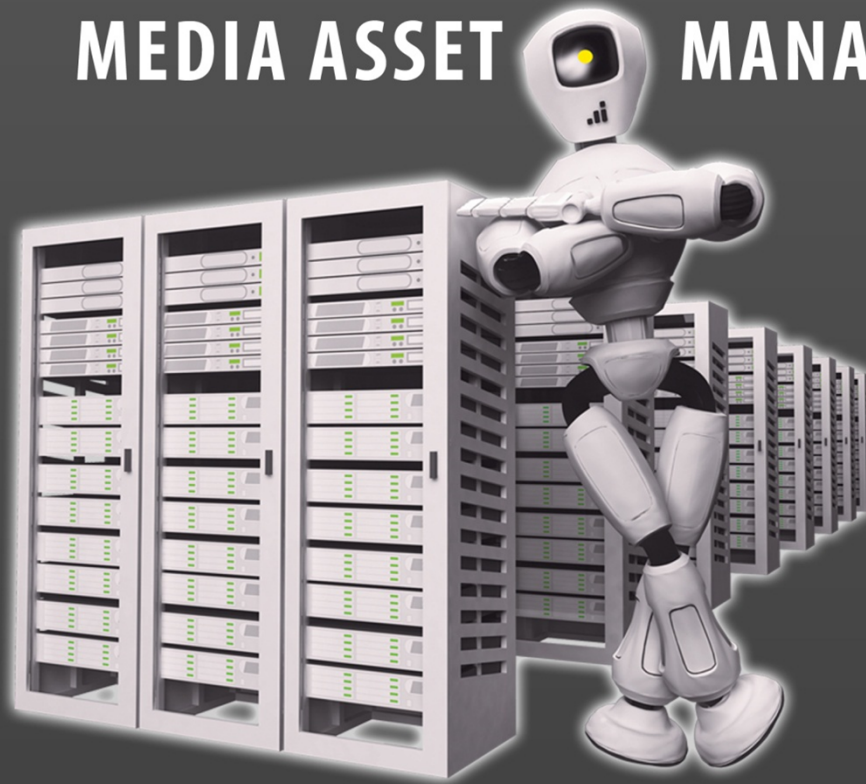




www.metus.com

Metus MAM

MEDIA ASSET MANAGEMENT



www.metus.com

What is Metus MAM?

Metus MAM is a server - client based media asset management and transcoding software suite, that is designed to increase the security and availability of your multimedia and documents



Metus MAM Features

Format Support

File containers

Video: (MPG, M2P, AVI, F4V, MXF, GXF, MOV, XDCAM, MP4, TS, WMV, P2, Microsoft Smooth Streaming™)

Audio: aiff, mid, midi, mp3, mpu, ra, wav, wma, m4a



Format Support

File containers

Picture : gif, jpg, jpeg, pct, png, psd, swf, tiff, tif, tga, wmf, eps, dic, raw, bmp, jiff, dpx, jpeg2000

Document: doc, pdf, pps, ppt, rtf, txt, xls, xml, html

Other: image sequences (dpx, jpeg2000, bmp)



Format Support

Compression

Video: MPEG2, DV, DVCPRO, uncompressed, DVCPRO50, DvcProHD100, H.264, AVC, AVCIntra, Apple PRORES, IMX, VC-1,

Audio: PCM, AAC, WMA

Resolution : SD(PAL, NTSC), HD(720i, 1080i, 1080p), 2K, 4K



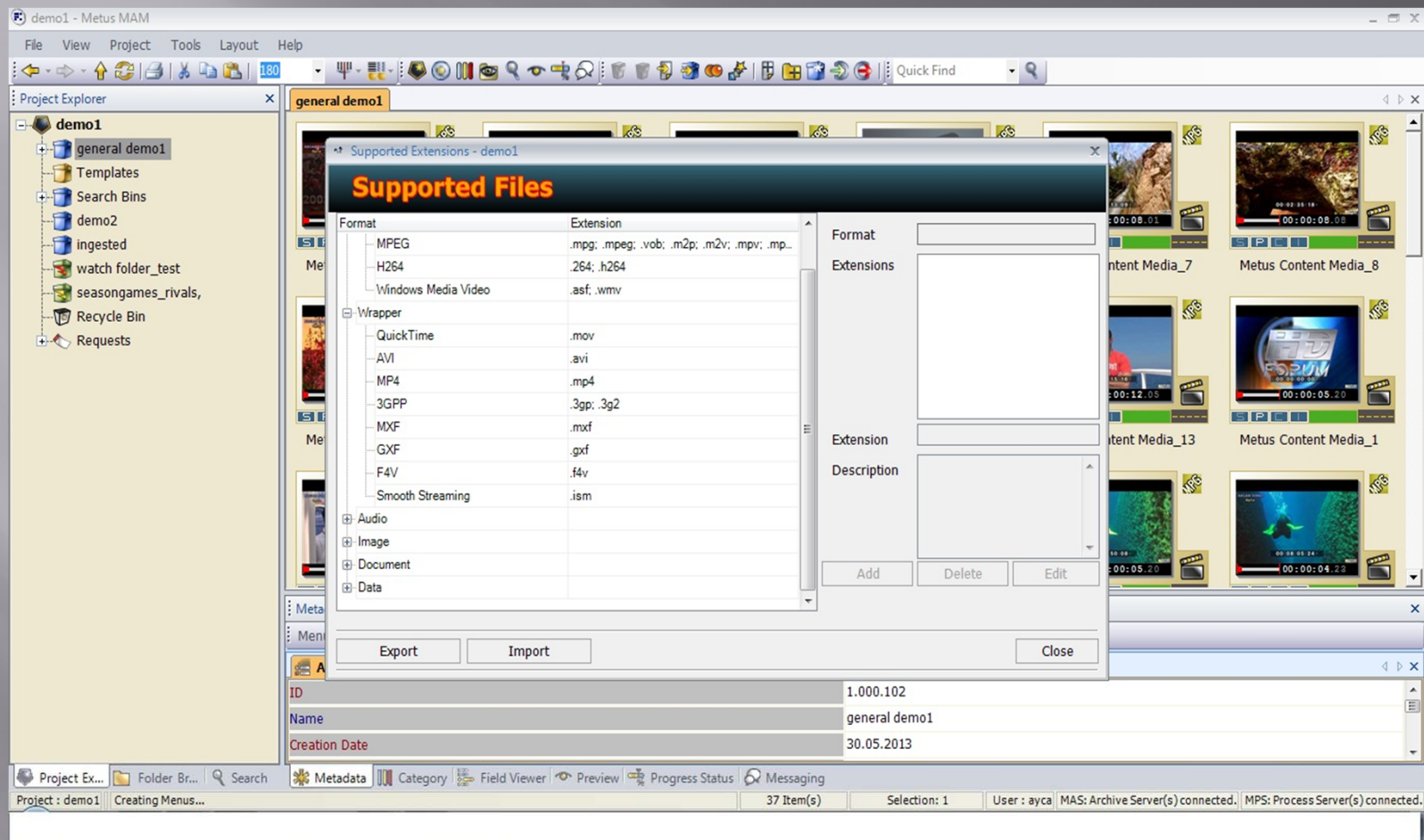
Format Support

Supports all open video standards in existence....

