aws partner network | **eMAM** Cloud

Flexible Media Management & Production

Challenges
Unorganized Media & Scattered Staff

eMAM is the premier solution optimized to resolve the common issues of growing media volumes, decentralized storage, remote staff, and global collaboration that plagues the modern media landscape. Without a proper tool to organize it, media must be manually searched and organized for future use. Too often, crucial media will be stuck on random hard drives and CPUs ultimately hamstringing their value. Now more than ever collaborative features that are easily accessible worldwide are essential requirements for remote staff reduce time wastage in media production workflows.

The eMAM Cloud Solution
Control, Collaborate, & Deliver

Leading organizations need to manage their media effectively to maximize its value, and we provide this with AI-tagging, enriched metadata, and media categorization. eMAM provides accelerated and worldwide access to centralized storage in the cloud or in a hybrid arrangement, with no IT required. Remote staff collaborate across the globe, accessing media and projects through an intuitive web interface or in NLE extensions in Adobe Apps (PR, PS, IL, PS & ID) and Final Cut Pro X. Remote staff easily review and approve with marking and sub-clipping features directly from the web interface.

Benefits
Enhanced Media Management, Collaborative Production, Remote & Global Capabilities, and Customized Configuration & Security

Enhanced Media Management
Instant tagging & organizing on ingest, enriched metadata, and AI analysis.

Remote & Global Capabilities
Mixed deployment options, including fully remote features available worldwide.

Collaborative Production
Adobe Apps and FCP integrations, with an intuitive web interface for non-technical users.

Customized Configuration & Security
Set permissions and control access to media in a granular fashion.

eMAM Cloud on AWS

eMAM is the premier comprehensive media asset management platform to produce, share and deliver media. Thanks to AWS, we are able to provide the technical features to accomplish this at an enterprise scale. eMAM's customizable platform integrates the continually growing list of AWS features. AWS Lambda supports cloud tools that power eMAM's remote capabilities. eMAM manages transcoding with Elastic Transcoder & Elemental Media Convert for rapid ingest. S3 Glacier & S3 Glacier Deep Archive offer secure and extremely low-cost storage directly from our web interface. Amazon Rekognition & Transcribe reads media for people, object, and emotions, generating an exportable transcript.

Features

AI-Enhanced Media Management

Video and stills are processed by AWS's Rekognition upon ingest into eMAM's system. Rekognition analyzes the media for faces, emotions, objects and more. The system learns with more media and will be able to increase its accuracy with use. This accelerates the browsing process to find the right clip in a mountain of media. AWS Transcribe generates an exportable transcript in multiple languages.

Globally Accessible Centralized Storage, Multiple Arrangements

Access variable media from across the globe with eMAM's web interface or integrated extensions. Through AWS's Elastic Transcoder and Elemental Media Convert, media is rapidly ingested into the system. AWS's S3 Glacier and S3 Glacier Deep Archive give users the ability to more finely control their media storage, saving on cost in the long term. Available as fully remote or hybrid arrangements.

Case Study: Charter Spectrum

Spectrum REACH®

Challenges

Spectrum has massive amounts of media that need to be uploaded to a central location. Remote editors were manually downloading media and managing Premiere Pro projects. Staff needs to review and approve rough cuts and deliverables across the US.

Solution

AWS Lambda storage centralizes media and eMAM's web interface allows easy access. AWS Elemental enable an accelerated proxy edit workflow for remote editors through eMAM's Premiere Pro extension. eMAM's intuitive web interface allows for review and approval worldwide.

Results

eMAM centralized their storage location and added media management. Editors effectively manage projects with proxy editing. Users collaborate by sharing sequences for Review/Approval with internal/external users.

Get started with eMAM Cloud solutions on AWS

Visit AWS Marketplace or emamcloud.com to purchase or start a Free Trial today.