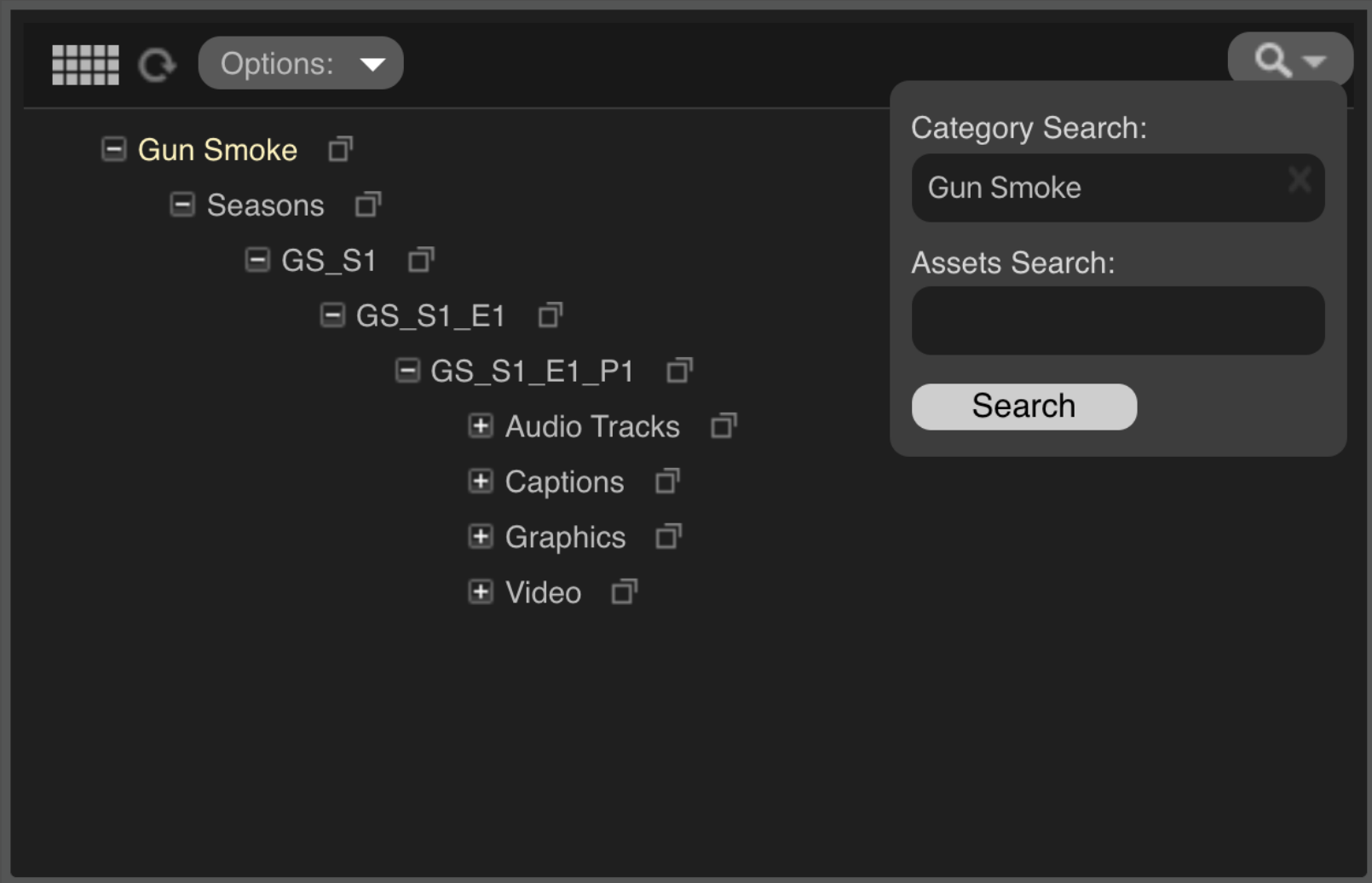
Search Media

Search Options

- Category Search
  - Find Category Assignments
  - Perform a function to assignments



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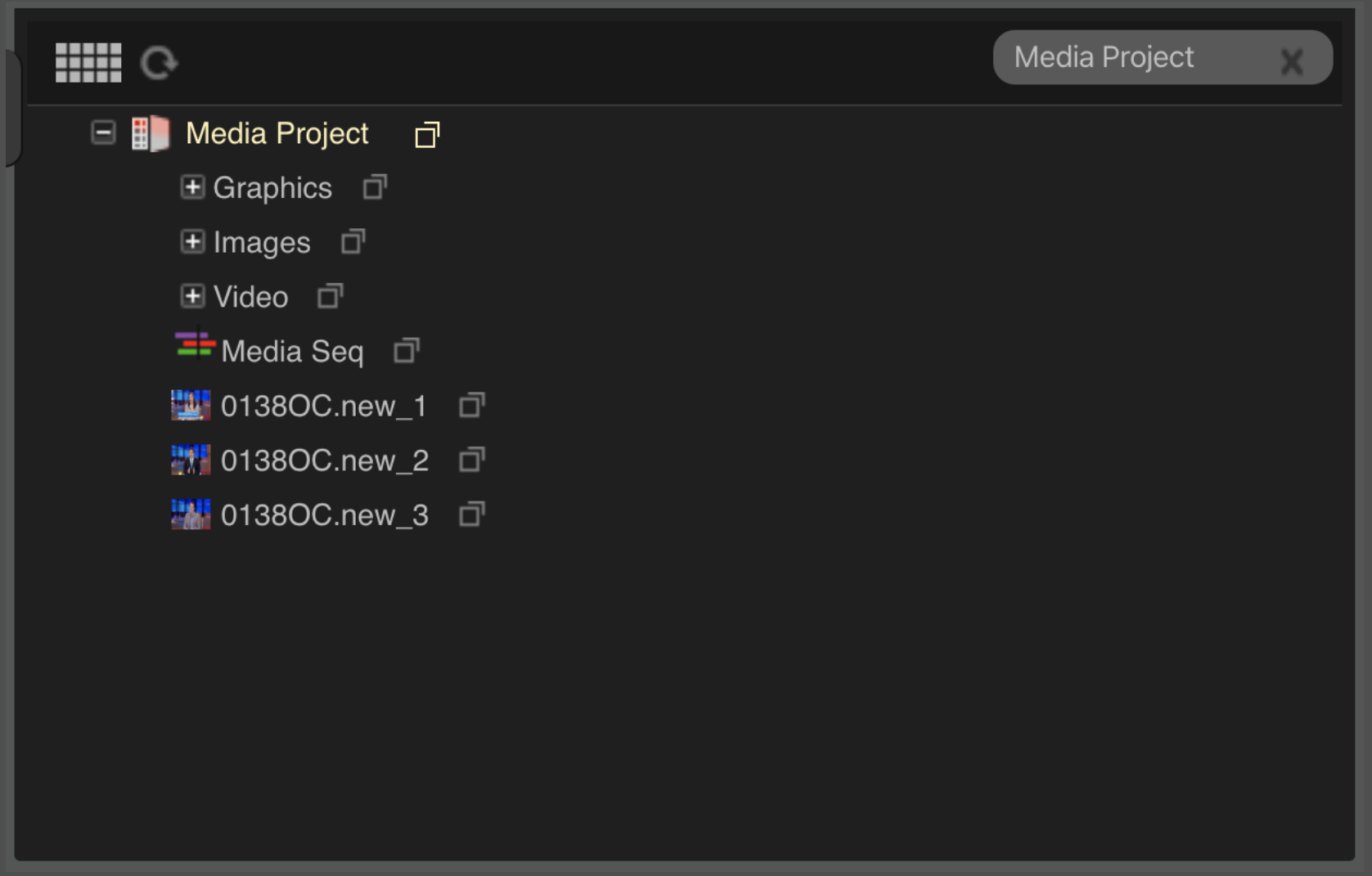
Search Media

Search Options

- Project Search
  - Find Category Assignments
  - Preview assigned Projects & Assets assigned to Projects



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Logging Clips

Log Clips

- Video
  - Add Sub clips, Markers, Annotation
  - Add Deliver Sub Clip
  - Select Audio Tracks
  - Select Captions/Language
  - Add Timecode Overlay