.... And then some:

GXF, LXF, etc. other proprietary formats via optional components







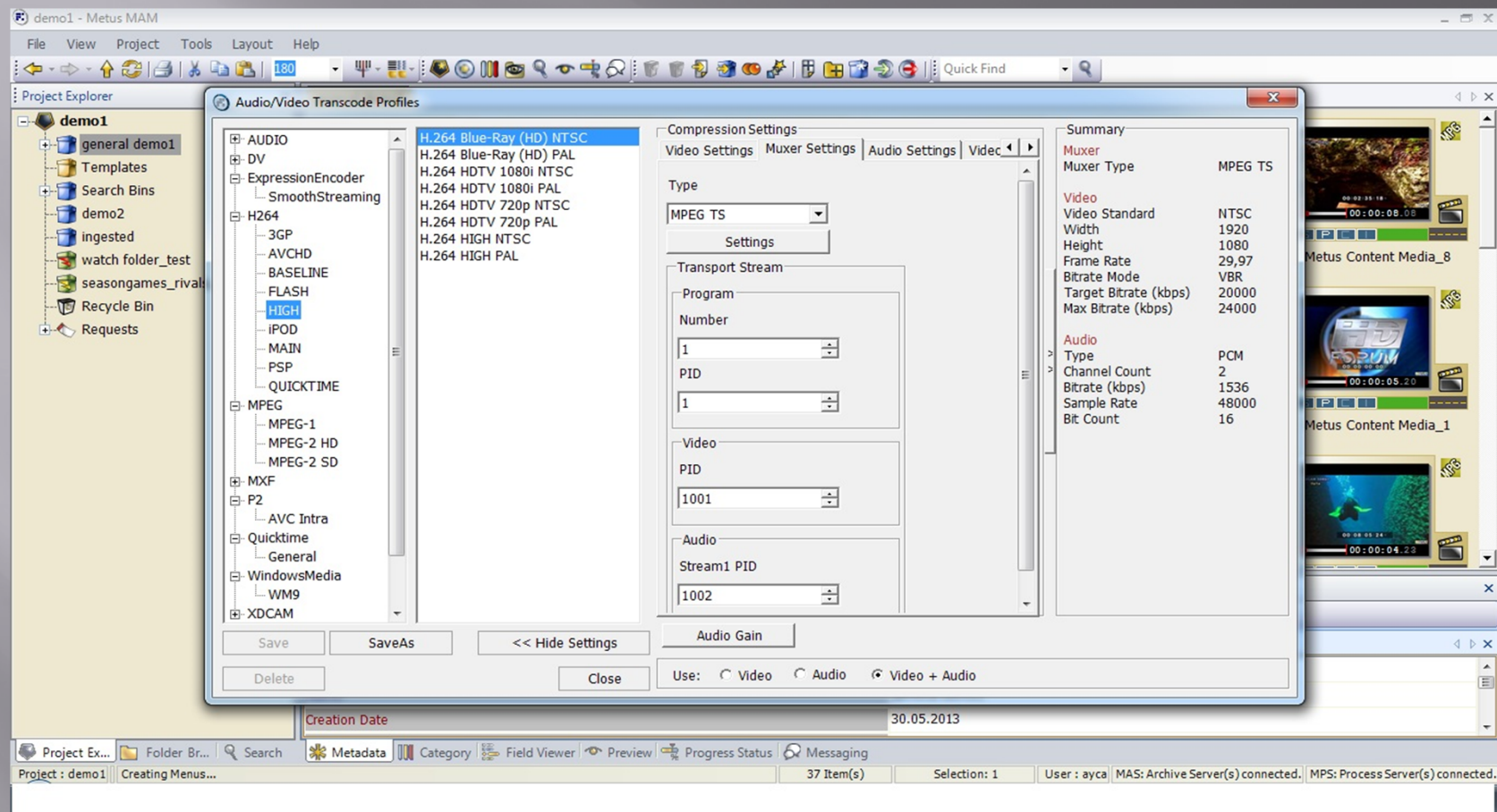
Transcoding

Transcodes between supported formats

Automatic proxy generation

- Can keep same asset in multiple formats
- Deploy on single server or on a server farm
- Load balancing across multiple servers





