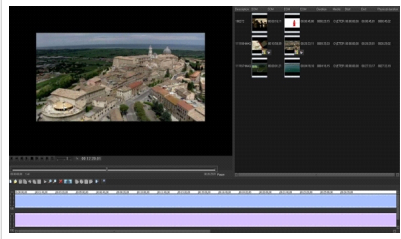


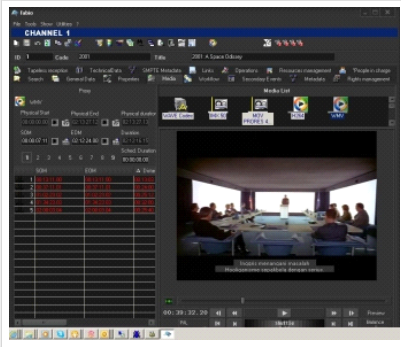
Etere MAM - Media Asset Management

A comprehensive solution for a flexible, modular and effective management of your digital assets

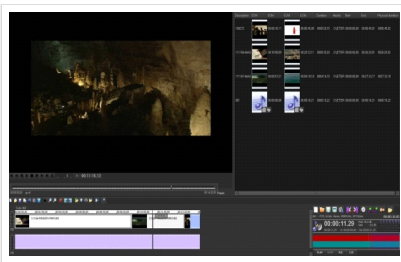
3/12/2012



(MAM)



(MAM with Preview)



Etere MAM is a highly effective digital content management solution that is designed specifically to streamline the process of ingest, indexing, storage and retrieval of digital assets. A centralized solution for handling digital content and its associated metadata, its effective implementation both increases operational efficiency and maximizes the return on investment of digital media.

In a media rich archive, Etere MAM simplifies the process of content management by streamlining the digital workflow allowing you to bring media content to the market faster and in multiple formats making sure all new media platforms are served with exceptional, frame accurate content.

Etere MAM is an end-to-end software solution created to fully optimize the value of your media content:

- Automated ingest followed by highly effective and fully integrated quality control ensures media content is free of imperfections;
- Automatic and manual metadata association including configurable metadata classification and sub-classification to facilitate and speed up content retrieval;
- Powerful search function with multiple criteria including query based, full-text based and asset description based searches;
- Key frame based basic and advanced storyboard view;
- Generation of multiformat, multipurpose files in real time for delivery to multiple platforms for optimum content re-use;
- Fully integrated with Etere Browsing to support the streaming of VC-1 codecs;
- Comprehensive rights definition with multiple access levels;
- for intellectual property rights management including the ability to watermark digital content to prevent unapproved reproduction;
- Newsroom integration for real time access to full media content(MOS compliant);
- Fully integrated with Etere HSM the intelligent hierarchical storage management system that controls the movement of media content between encoders, nearline storage, tape libraries and the playout system managing both high and low resolution files.

Comprehensive Asset Management

Etere Asset Management ensures that all data associated to an asset (media, EPG, EDL, secondary events etc) is managed in centralized Asset Forms fully integrated across systems and applications.

All media versions that relate to a particular asset are detailed in the asset's media cockpit: videosever, tape library, proxy, internet version etc for effective, centralized media management.

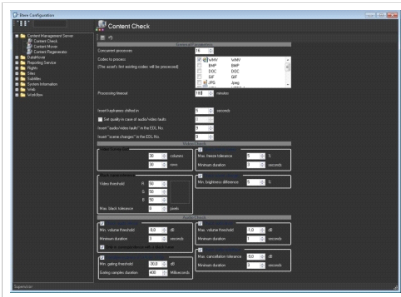
Etere MAM supports advanced metadata association with each media file containing a customizable and fully integrated set of metadata ensuring fully comprehensive media content definition.

Metadata can be asset or frame specific and Etere MAM is also fully SMPTE metadata compliant. The flexibility of Etere MAM allows all relevant data to constantly be updated even after the original file is created.

Intellectual property rights are also managed from within the asset.



Etere MAM - Media Asset Management



Content Management System

Fully integrated into Etere MAM, this highly intelligent content management system helps ensure the quality of your media content by identifying:

- Irregular audio levels (advanced speech detection);
- Black or frozen video;
- Scene changes.

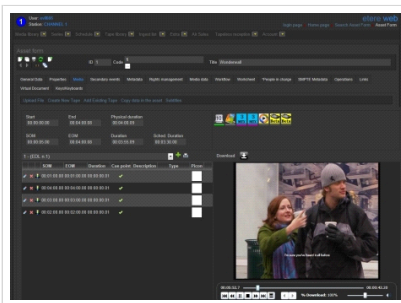
Etere CMS is a responsive and user driven tool that stores processed metadata directly in the database. Multiple processes are supported at any one time dramatically increasing operator efficiency.

Powerful Search for Effective Retrieval.

A unique and highly effective content retrieval system supports a multitude of search definitions including the following:

- Full-text: simple, exact phrase, word proximity, logical order and synonymous;
- Extended: artist, genre, parental rate, expiry date, country of production, agency;
- Quality control: date, operator, workflow;
- Media: main, backup, archive, proxy file;
- Standard: ID, description, program type;
- Notes: storyline, EPG, commercial note;
- Station: searches can be run for all or only specific stations.

This advanced search capability ensures accurate and fast content retrieval.

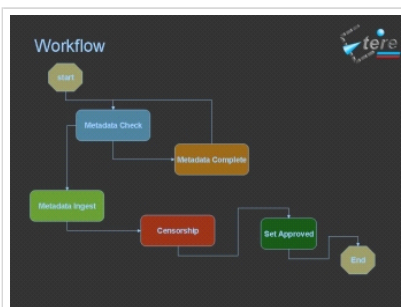


Web Accessibility and NLE Integration

Complete access to media content from both central and remote locations using EtereWeb for real-time content search, retrieval, browsing and basic manipulation. NLE integration allows media content to be accessible even from inside an editing station.

EtereWeb also supports full tracking of all NLE and archive movements. User rights can be defined to allow or prevent access to media content including for example, rights to download, browse, copy, create etc.

Etere uses Web Service technology to ensure the seamless integration with external broadcasting systems offering a highly flexible and interoperable solution. Based on the SQL relational database and running off Windows, Etere MAM does not require any additional hardware further supporting the easy integration with existing systems.



Defined Workflow for Increased Efficiency

Etere MAM includes a mission critical, integrated workflow application that facilitates systems management by clearly defining each complex step of the broadcasting process. Rules are configured and processes defined to ensure every step is carried out correctly following the correct authorization and notification procedures: Etere MAM is a comprehensive digital asset management solution that will help optimize media content usage and return on investment by ensuring that your media is both fully accessible and easily retrievable and by streamlining the digital content management process, productivity gains are also achieved.