Log Clips

- Audio
  - Add Markers

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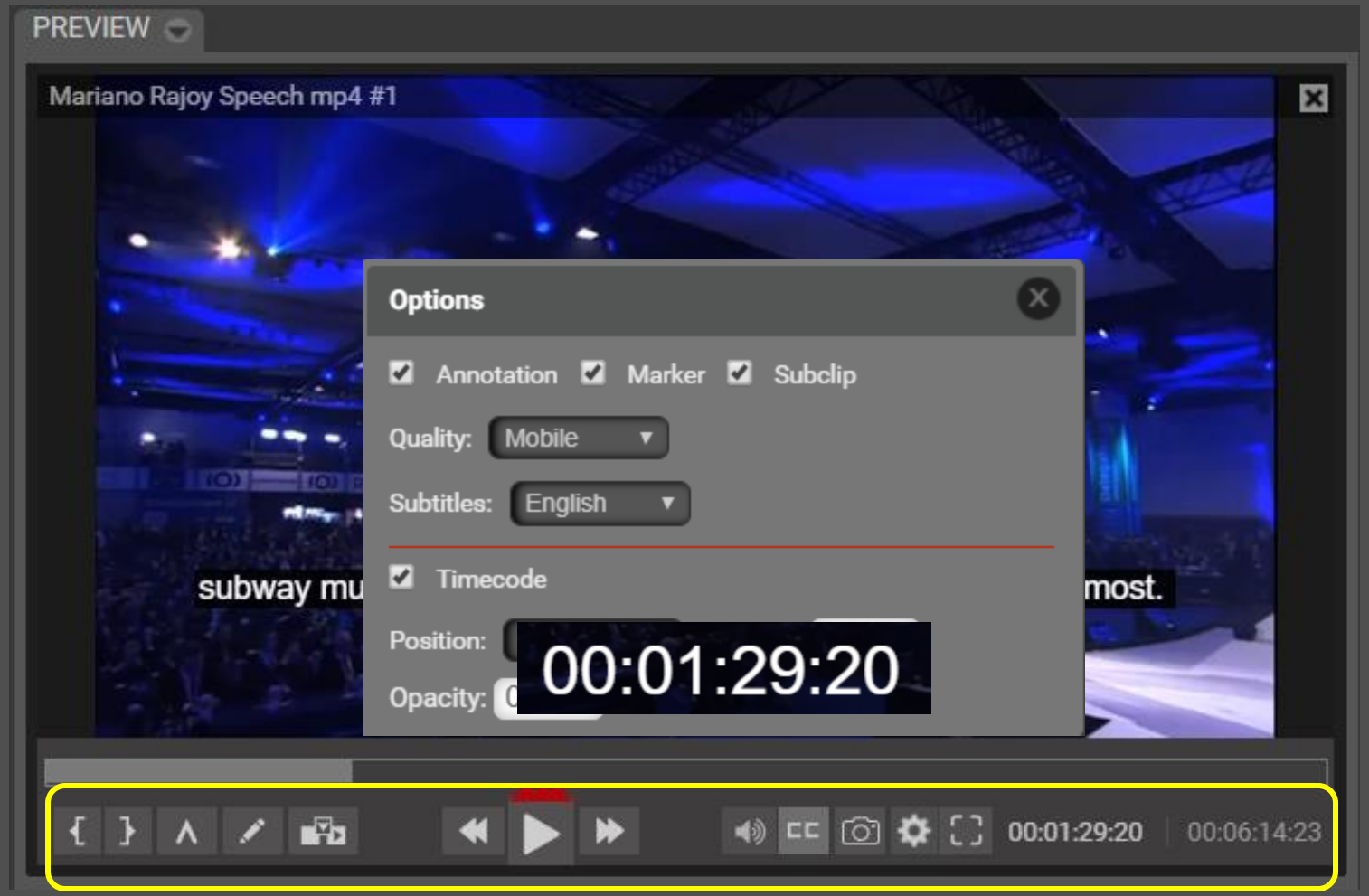
Logging Clips

Improved Preview Widget

- New look to Preview Tools
- Timecode Overlay with "Jump to a specific TC"
- Sub Clip Creation - Key strokes – "I" for In, "O" for Out & "S" for save



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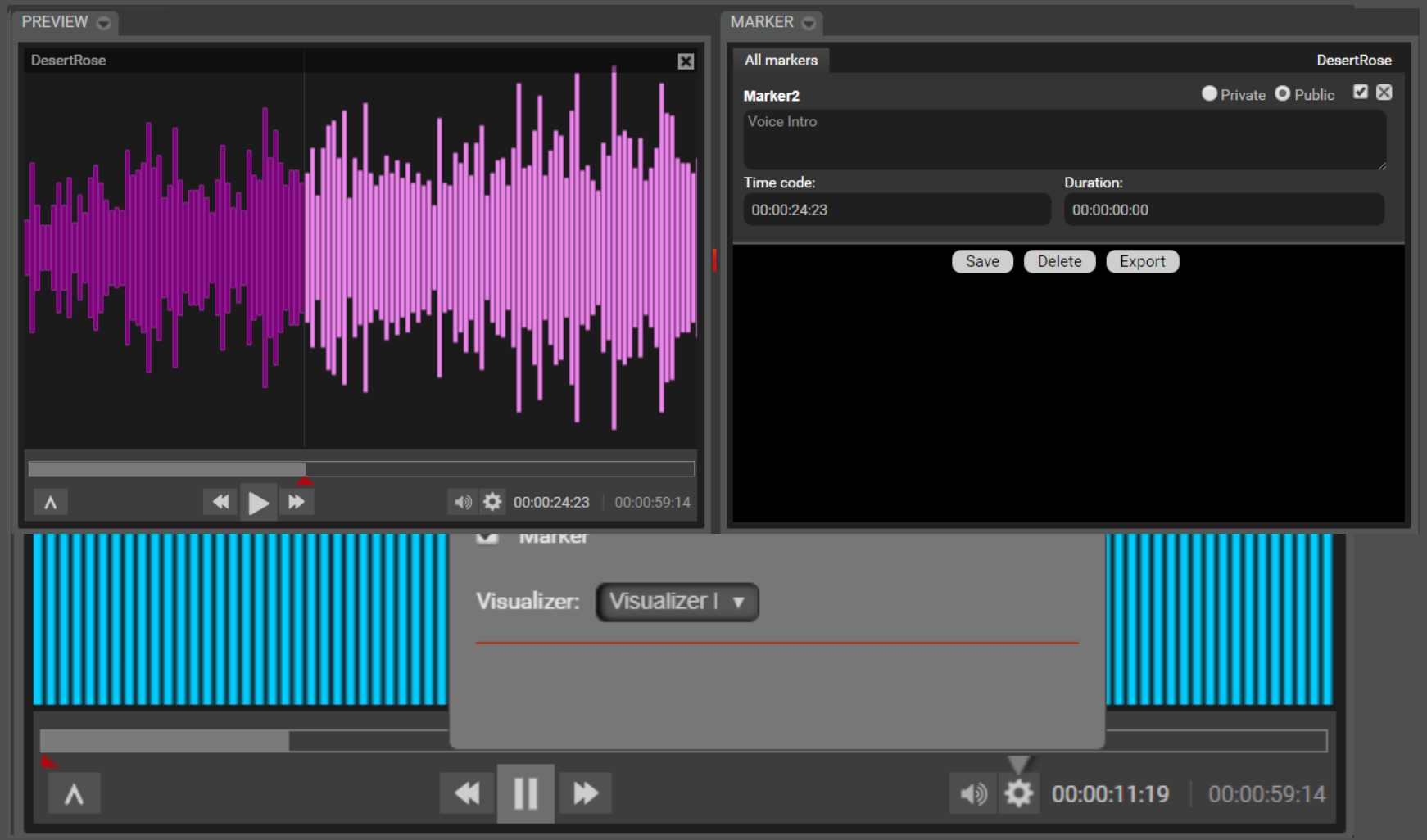
Logging Clips

New Audio Preview

- Waveform, Visualizer Green and Blue
- Add searchable markers to audio files
- Key strokes – “I” for In, “O” for Out & “S” for save



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Project Management

Manage Projects

- Project Organization
  - Create Collections
  - Add eMAM Projects
- Create Bins and Timelines
  - Assign Assets
  - Add Sub and full Clips to rough cut timeline
  - Timeline Preview
- Ready for Export to Premiere
- Users can check out projects with media and timelines

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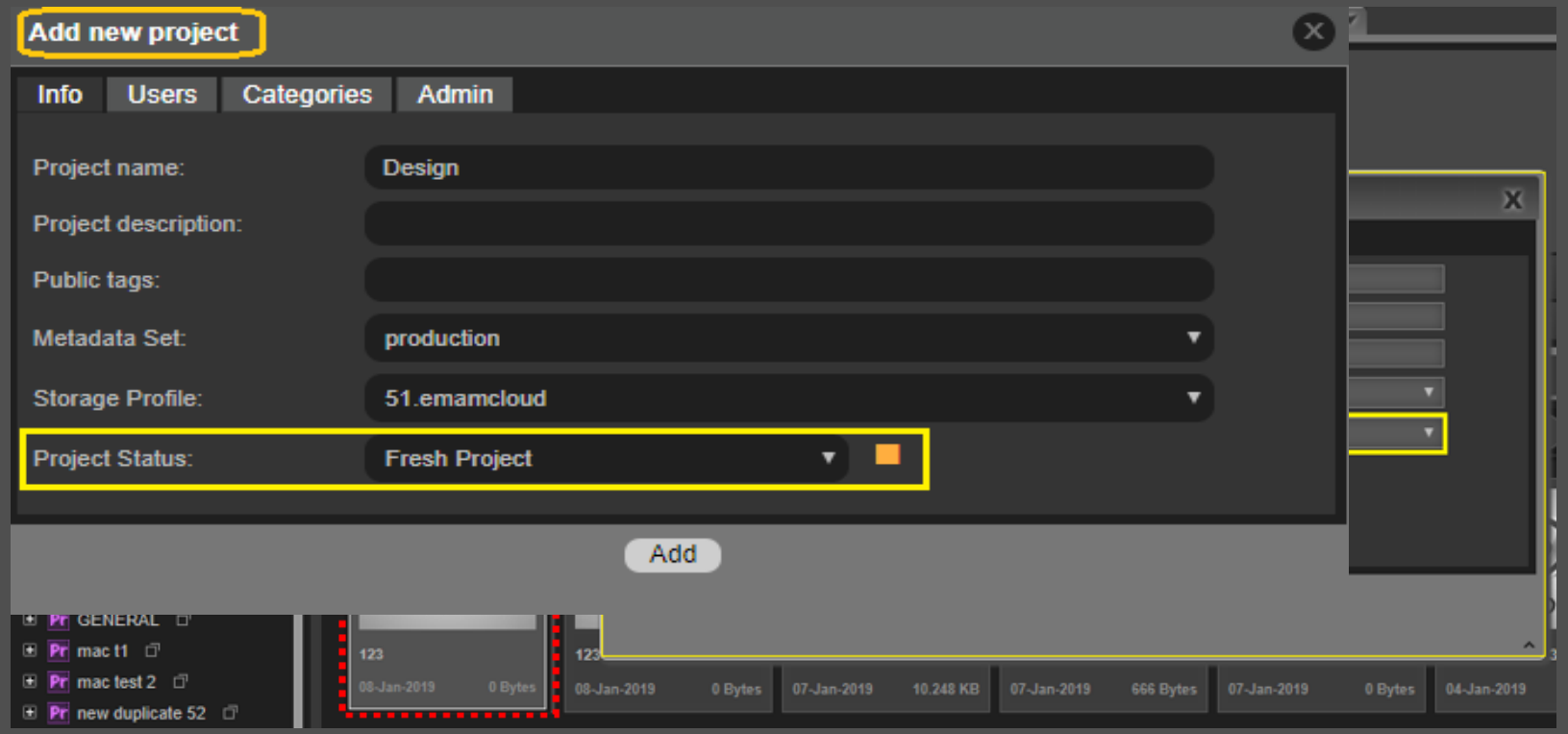
Project Management