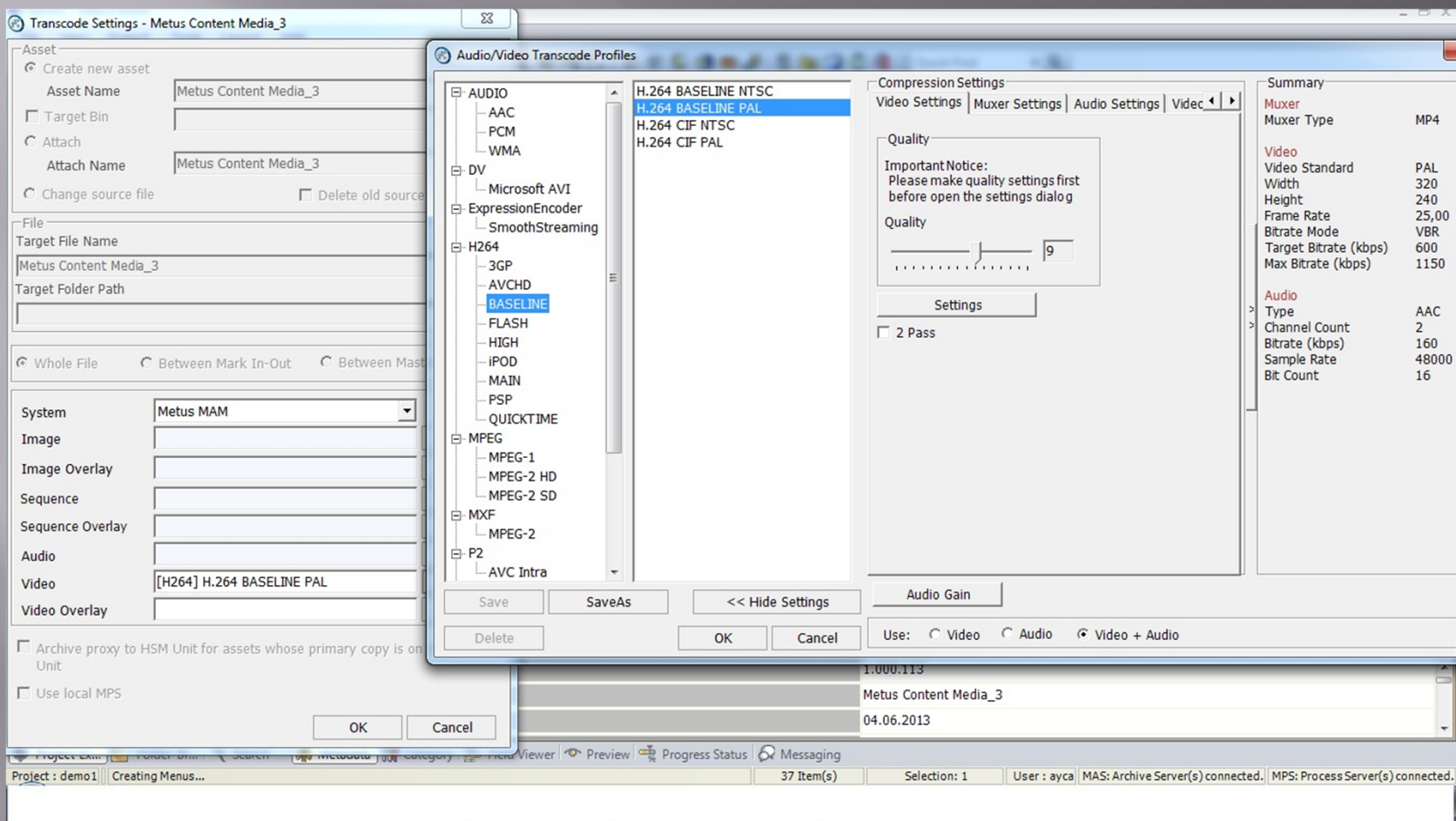


Transcodes between supported formats

Automatic proxy generation

- Can keep same asset in multiple formats
- Deploy on single server or on a server farm
- Load balancing across multiple servers







Browse / Play

Flexible bin/tree structure

Multiple types of bins:

- Manuel bin
- Dynamic bin: Auto archive watch folder contents
- Filter Bin
- Search Bin



demo1 - Metus MAM

File View Project Tools Layout Help

150 Quick Find

Project Explorer

- demo1
 - general demo1
 - Templates
 - Search Bins
 - Added This Week
 - Unmodified Assets
 - Large Assets
 - john
 - Most Retrieved
 - Long Assets
 - demo2
 - ingested
 - watch folder_test
 - seasongames_rivals,
 - Recycle Bin
 - Requests
 - Pending
 - Approved
 - Rejected

general demo1

Metus Content Me... dfgsf Metus Content Me... Metus Content Me... Metus Content Me... Metus Content Me... Metus Content Me...

Metus Content Me... Metus Content Me... Metus Content Me... Metus Content Me... Metus Content Me... Metus Content Me...

Metus Content Me... Metus Content Me... Metus Content Me... Metus Content Me... Metus Content Me... Metus Content Me...

Metadata - general demo1, Total: 12

Menu

All Metadata Mark Points

ID	1.000.102
Name	general demo1
Creation Date	30.05.2013

Project Explo... Folder Browser Search Metadata Category Field Viewer Preview Progress Status Messaging

Project : demo1 Creating Menus... 37 Item(s) Selection: 1 User : ayca MAS: Archive Server(s) connected. MPS: Process Server(s) connected.





Browse / Play

Information rich asset browser

Necessary info displayed directly on assets

The screenshot displays the Metus MAM (Media Asset Management) interface. The main window is titled "demo1 - Metus MAM" and features a menu bar (File, View, Project, Tools, Layout, Help) and a toolbar. A search bar is located at the top left. The left sidebar shows a tree view of "Project Categories" including General, News, Sports, Food, Lifes, Arts, and Education. The main area displays a grid of video assets with thumbnails and progress bars. The assets are labeled: "Metus Content Media_3", "Formula_media", "Metus Content Media_5", and others. A "Progress Status" window is open at the bottom, showing a table of tasks and their progress.

Object Name	Task	Progress	Server	Status	Added	Message
Metus Content Me...	Move to Recycle Bin	100%	demo-PC	Finished	09.07.2013 14:38:...	[Finished Time: 0 ...]
Metus Content Me...	DeleteProxy	100%	demo-PC	Finished	09.07.2013 14:27:...	[Finished Time: 0 ...]

At the bottom of the interface, there is a status bar showing "Project: demo1", "36 Item(s)", "Selection: 0", "User: ayca", and "MAS: Archive Server(s) connected. MPS: Process Server(s) connected."





Browse / Play

Play multiple assets easily from main screen

Thumbnail and storyboard representation

Immediate access to critical information

Flexible folder structure

Asset Viewer: Built in media viewer allow user advanced operations on the asset

Switch between proxy and hi-res on the fly







Browse / Play

- Multiple speed playback
- Offset controls
- Insert marker
- Master In-Out Trim
- Play In-Out Trim
- Retrieve In-Out
- Transcode In-Out
- Metadata Overlay
- Proxy playback
- MultiViewer
- Audio, Video censoring
- Single Item, Bin Modes
- Multi channel audio
- Play live ingesting content





Browse / Play

Some actions that can be done with asset viewer:

- Add custom in-outs (regions)
- Create playlists out of regions
- Jump to storyboard
- Quick browse inside bin



◆ Metadata

- Includes hundreds of metadata fields
- Many different types of data entry
- Users can add and change unlimited metadata, from GUI
- Any metadata can be used in media search





Versalite Search

Basic/ full text search

- Multiple metadata can be combined in AND-OR structure, complex searches can be saved
- Search based on categories
- Thesaurus support
- Custom searches can be saved as **Filter Bins**

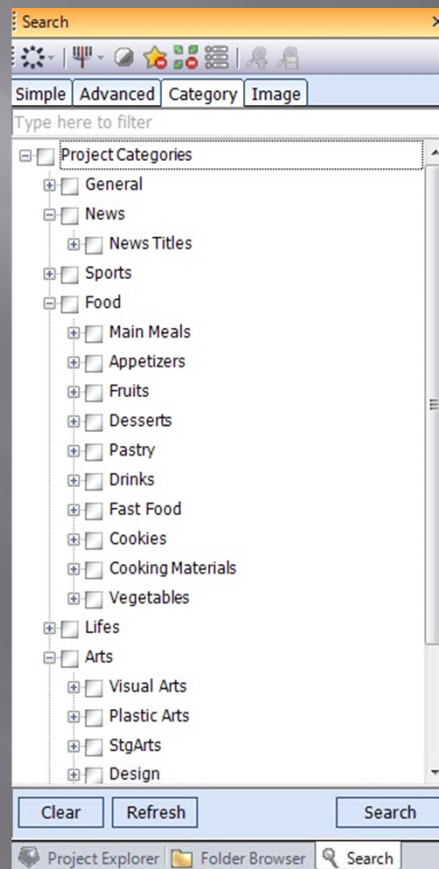
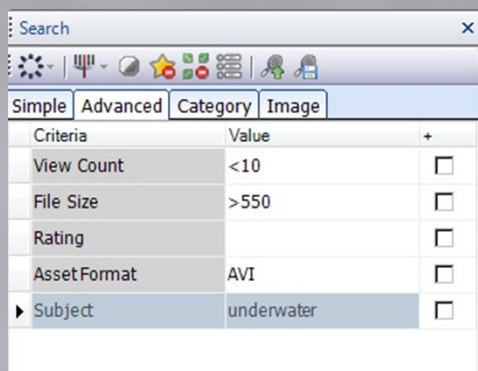
Bin: Virtual folders can be created inside MAM and your assets organized in them

Filter Bin: Assets meeting predefined criteria can be automatically visualised in these folder.





