



Media Asset Management Systems

Developed & Marketed by:

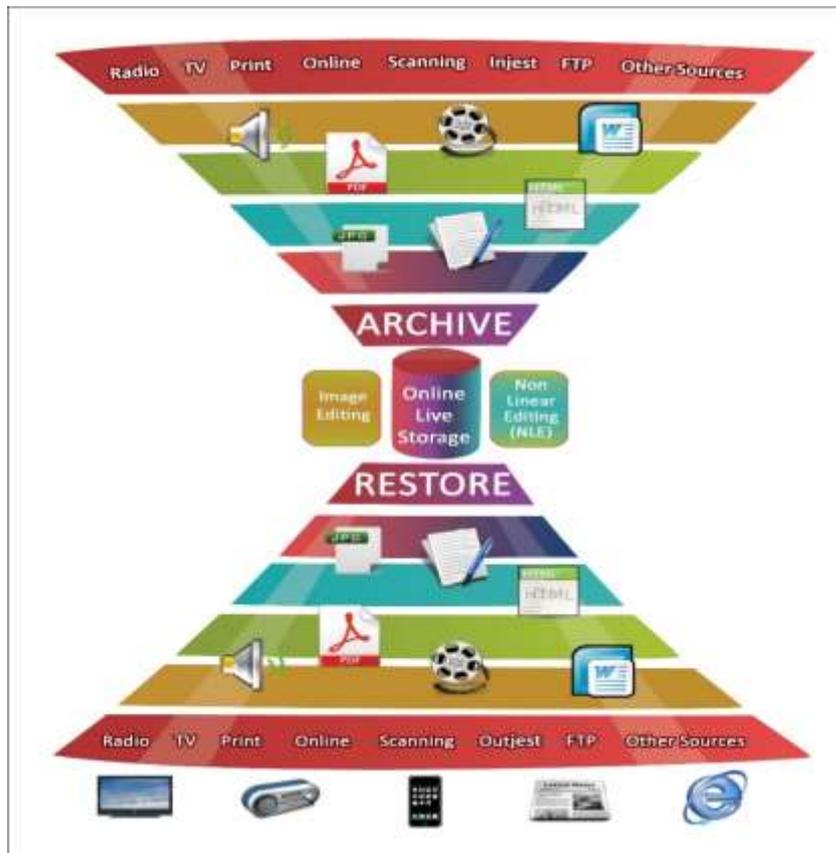


www.4Cplus.com

Objective: 4C-MAMS™ Media Asset Management System

- 4C-MAMS™ has an Interface to archive text, photos, cartoons, graphics, videos, Audios and other multimedia content that are received, used or created.
- High level of automation and integration with third party systems, or can be integrated with the existing system, results in minimal human intervention as information available in these systems is automatically pre-populated in 4C-MAMS™
- In addition facility to upload PDF/ MS Office© files with photos and attach images, videos and audios with text content
- Library of digital Clippings that appeared in other media. The metadata may be updated/entered manually. The clipping is then filed after categorization
- URLs along with access details (username and password) to allow access to authorized users to relevant areas.
- Allows access to users subject to rights and permissions
- A single point access to e-books (offline as well as online) like dictionaries, thesauri and other reference resources
- Search and Advanced Search to retrieve assets
- Provision to define the copyrights and other conditions of use/ re-use of archived content
- Images, audio/video content are shown as published or unpublished. If published the number of appearances, the page and the issue date are also mentioned.

4C-MAMS™: Features & Deliverables



Upload, Search and Retrieval from Archives

- A smart MAMS that manages all digital assets and interact with NRCS
- Supports near line, online and offline management of movement of archival content
- Fully redundant configurations
- Ability to carry out simple, advance and context sensitive search on the assets
- Ability to transport to require for next
- Ability to stitch segment together
- Ability to add additional metadata at a segment level
- Ability to manage supporting essences such as sub titles etc.
- Ability to integrate Playout Servers
- The search supports Giuliani, fuzzy, controlled vocabulary and complex query.

- Ability to support flexible meta data schemes including full support for Dublin Core Metadata Element Set (DCMES) with fields for:
 - Title
 - Creator
 - Subject
 - Description
 - Publisher
 - Contributor
 - Date
 - Type
 - Format
 - Identifier
 - Source
 - Language
 - Relation
 - Coverage
 - Rights
- Ability to support multiple LTO Vendors
- Auto Archival policy can be defined
- Ability to create proxy copy of the ingested material respective of the base band
- Ability to manage workflow such as acquisition-Ingest, cataloging, editing, searching and distribution of digital contents.
- Comprehensive search tool having thesaurus to find context across the archived content. It delivers unified search results from the content
- The low resolution or proxy copies are frame accurate and time code synchronized with high resolution contents
- All articles, images, videos, audios and multimedia content received from various sources. The data purging settings are user defined
- All new content and versions are archived
- Object oriented and relational standard database like My SQL or Oracle or MS SQL

- All common industry formats for video, audio, documents, stories/elements and images that are finally produced are archived. Different versions of the multimedia content, if any, can be saved for a shorter duration
- Storage is done in XML and other formats that support multiple media publishing formats
- Interface is provided to file/ archive content and resources that were not used but may be required in the future
- Archives searchable with advanced filters to find all content that meet required criteria
- Automatic purging
- Active Directory/LDAP integrated
- Supports multiple Organizations/ Publications/ Channels
- Takes Ingest from various sources
- Video Format Supported include AVI, FLV, MKV, MOV, MP4, MPG, WMV, MXF, 3GP, FLY, HDV
- Audio Format Supported are M4A, MP3, WAV, WMA
- Picture Formats Supported are JPG, TIF, PNG, CRW, TGA, CR2, PSD, GIF, BMP
- File Format Supported are DOC, DOCX, TXT, RTF
- DTP Formats Supported are INDD, PDF, QXD, QXP
- Presentation Format Support are PPT, PPTX
- Data Processor Format Support are XLSX
- Serves Low Res files for viewing over the web and once selected, has multiple options to download/retrieve content in Hi Res formats
- Codec conversion for most commonly used industry formats
- Tracking via audit trails.
- 'Search' for full text search or keyword search
- Advanced search with parameters (Various Metadata information) for
 - Personality
 - Place
 - Event

- Category
 - Sub-categories up to 4 levels
 - Date range
 - Author
- Supports linking of relevant images, videos, audios, documents etc. with text or other content to create a package

Image/ Video/Audio Retrieval

- Different archive for photo, graphics, video, audio and infographics
- 'Search' on caption and keywords or other metadata
- Advanced search with parameters (Various Metadata information) for
 - Title
 - Unique ID/ Identifier
 - Media Number
 - Time Code
 - Personality
 - Mood
 - Place
 - Event
 - Category
 - Sub-categories up to 4 levels
 - Date range
 - Creator
 - Source
 - Color/ Black & White
- Search result page is user definable to allow template selection, number of search results to be shown per view, show content with caption or without caption and many other features
- View metadata alongside the media file
- NLE Integration