Manage Project Status

- Associate Projects with Categories and Storage Profiles
- Like any other asset, project assets can also be selected, dragged to a category, Added to eBin, Added to delivery, archived and downloaded.
- Assign Project Status with color codes



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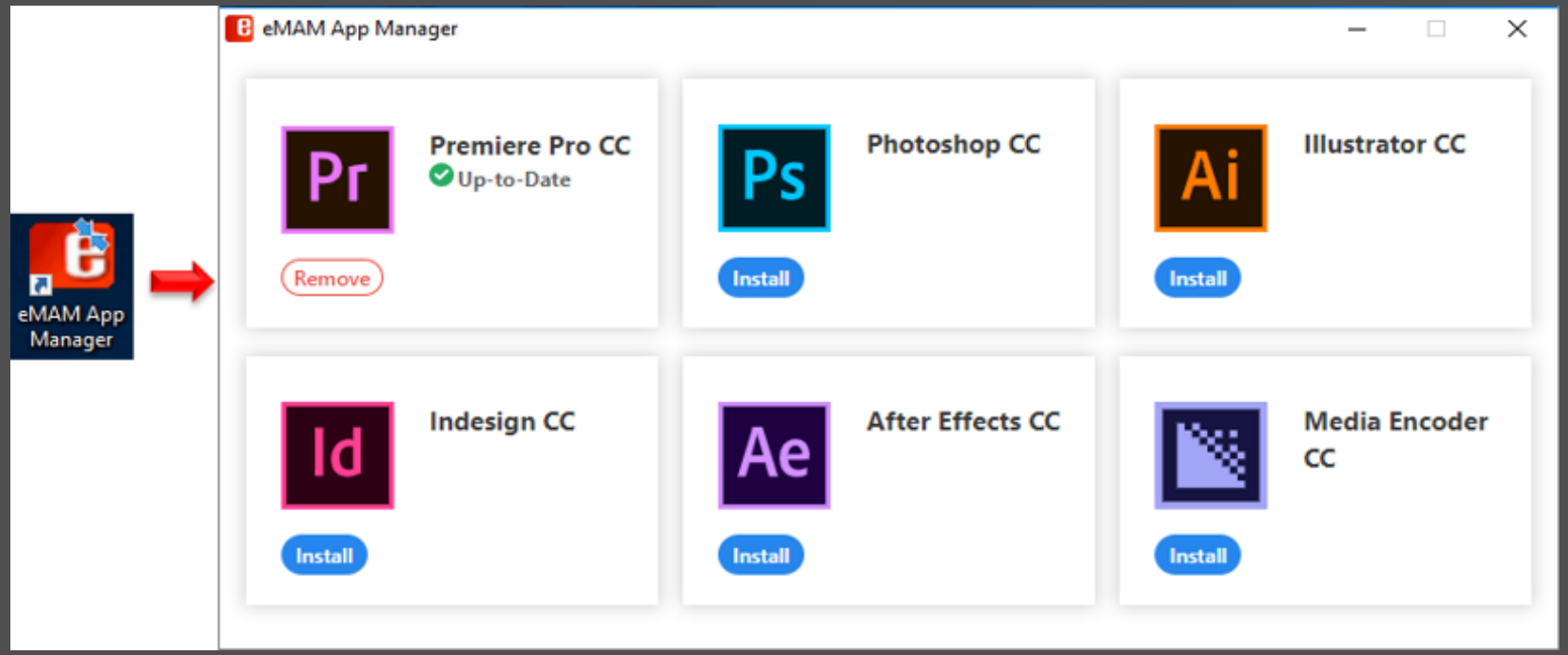
Adobe Panels

eMAM App Manager

- Single app to manage- install, update and remove eMAM extensions for all the Adobe applications
- Download and install **eMAM App Manager** and easily install and remove eMAM panels in just few clicks



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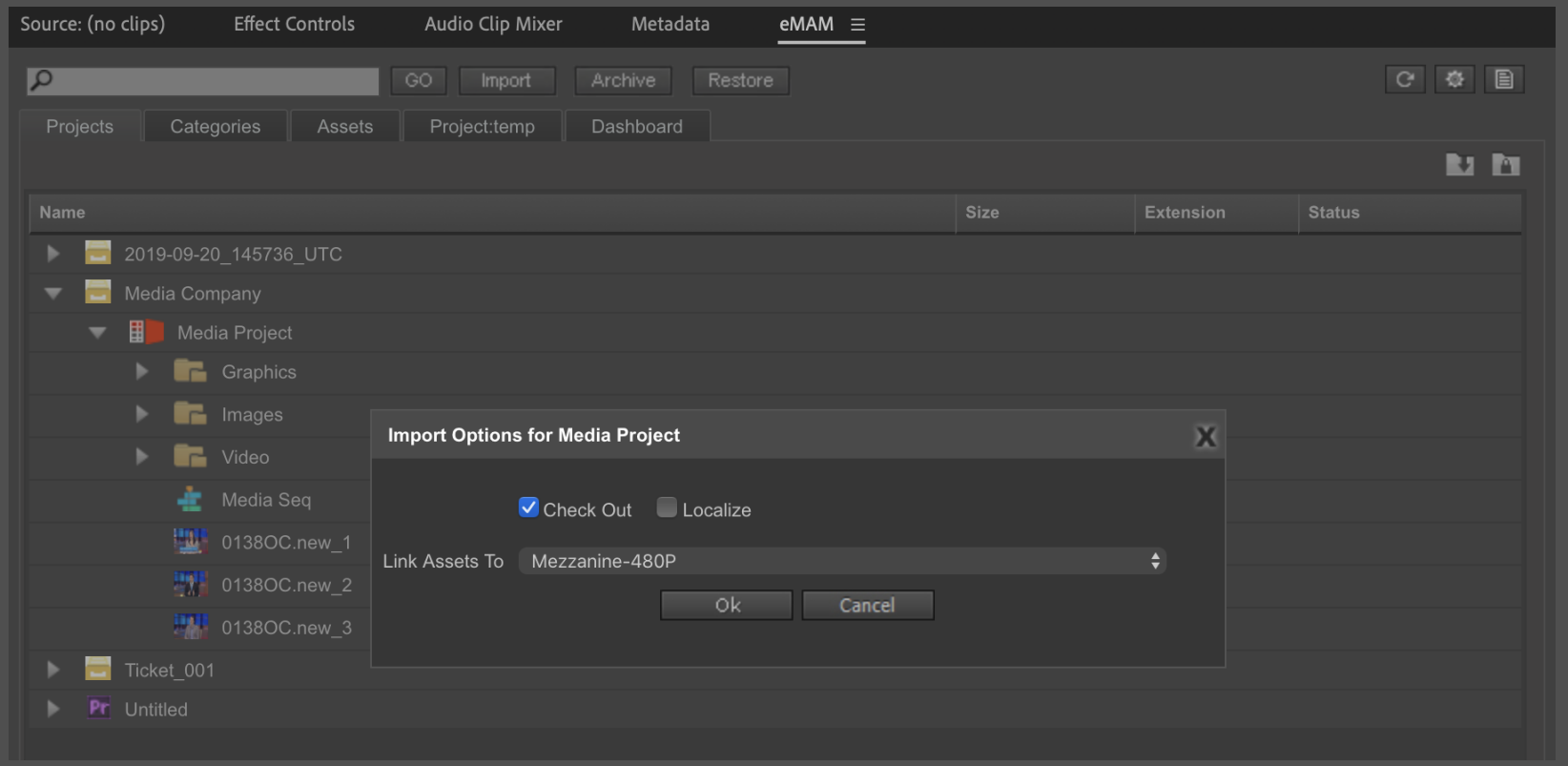
Adobe Panels