Versalite Search

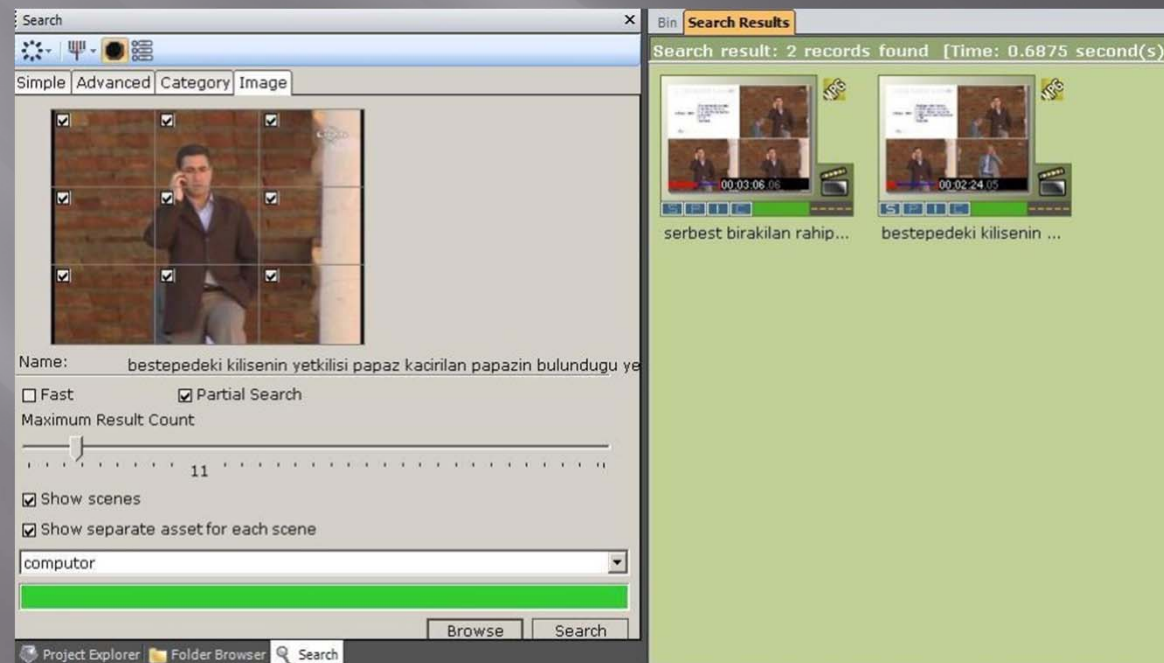




Search by Image

Search for a single frame inside all video and picture files.

- The search accuracy can be set
- The search can be manual or an automatic criteria attached to a search bin



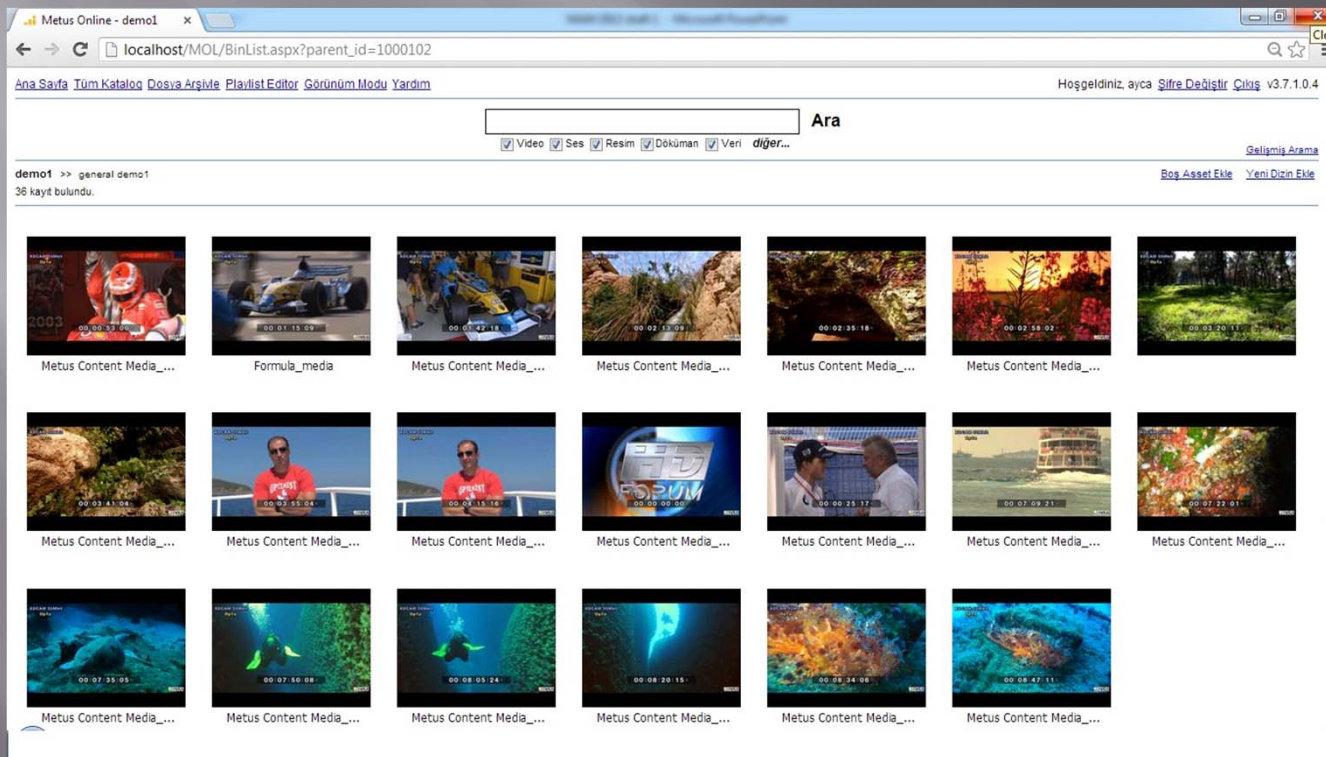


Search by Image

Light, web client

Access to Metus Library from any internet browser, any OS

- Basic Browse, view, search, archive functions.



