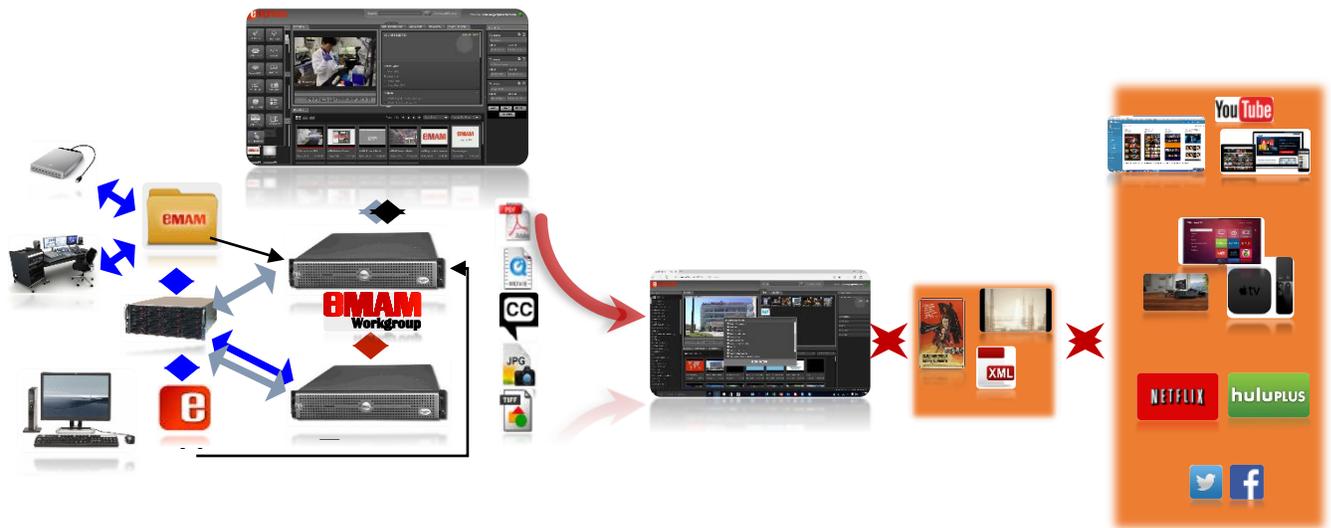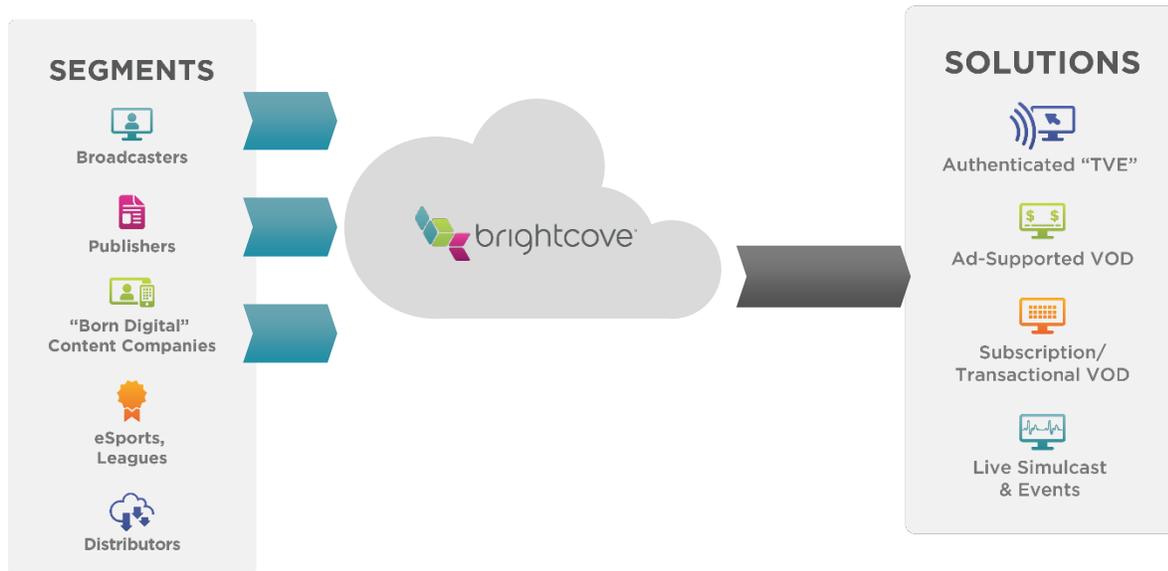# eMAM and Brightcove Combine to Power Complete Workflows with Compelling Digital Experiences

eMAM is a complete workflow management solution with integrated technologies to ingest, produce, store, archive, collaborate, share, and deliver content. Integrated with Brightcove Galleries, it can now power a complete online presence for customer with options to interactive online portal, optimized streaming for all devices and applications in all locations, rich analytics, and monetizing options including ad insertion, subscription, and VOD. The combined system can now provide powerful complete end-to-end workflows for the production and publishing of rich media content.

eMAM provides tools for organizations worldwide to manage content. It can manage content in any storage or archive system located in one or multiple on premise or cloud systems. From browser or tablet interfaces, nontechnical staff collaborate with video editors to produce and approve content. Users can share proxy copies using branded emails, social media, or links. Users can selectively delivery native resolution content with metadata in any format or codec to any location or system, now including Brightcove.

Brightcove can build powerful digital experience connecting organizations with their audiences. Users can quickly build portals using the simple intuitive publishing tools. Leveraging content delivery networks, Brightcove can provide optimized viewing streams across all device and application types to locations worldwide. Organizations can monetize their content with ad insertions, subscriptions, and VOD options.

Both embed powerful technologies behind easy to use interfaces.   For a complete video workflow, users can

1. Ingest content into eMAM from any location. It can be stored on site or in the cloud.
2. Tag, mark, subclip, and build time lines/story boards from the web interface
3. Editors cut videos and then send back to eMAM for approvals
4. Log into eMAM to share content.   Select content for web publishing.
5. Using Brightcove, choose appropriate publishing and distribution options.

Key features of the combined system

1. Brightcove users now have a powerful integrated options for the production of content.
2. Brightcove users can store content in any storage system or archive system on premise or in the cloud.
3. eMAM users have powerful options to build rich online experiences
4. eMAM users have powerful options to monetize content
5. Users can save money on the support and training for multiple disconnected systems
6. Redundant storage and manual processes can now be avoided