Manage Projects

- Adobe Panels
  - Premiere
  - After Effects
  - Photo Shop
  - Illustrator
  - InDesign
- Search for Projects & Media
  - Import Projects & Media
  - Check out/in
  - Import additional media
  - Import local media
  - Export back to eMAM



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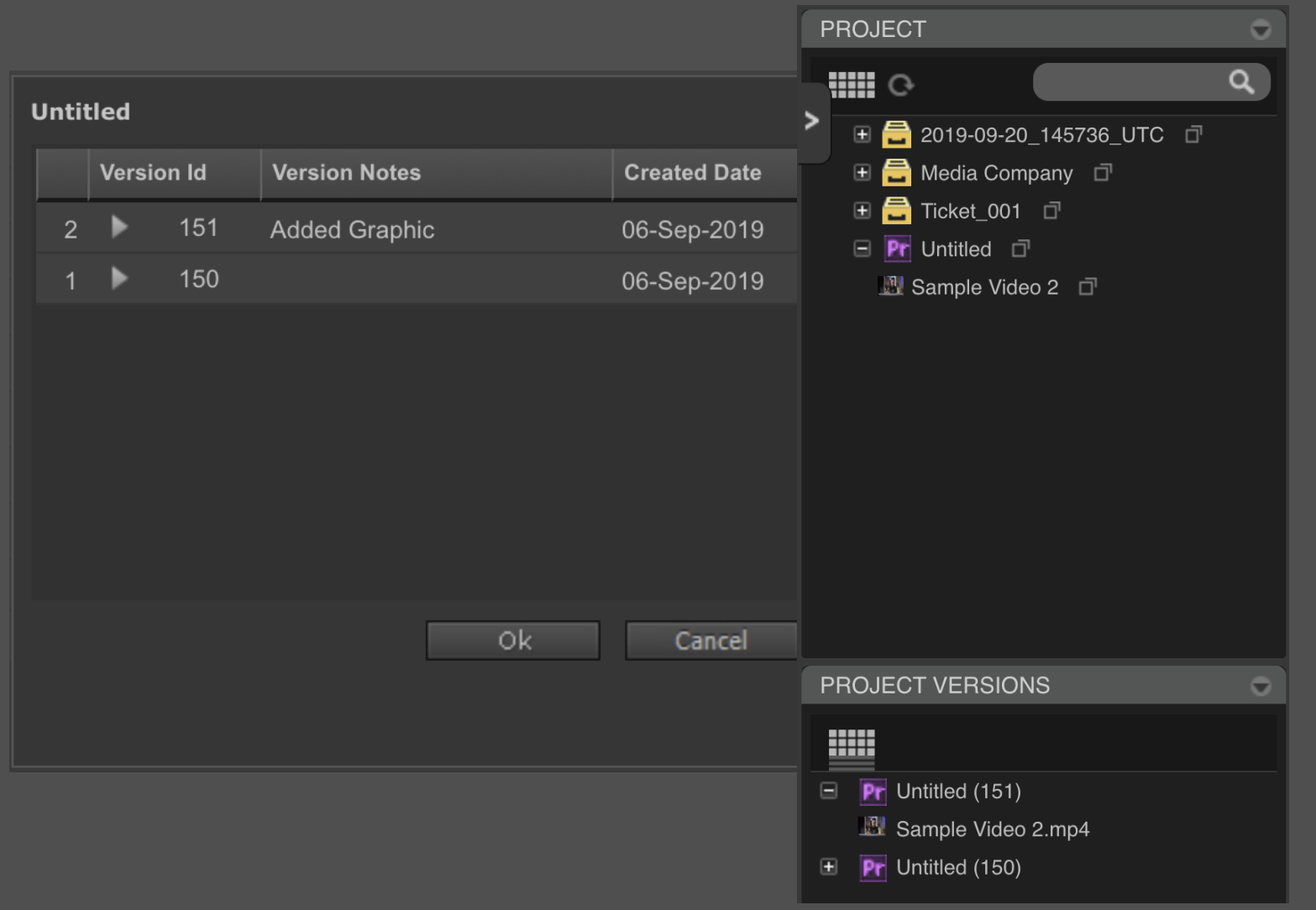
Adobe Panels

Manage Projects

- Manage Project Versions
  - eMAM Tracks Versions
    - eMAM Project
    - Premiere Project
  - Import selected version using Premiere Panel



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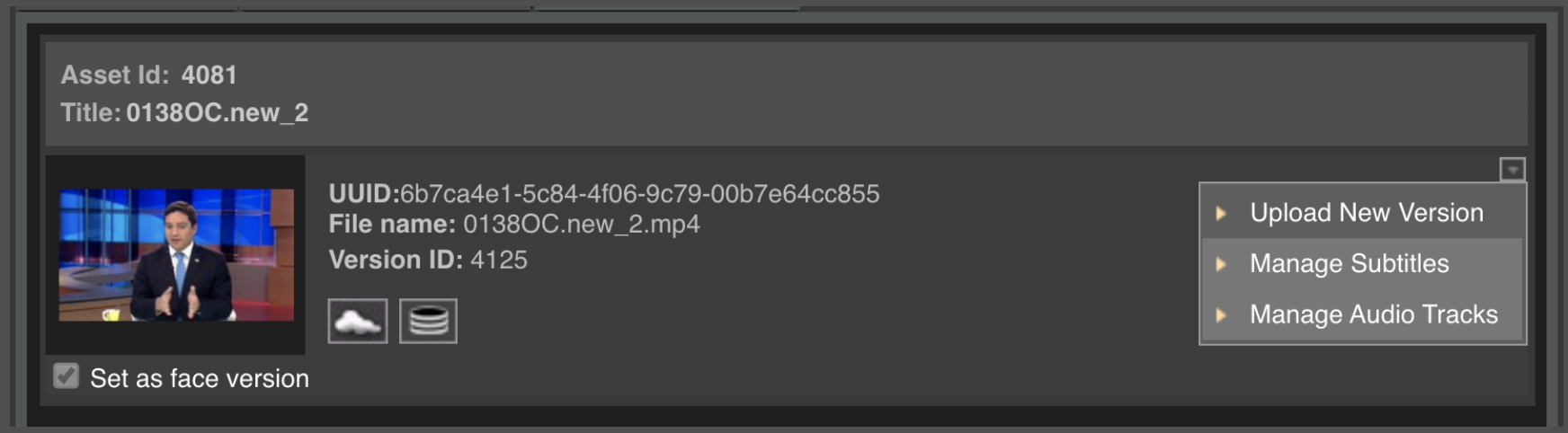
File Versions

Manage File Versions

- Add Versions to Existing Media
  - File Version Widget
    - Drag and Drop
    - Menu Upload
    - Add Captions
    - Add Audio Tracks
    - Storage Reference



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File Version Compare

New Compare Widget

- Compare two videos side by side for content comparison
- Must be two different assets in eMAM

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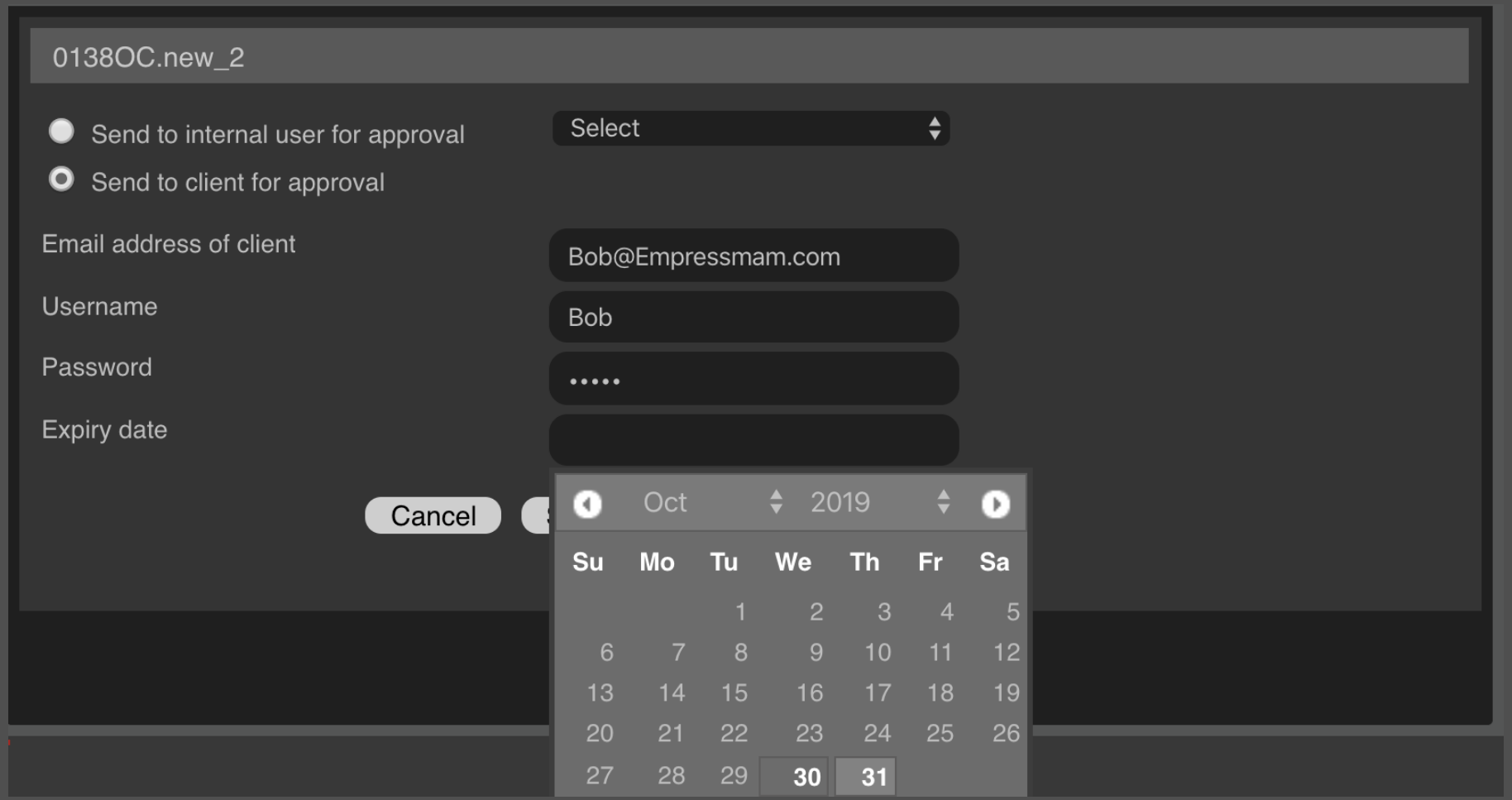
Review and Approve