More Features

LTC-VITC burn in to file

Import-export metadata over xml files

Default presets for metadata import-export (CableLabs, Dublin Core, OpenArchive, MXF, EXIFF)

Cut-join lists of: mpeg, mxf, h264 files

Export EDL's to: NLE project, single file, playlist

Logo, text, timecode burn-in

Automatic metadata assignment (templates)

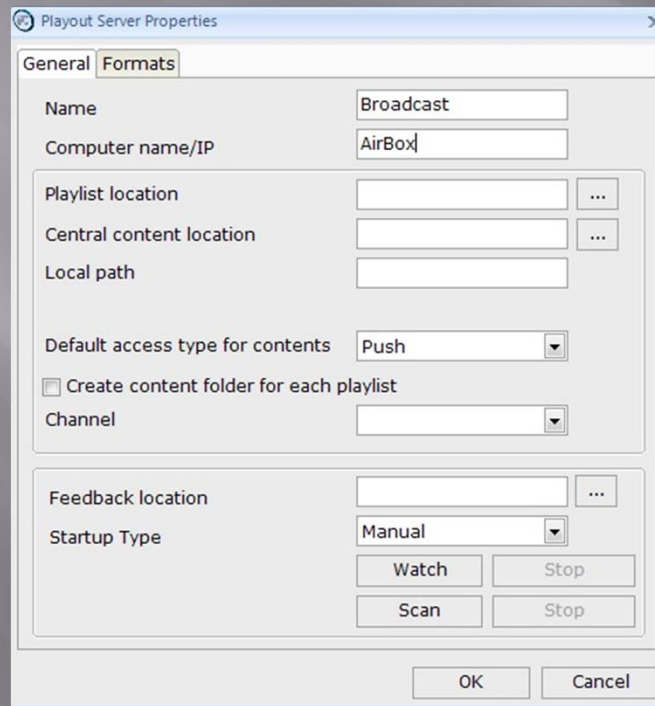


More Features

Attachments:

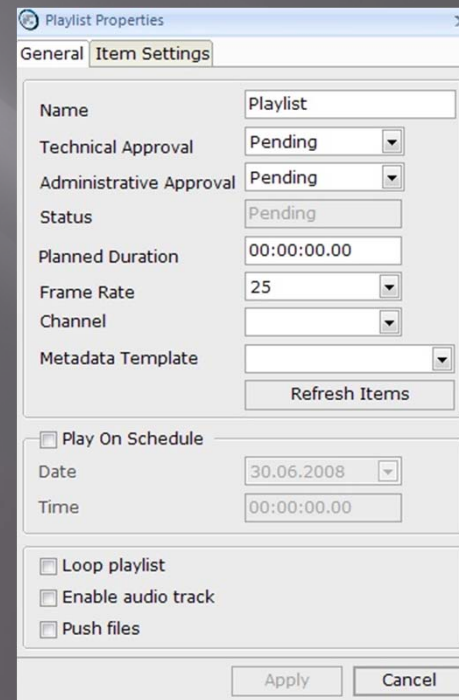
Associate any file/s with assets

Use together with batch transcoding to create multiple versions of assets



The 'Playout Server Properties' dialog box, 'General' tab, shows the following fields and options:

- Name: Broadcast
- Computer name/IP: AirBox
- Playlist location: [empty] ...
- Central content location: [empty] ...
- Local path: [empty]
- Default access type for contents: Push
- ☐ Create content folder for each playlist
- Channel: [empty]
- Feedback location: [empty] ...
- Startup Type: Manual
- Buttons: Watch, Stop, Scan, Stop
- Buttons: OK, Cancel



The 'Playlist Properties' dialog box, 'Item Settings' tab, shows the following fields and options:

- Name: Playlist
- Technical Approval: Pending
- Administrative Approval: Pending
- Status: Pending
- Planned Duration: 00:00:00.00
- Frame Rate: 25
- Channel: [empty]
- Metadata Template: [empty]
- Refresh Items button
- ☐ Play On Schedule
- Date: 30.06.2008
- Time: 00:00:00.00
- ☐ Loop playlist
- ☐ Enable audio track
- ☐ Push files
- Buttons: Apply, Cancel



Editing

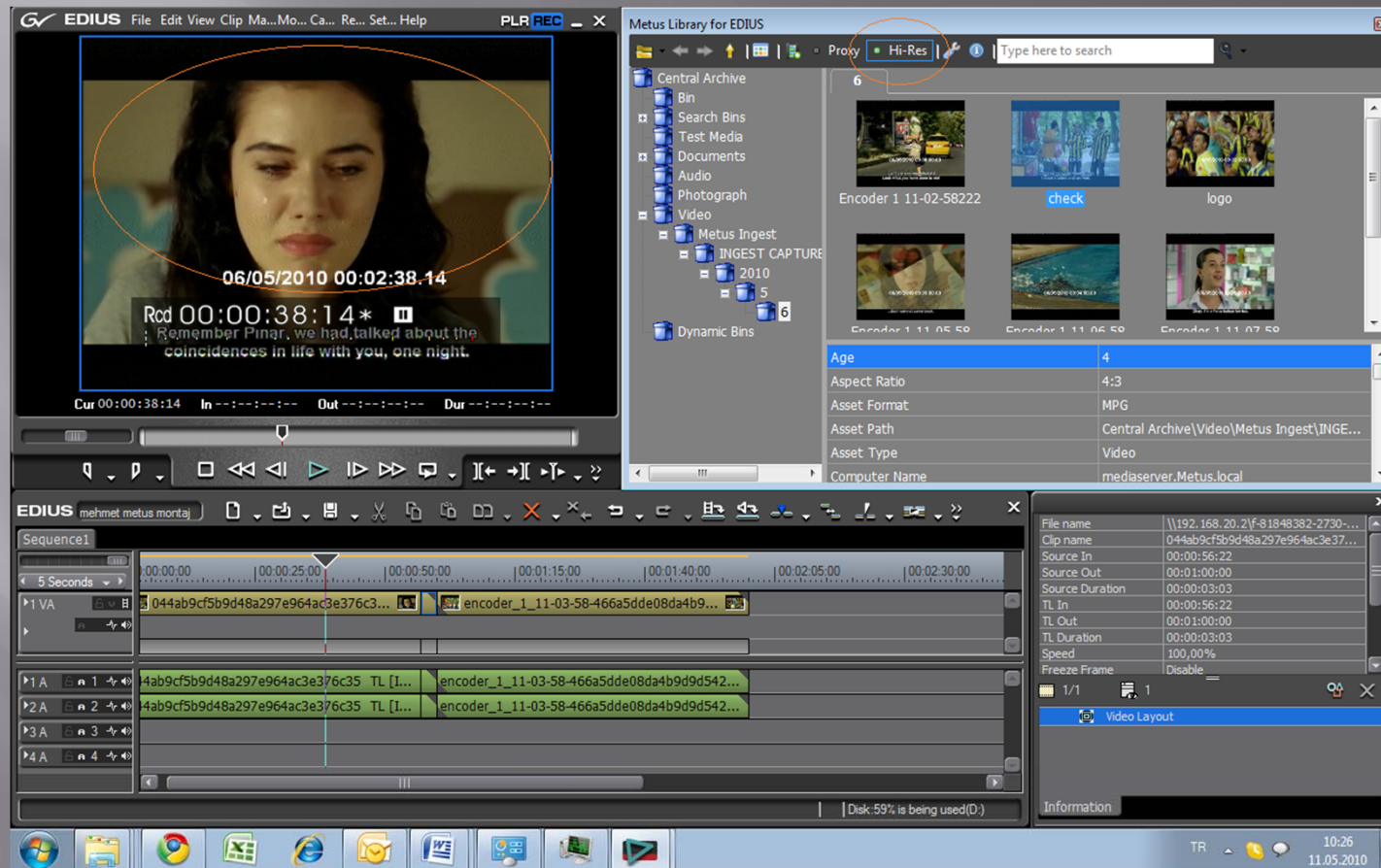
Plug-ins and clients for popular video editing softwares.

