

eMAM / Avid Media Composer Workflows

eMAM



Media Processing Platform

marquis
BROADCAST



Moving Media Between eMAM and Avid

Empress Media Asset Management (Empress), developers of the widely used eMAM media asset management platform, has combined the technologies from Marquis Broadcast and Telestream to provide Avid Media Composer users to manage and move media between eMAM and Media Composer. By integrating one of these solutions with eMAM, users can be able to deliver media to a standalone system, shared network configuration and when using Interplay.

Marquis Broadcast

Medway Engine Web Services (MEWS) is a FIMS conformant version of Medway, which can provide Medway services from eMAM to Avid Media Composer. Marquis has adopted the industry standard framework for Interoperable Media Services (FIMS) as the basic interface to the Medway transfer capability. The intention is that through the FIMS interface users have the ability to use the full power of the Medway transfer and transcoding capability.

Telestream

Telestream has integrated support for processes that utilize Interplay Production from Transfer Engine, Send to Playback Service Export to Vantage, Interplay Advanced Encoder, AAF Encoder and Interplay Web Services Check-in into its Vantage Transcoder.

eMAM Workflows Using Transfer Technology for delivery to Avid

Through a direct integration with MEWS and Vantage, eMAM users can transfer media from the eMAM platform to a standalone Media Composer, in a shared storage environment and in an Interplay configuration.

eMAM customers have an option to either use MEWS or Vantage to complete the eMAM to Avid and back again workflow. Here are the common Avid configurations eMAM supports through MEWS or Vantage:

Transfer to and from a Stand Alone Avid Editor – This workflow will support the transfer of media managed by eMAM into a local storage of an Avid Media Composer. The content will be re-wrapped during the transfer into Avid's MXF OP Atom wrapper and or transcoded if required.

Completed sequences can be exported by editors, via AAF generation under the management of the controlling system. The exported AAF will be passed to MEWS or Vantage to initiate the export of the material and the production of a "Flattened" sequence file, which will be re-wrapped into the requested format.

Transfer to and from Interplay and Shared Storage configuration – Media can be transferred from an eMAM managed storage location to Avid Shared storage.

Content stored on the Avid Workspace will have passed through the MEWS or Vantage systems for organization instructions. The content will be re-wrapped to MXF OP Atom and transcoded if required.

Content can then be transferred out of Interplay via AAF (obtained by the controlling system via Interplay URI) and passed on to MEWS or Vantage for processing. This process will initiate the transfer and production of the content to create a flattened file. The new media will then be ingested and managed by eMAM for previewing and processing.

eMAM Manages Tools and Workflow Engine

Utilizing the powerful tools in eMAM, users can send Review and Approval requests, share proxy media to inside and outside users in marketing campaigns and deliver media to social media sites, custom streaming channels and broadcast facilities. eMAM, MEWS, Vantage and Avid offer a powerful tool set to acquire, organize, produce and deliver media.

eMAM Media Asset Management

eMAM™, a powerful and flexible web-accessible media asset management system, for users to easily manage and use all of their digital assets throughout their organization from any global location.

About EMPRESS

Empress Media Asset Management LLC, is a privately held company providing media asset management and workflow management solutions for broadcast, media and corporate clients including its eMAM Online, eMAM Vault, eMAM Workgroup, and eMAM Enterprise software solutions. It is a part of the Empress family of companies, which includes Empress Cybernetics Systems Private Ltd, specializing in customized software development, and Empress Media Inc. one of the largest distributors of blank recording media and production supplies in the country.

Empress Corporate Office

47-42 Davis Court
Long Island City, NY 11101
(212) 643-4898
sales@empressmam.com

eMAM Software solutions

eMAM Vault Base System:

Ingest, Organize, Delivery, Archive, Annotate, Markers, Tags, Sub-clips, Approval (Internal), 10 Users

eMAM Publish:

Ingest, Organize, Delivery, Archive, Annotate, Markers, Tags, Sub Clips, Review and Approve, Email, Approvals (Internal/External), eBin (Social Media, Link sharing Embedded Code), Publishing Tools, 25 Users

eMAM Workgroup:

Ingest, Organize, Deliver, Archive, Annotate, Marker, Tag, Sub Clips, Timeline, eMAM/Premiere Project Management/Versions, Approvals (Internal/External), eBin - (Social Media, Link sharing, Embedded/URL Links), Publish Tools, 25 Users

eMAM Enterprise:

Ingest, Organize, Deliver, Archive, Annotate, Markers, Tag, Sub Clips, Timeline, eMAM/Premiere Project Management/Versions, Approvals (Internal/External), eBin - (Social Media, Link sharing, Embedded/URL Links), Publish Tools, Unlimited Business Units, 2 Each eMAM Server Components, Plug-ins: Nexidia, Adobe Anywhere, 1 Multi-site License, 50 Users

Marquis Broadcast Software Solutions

Medway:

Medway simplifies workflow complexity by use of the world's largest library of certified workflow and metadata integrations. It enables our clients and integrators to build out the precise workflows they need for their business, often including complex migrations from legacy production, transmission, DAM systems to new and contemporary systems.

Telestream's Vantage Software Solutions

Vantage Transcode Pro Connect:

Includes Vantage Workflow Designer, SD & HD New Media, Edit, VOD, Broadcast Server, IPTV and MXF transcoding format support, and FTP/Network folder workflow support. Enhanced video Processing.

Interplay Advanced Encoder:

The Vantage Interplay Advanced Encoder can create Single-Res or Multi-Res Avid media files. It utilizes Avid DLL libraries (AMT) to create the required MXF OPAtom and AAF files, write these files to ISIS/NEXIS | PRO storage and check the asset into an Interplay PAM environment.

Avid AAF Encoder:

The Vantage Avid AAF Encoder includes two modes of operations, Media Composer and Interplay. Both modes utilize Avid DLL libraries (AMT) to create the required files for supporting standalone edit operations (tested with Media Composer 6.5 and later) and file operations with an Interplay PAM environment.