Collaboration

- Review and Approve
  - Internal
    - Markers
    - Sub Clips
    - Comments
    - Accept / Reject
  - External
    - Comments
    - Accept / Reject



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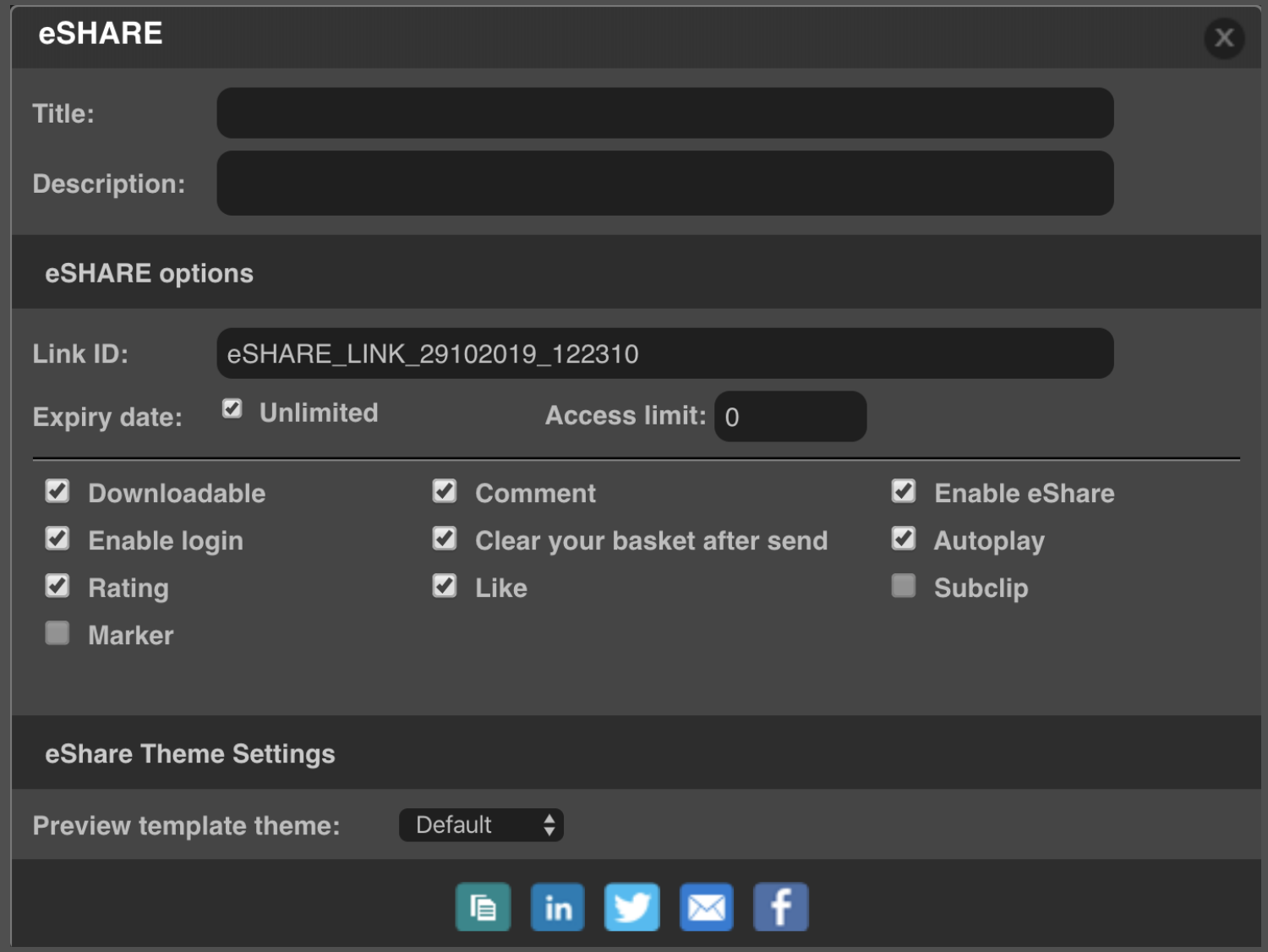
Share & Delivery

eBIN / Delivery Widgets

- eBIN
  - Internal / External
  - email link to Proxy files
  - Preview in local browser
  - Comments, Markers (Internal), Sub clips (Internal)



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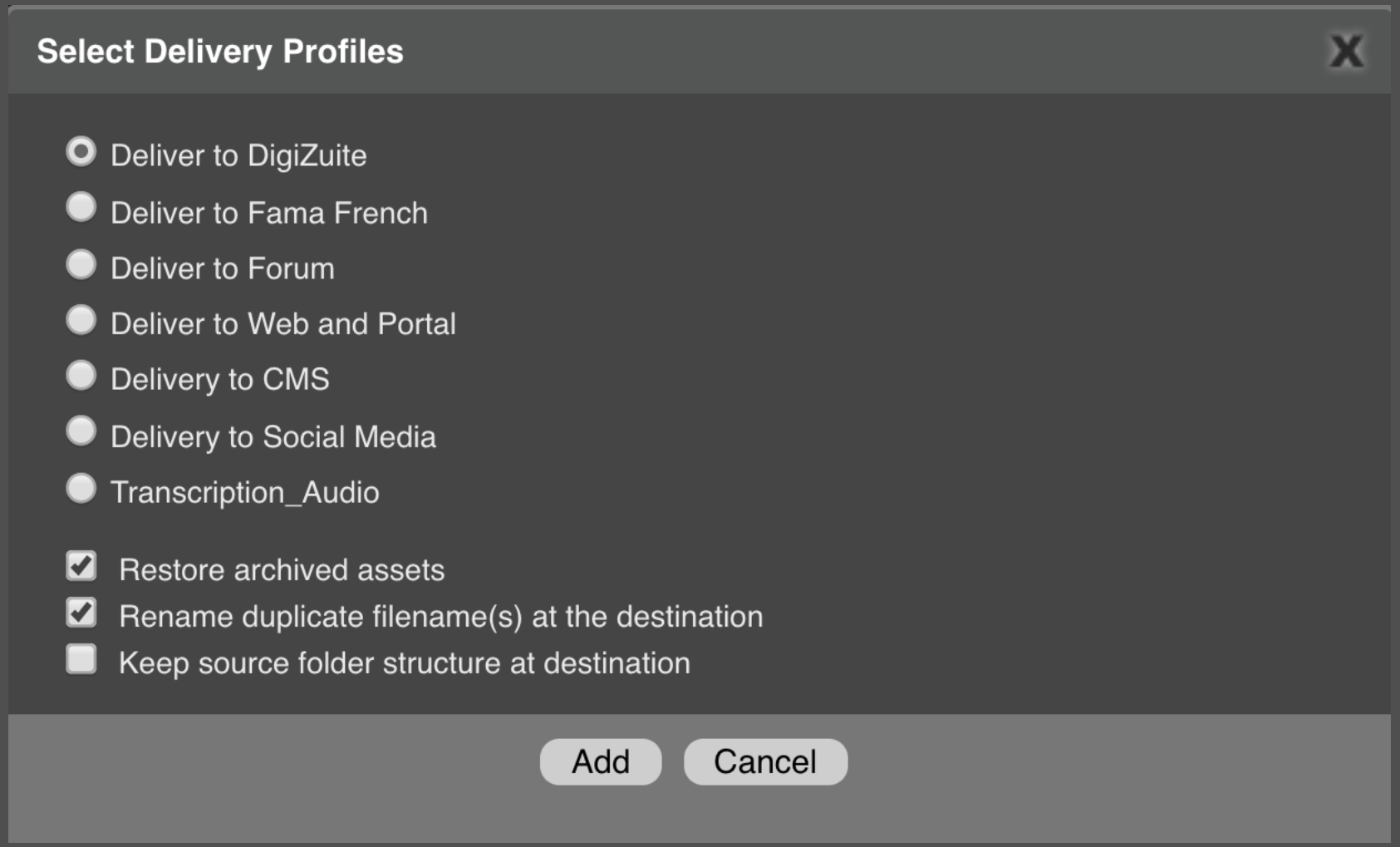
Share & Delivery

eBIN / Delivery Widgets

- Delivery
  - Preconfigured transcode and location
  - 3rd Party Transcoder
  - Additional workflows based on transcode software
  - XML Delivery
    - Variable Metadata
    - WEB/OTT platforms