Browse and search MAM directly inside your favorite NLE!

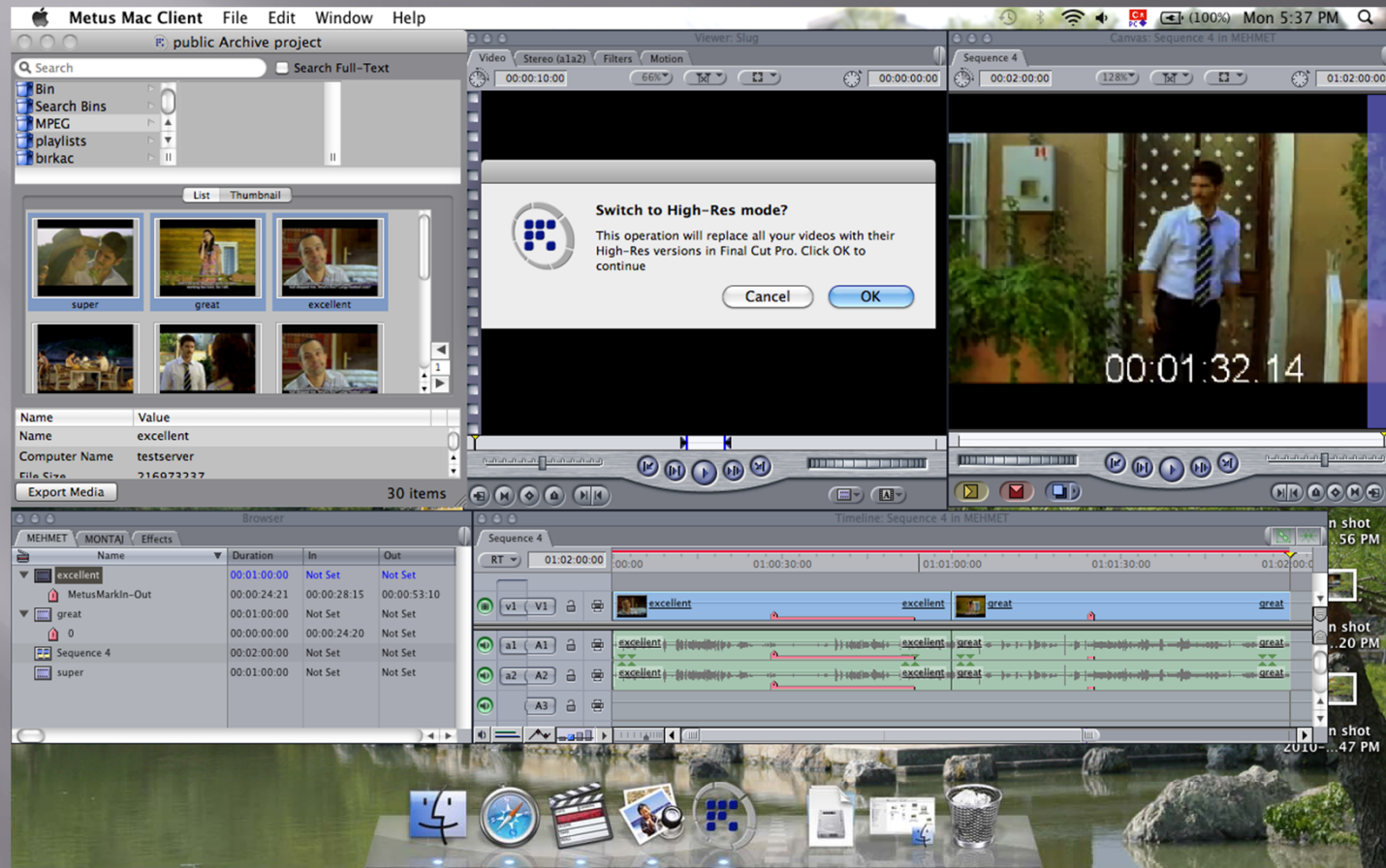
- Proxy based editing, where supported



Editing - EDIUS



Editing - FCP



Editing - VEGAS



Editing - PREMIERE



Editing - AVID

Plug-ins and clients for popular video editing softwares.

Browse and search MAM directly inside your favorite NLE!

- Proxy based editing, where supported



Newsroom

Plug-in for newsroom systems (OCTOPUS)

Browse and search MAM directly inside your newsroom client

Seamless integration with Metus FlashNews

High level SOAP API for remote control of all MAM functions

Custom integration possible between MAM and any 3rd party system, using Metus API

Can be understood by entry level web developer



METUS API

High level SOAP API for remote control of all MAM functions

Custom integration possible between MAM and any 3rd party system, using Metus API

Can be understood by entry level web developer



Administering MAM





Security

Built in user-rights based security system.

Independent of, and more advanced than Windows rights

- Can be assigned on: Whole project, folder, asset, metadata

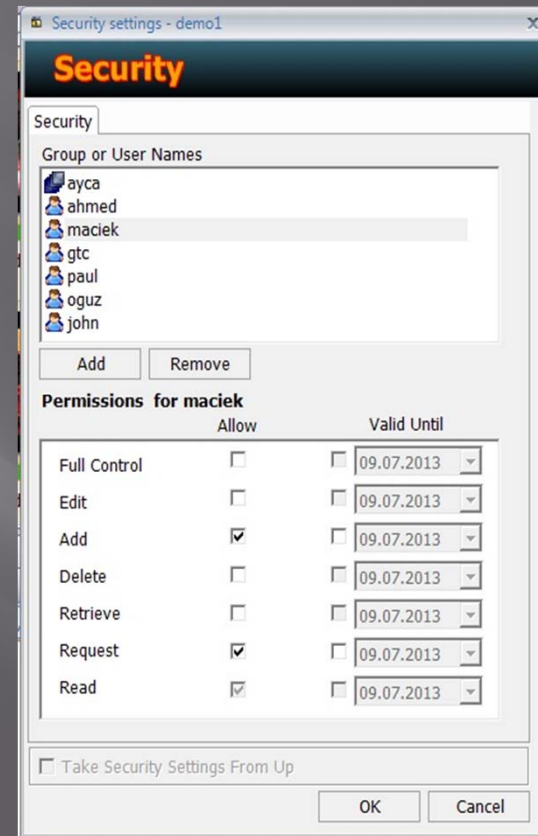




Security

Archived files are sent to client over a secure “tunnel”.

- All access to media are done through application layer, no Windows or network security is involved
- Import Active Directory Users





Action History

All actions done by users are logged, with the following information:

Action, user, date-time, workstation name.