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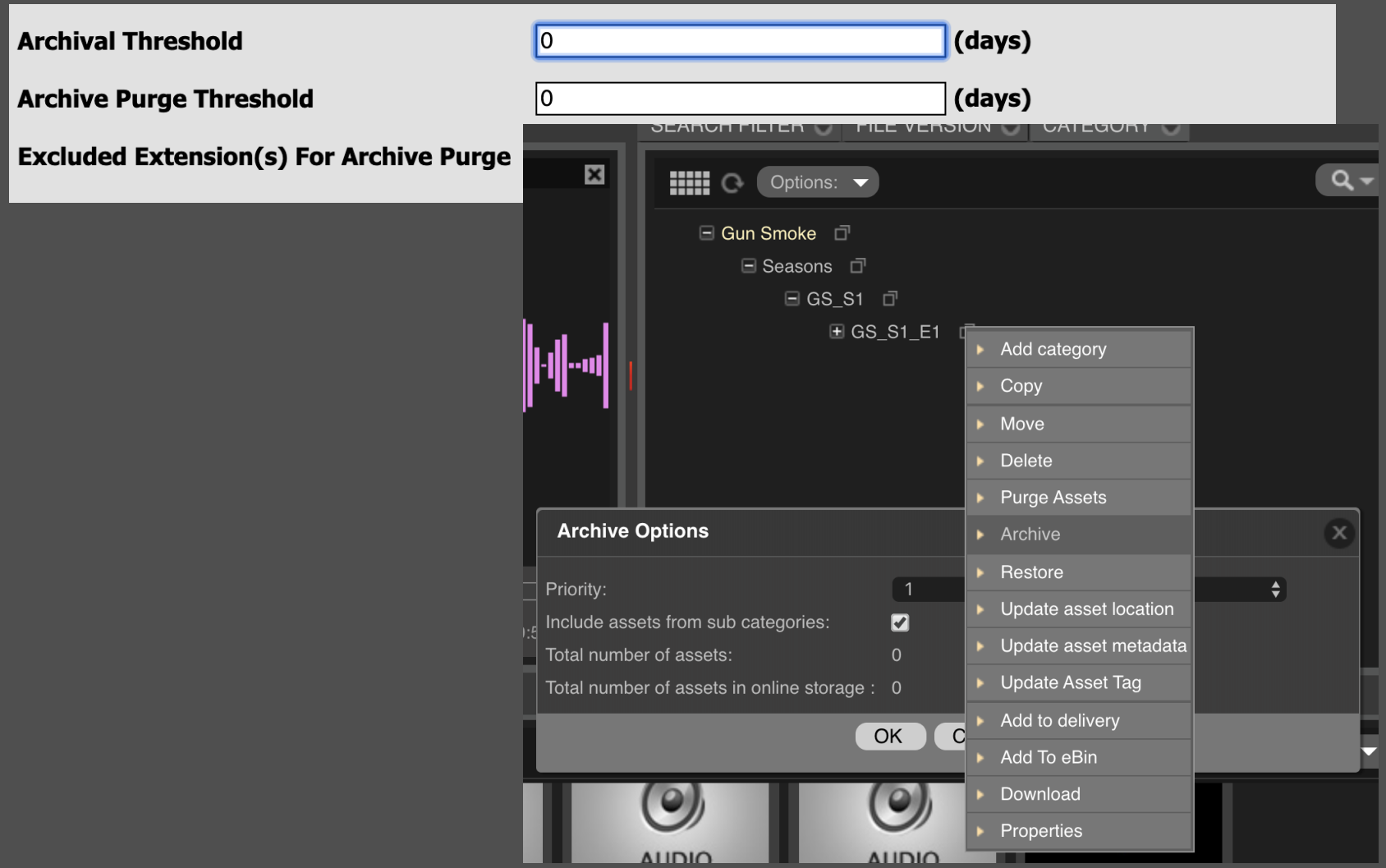
Archive Management

Archival Management

- Timed Archive
  - SuperAdmin
  - Settings tied to Storage
  - Timed Purge from original storage
  - Workflow Manager to archive assets



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Archive Management

Storage and Archive integrations:

- **Google Cloud**: eMAM Included Google Cloud as a part of S3 settings in Storage profile configuration and Archive management
- **Oracle Cloud**: Oracle Cloud is now available as an archive location.
- **Azure BLOB**: Introduced Azure BLOB as a new archive destination to archive and restore files
- **DELL-EMC ECS:** Introduced DELL-EMC ECS as new Archive Type

DELL EMC

Microsoft Azure

ORACLE®

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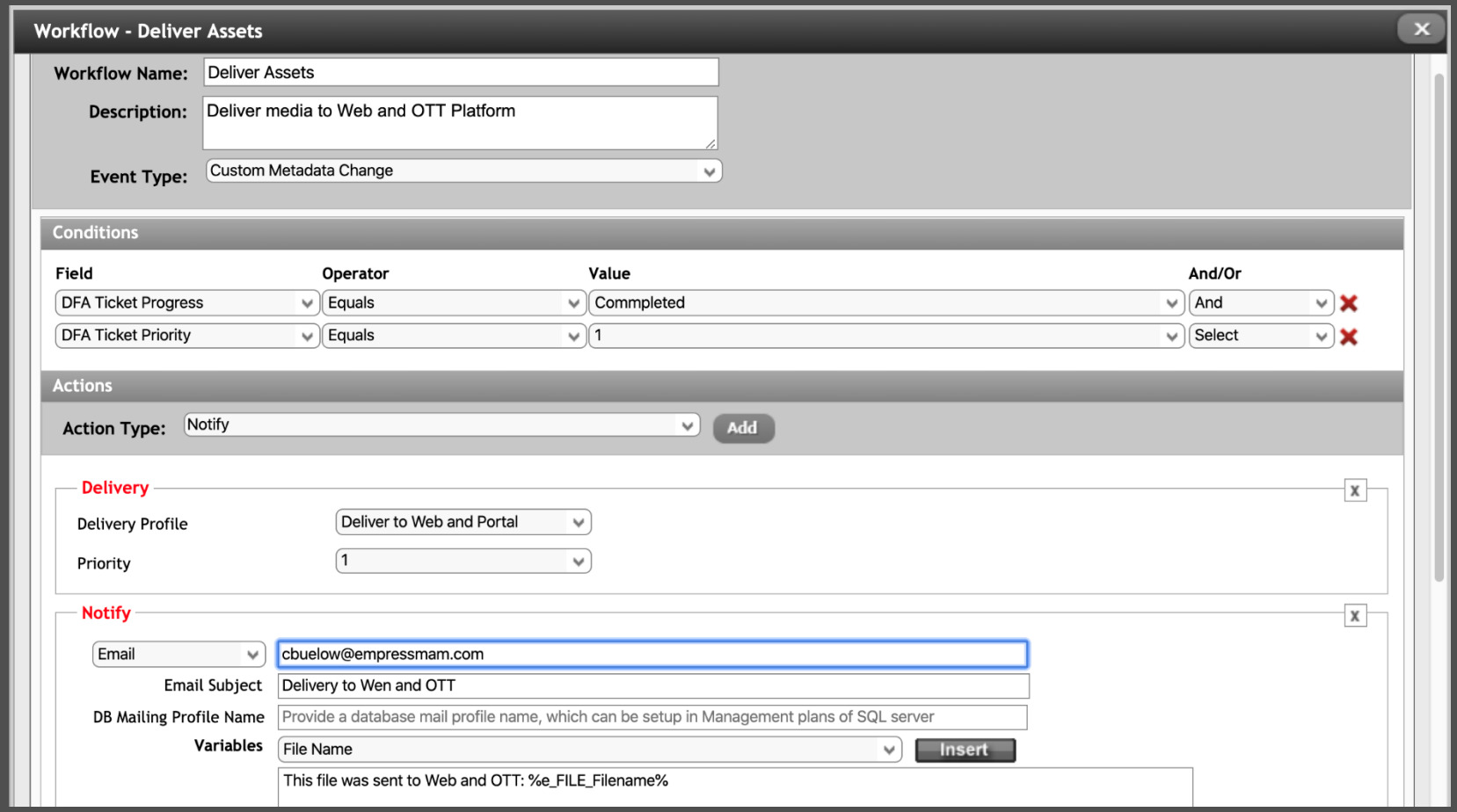
Workflow Manager

Workflow Manager

- Trigger events
  - SuperAdmin – Workflow tab
  - Trigger by event
    - Ingest, MD Change, File Info, Button, Schedule, Cloud Upload
  - Add Conditions
    - Custom MD, File Info, Button, Schedule date
  - Add Actions
    - Delivery, Archive, MD Change, Category, Project, Notify, Purge, AI