The action log can be filtered for various criteria

User name	Group	Item Name	Action	Description	Date
Oner Fidanci	Users And Groups	Anonymous	Logout	ONER - ONERloner	30.06.2008 10:34:24
Oner Fidanci	Users And Groups	oner (Oner Fidanci)	Login	ONER - ONERloner	30.06.2008 10:34:24
Oner Fidanci	Users And Groups	user	Add	New user added.	30.06.2008 10:46:30
Oner Fidanci	Users And Groups	oner (Oner Fidanci)	Logout	ONER - ONERloner	30.06.2008 10:46:33
Oner Fidanci	Users And Groups	oner (Oner Fidanci)	Login	ONER - ONERloner	30.06.2008 10:46:33
Oner Fidanci	Item	Show Reel Cihan	Storyboard Create	OS User: oner	30.06.2008 10:51:51
Oner Fidanci	Item	king elektrikli sofben yazili	Storyboard Create	OS User: oner	30.06.2008 10:52:16
Oner Fidanci	Item	katlanabilir kusu bandi yazi...	Storyboard Create	OS User: oner	30.06.2008 10:52:25
Oner Fidanci	Item	CAN ATTILA-Sultanlar Aşk...	Storyboard Create	OS User: oner	30.06.2008 10:52:46
Oner Fidanci	Item	mugla_sedir_adasi_deniz_...	Storyboard Create	OS User: oner	30.06.2008 10:52:59
Oner Fidanci	Item	nez - hey dj	Storyboard Create	OS User: oner	30.06.2008 11:13:05
Oner Fidanci	Item	nez - hey dj	Storyboard Create	OS User: oner	30.06.2008 11:13:20
Oner Fidanci	Users And Groups	Anonymous	Logout	ONER - ONERloner	30.06.2008 13:23:00
Oner Fidanci	Users And Groups	oner (Oner Fidanci)	Login	ONER - ONERloner	30.06.2008 13:23:00
Oner Fidanci	Item	airplane	Add	New Bin added.	30.06.2008 13:26:51
Oner Fidanci	Item	adriana_lima_175	Moving To Recycl...	Object deleted.	30.06.2008 13:27:04
Oner Fidanci	Item	adriana_lima_163	Moving To Recycl...	Object deleted.	30.06.2008 13:27:04
Oner Fidanci	Item	adriana_lima_142	Moving To Recycl...	Object deleted.	30.06.2008 13:27:04