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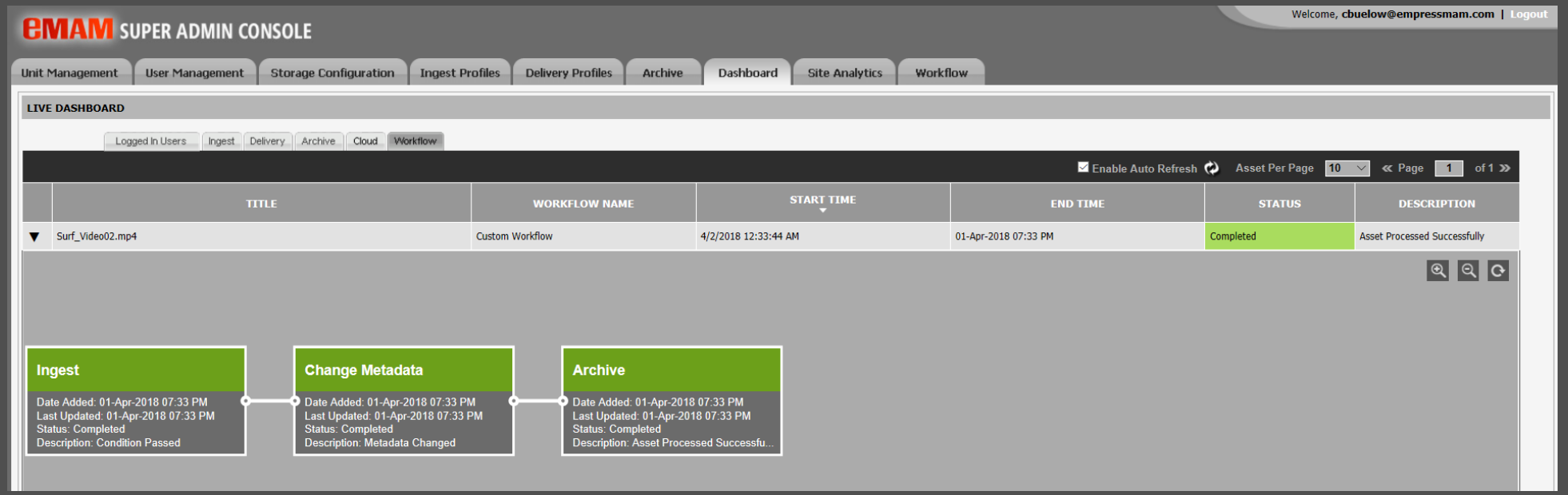
Workflow Manager

Workflow Manager

- Monitor workflows
- Workflow Dashboard



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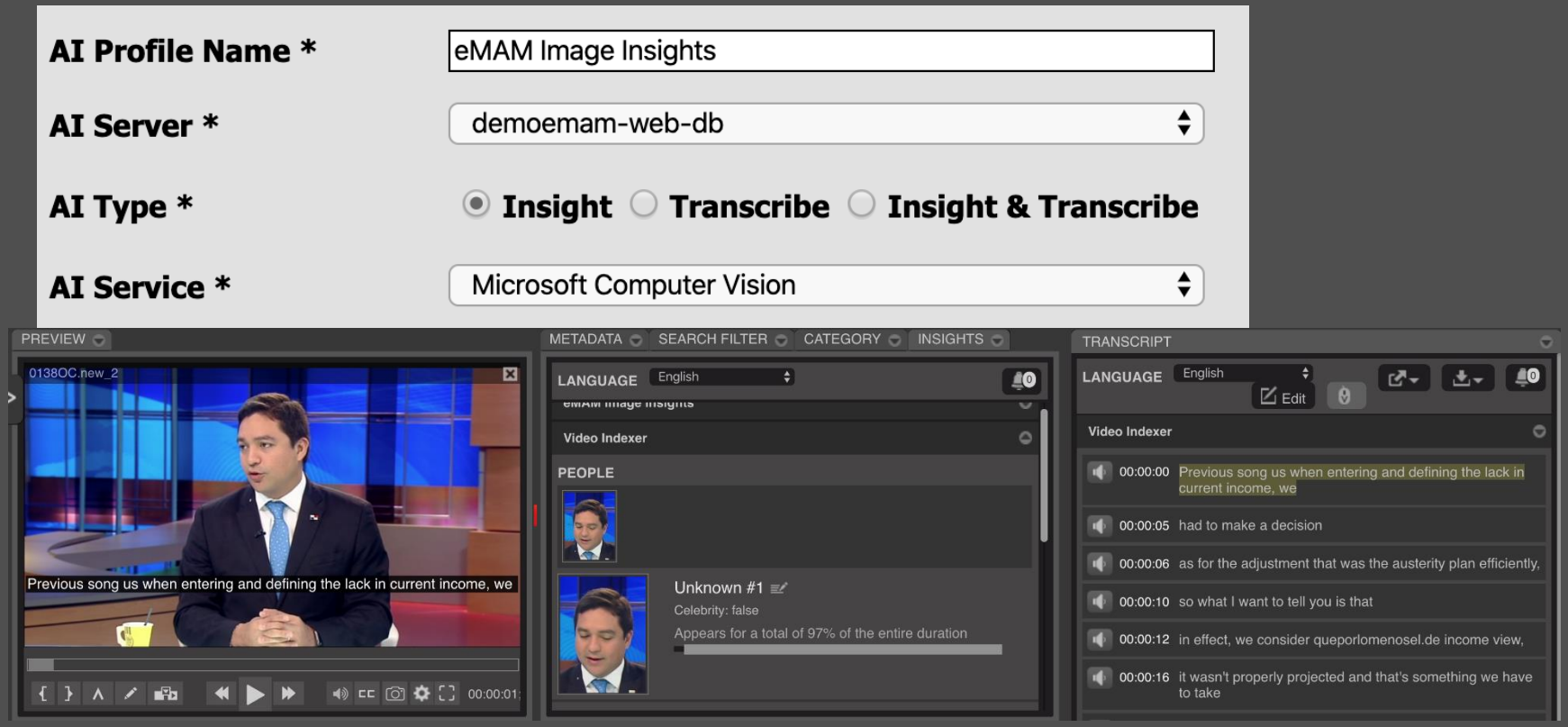
AI Automated Tagging

AI Auto Metadata Tagging

- AI Services
  - Microsoft
  - Amazon
  - IBM
  - Voicebase
  - HP IDOL
- Widgets
  - Insights
  - Transcript
- Editing AI Metadata
  - Faces Recognition – People Model
  - Annotations
  - Transcript
- Media Type
  - Audio
  - Video
  - Images



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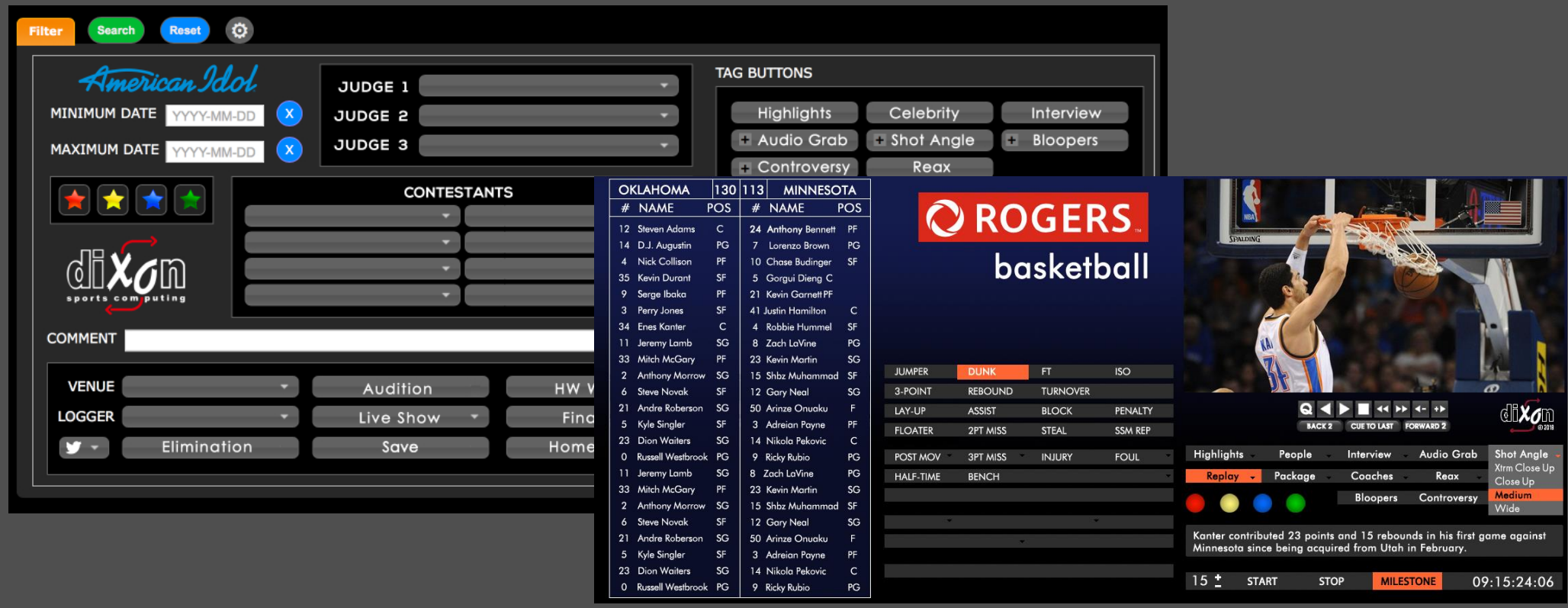
eMAM – Tagging Media