Total: 12450 Listed: 3588



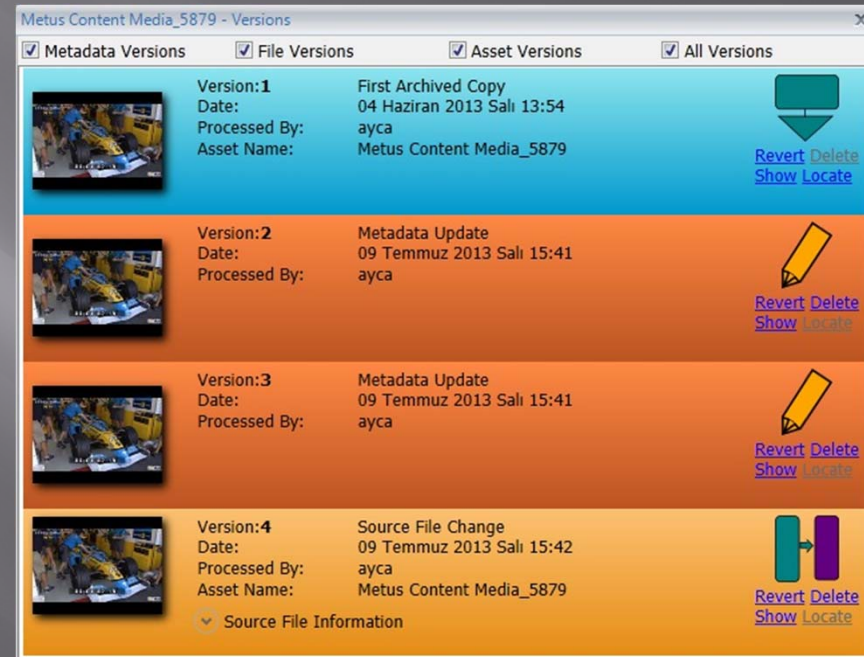


Versioning & Undo

MAM can track all changes done on the archived content and metadata

Changed content (video and metadata) can be restored to a previous version

- Built in “Recycle Bin” holds and recovers deleted assets





Project

Project: Sum total of database, assets, users and rights

Multiple projects can run on same MAM servers simultaneously

Assets can be copied and moved between projects



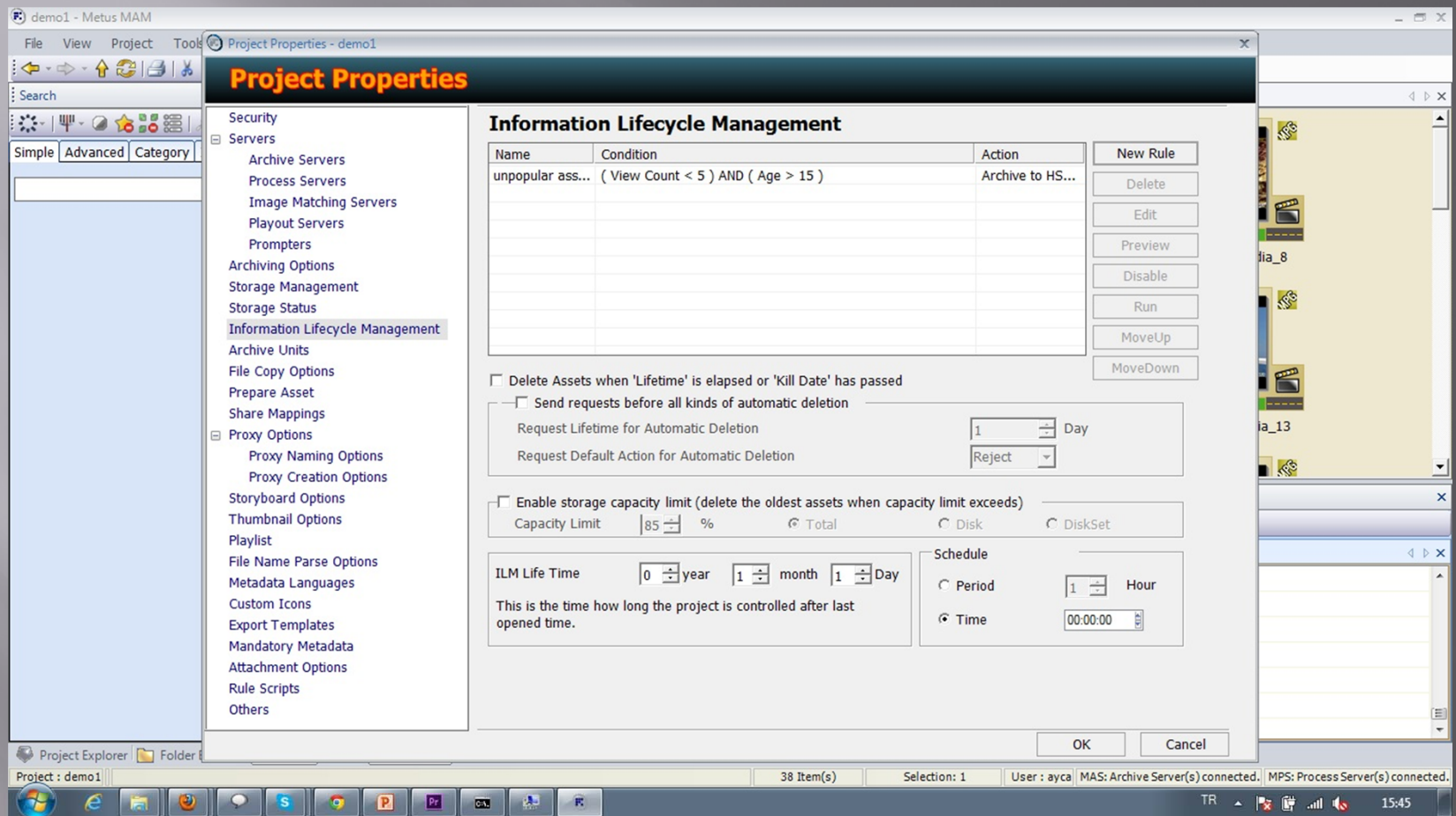
ILM

Rule based Information Lifecycle Management

Automatically media movement based on User-Defined moves, examples:

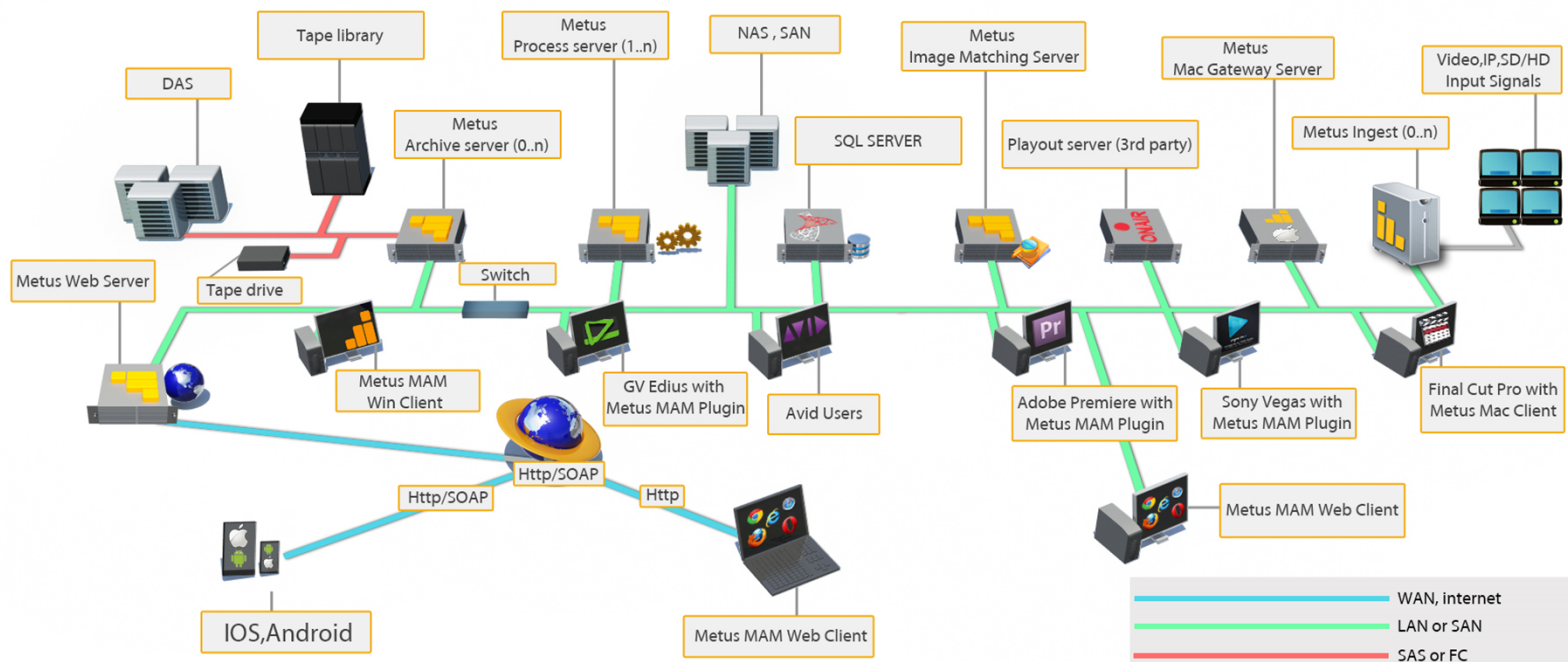
- Create double copy and keep them in backup storage
- Create double copy and keep it in tape
- Move unused assets to tape and keep proxies online, for browsing
- Move all assets after some time to tape, and keep proxies online





Architecture

TYPICAL SYSTEM DESIGN OF Metus MAM



metusMAM | Your Media Management Assistant

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Database Support

MAM works with MS SQL Server, or Oracle databases

Supports database clustering

Supports database replication and mirroring



Storage

Supports SAN, NAS, DAS architectures

Supports multiple storages per archive

No limit to archive size

Supports file clusters

Supports “dual copy” (file mirroring)

Supports nearline storage (tape and optical)

Supports Xendata, PoINT, PetaServe, Tivoli

Auto-move assets to nearline with ILM



Metus MAM Benefits



www.metus.com

Benefits

- Scalability
- Format support
- Video Processing
- Storage and hardware agnostic
- Operational flexibility
- Ease of use
- Fast search and flexible metadata
- Flexible export and delivery
- Security
- Comprehensive management



Typical Applications of Metus MAM





TV Broadcasting

TV Stations can use
Metus MAM as media
asset management,
central production,
transcoding and
scheduling system
MAM can integrate with
other automation,
playout, newsroom, and
NLE systems





Media Distribution

Media monitoring institutions,
News&Broadcasting agencies, and
all other content owners can use
Metus MAM to manage their rapidly
growing content.



Metus Online can be used to
distribute content to subscribers
over the Internet





Post Production

Media monitoring institutions, **News&Broadcasting** agencies, and all other content owners can use Metus MAM to manage their rapidly growing content.

Metus Online can be used to distribute content to subscribers over the Internet



Telecoms

MAM can be used as CMS for VOD/webtv/IPTV applications

- Fast / optimised H264 transcoding
- Customisable metadata export
- Support for ABR formats
- API for 3rd party integrations



Security / Military

MAM can be used to manage multimedia assets for army, police and other defense organisations:

High availability

Advanced access security and management functions

Ease of use by non-video professionals



Corporates, Educational, Governments

MAM can be used to track multimedia assets in corporate, educational and government projects:

Extreme ease of use, by non video professionals
Operational flexibility
Scalability



THANK YOU!



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