Live Event and Sports Logging

- **Dixon Sports**
  - Custom design by event type or sport



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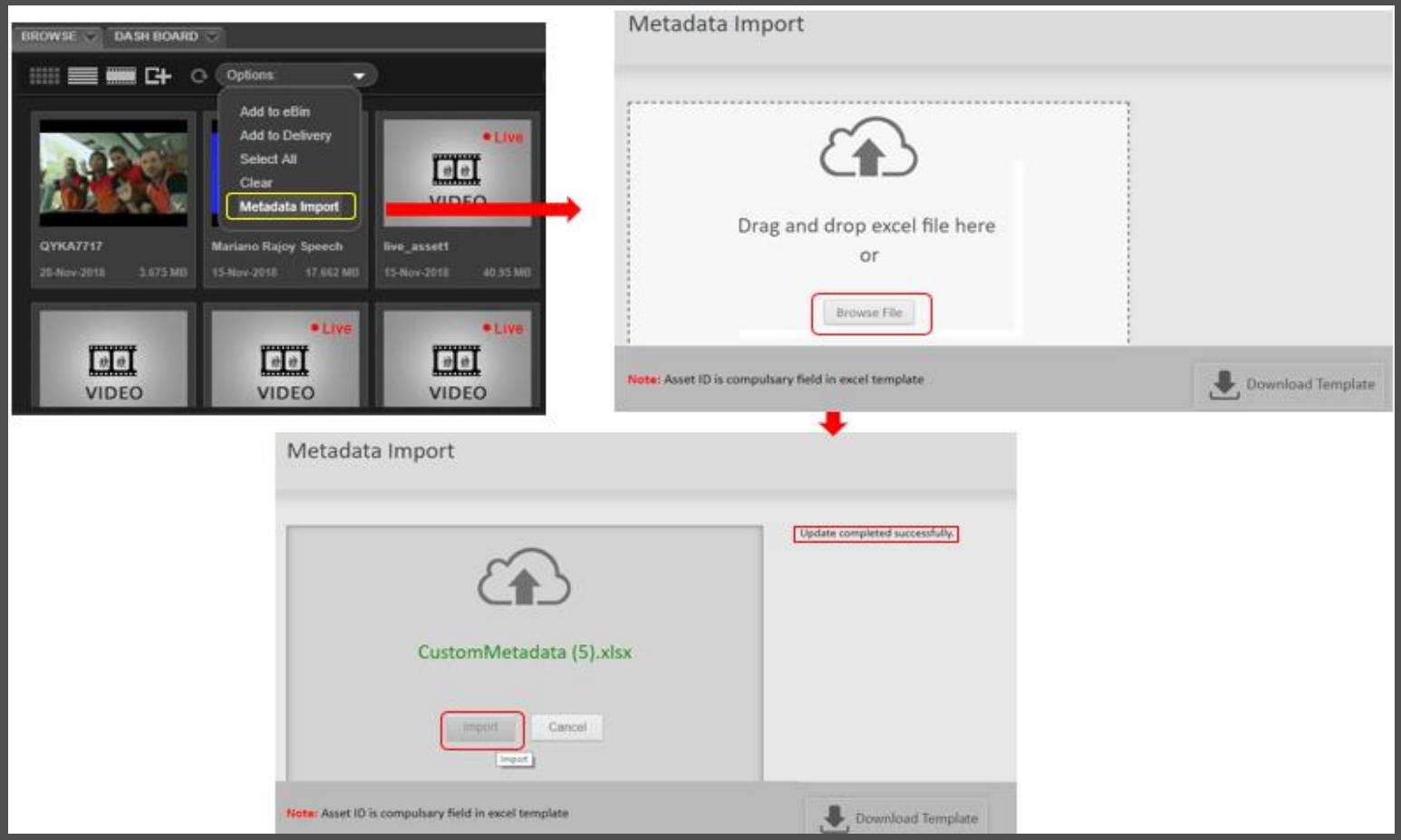
Metadata Batch Update

Batch Import of Metadata

- Import and update bulk assets with custom metadata



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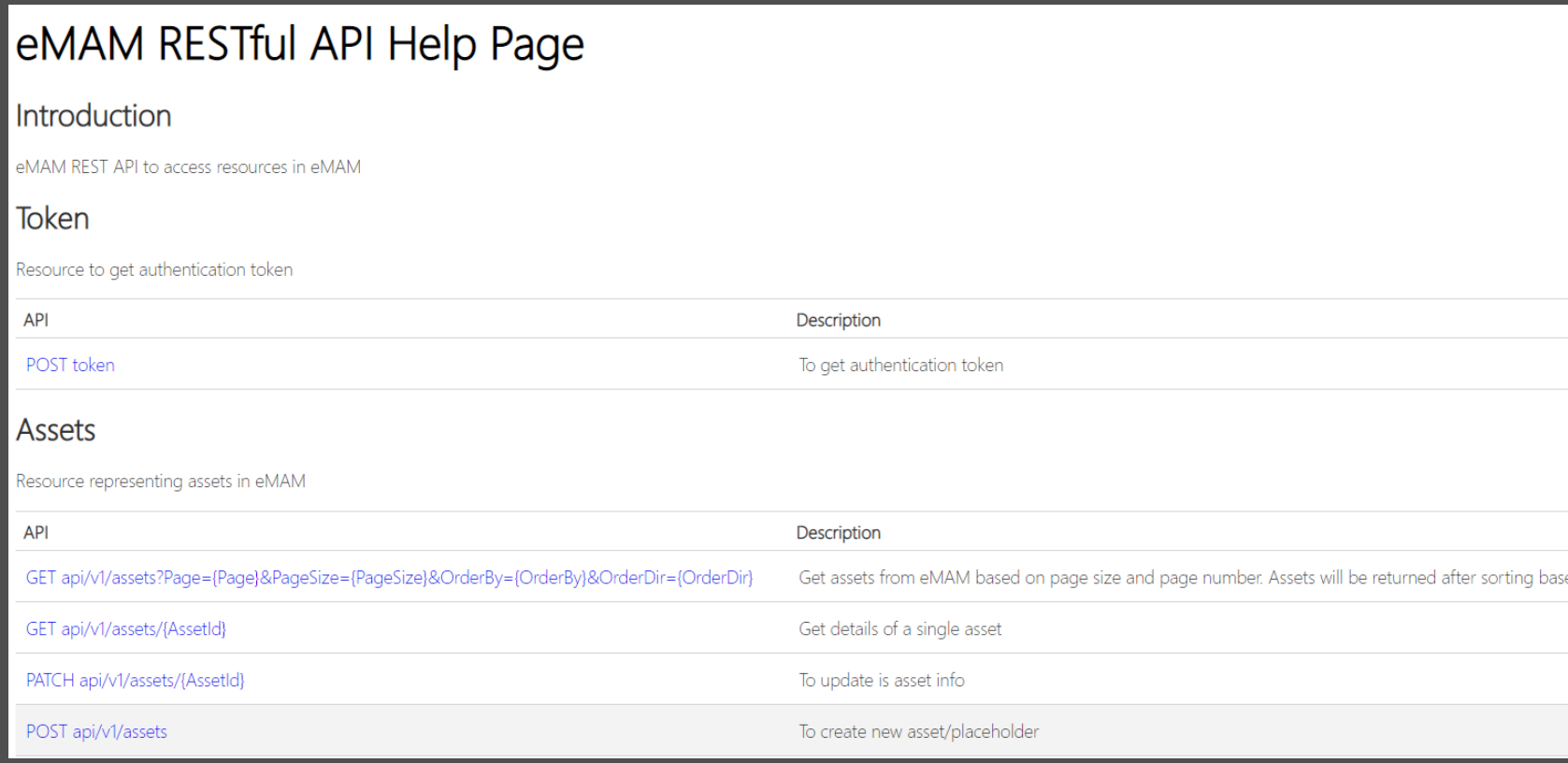
eMAM Key Features

Enriched API

- Added “POST” & “PATCH” methods as different endpoints in eMAM REST API.
- Added “POST” method in REST API for updating users to an existing project.
- Added “GET” method in REST API to get all the custom metadata fields in the system.



eMAM RESTful API Help Page

Introduction

eMAM REST API to access resources in eMAM

Token

Resource to get authentication token

API	Description
POST token	To get authentication token

Assets

Resource representing assets in eMAM

API	Description
GET api/v1/assets?Page={Page}&PageSize={PageSize}&OrderBy={OrderBy}&OrderDir={OrderDir}	Get assets from eMAM based on page size and page number. Assets will be returned after sorting base
GET api/v1/assets/{AssetId}	Get details of a single asset
PATCH api/v1/assets/{AssetId}	To update is asset info
POST api/v1/assets	To create new asset/placeholder

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Technology Partners

Acquisition/Ingest/Encode/Transcode

Storage

Cloud Services/ Infrastructure

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Technology Partners

Artificial Intelligence/Search

Editing

Broadcast Newsroom

Streaming/OTT

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Technology Partners

File Transfer / Acceleration

aspera an IBM® company
FileCatalyst® reinventing file transfer
SIGNIANT®

Archive

1 Beyond DIGITAL VIDEO SYSTEMS
Amazon Glacier
ARCHIWARE
Atempo
CLOUDIAN®
DELL EMC
HGST a Western Digital company
HITACHI
IBM Cloud Video
Microsoft Azure
NetApp®
ORACLE FRONT PORCH DIGITAL
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