



Solution Brief: eMAM and NLT Nearchive: Enhancing Avid Workflows with Seamless Integration

Introduction:

In the dynamic realm of media production and asset management, effective collaboration and integration between platforms are essential. eMAM, a leading Media Asset Management (MAM) solution, offers a comprehensive suite of tools designed to optimize content creation, collaboration, distribution, and archive. NLT Nearchive complements these capabilities, providing a robust media and metadata exchange solution tailored for Avid Interplay media assets. Together, they form a unified solution that bridges the gap between Avid and non-Avid environments, enhancing productivity and media asset utilization.

Integration Overview:

The integration of eMAM with NLT Nearchive represents a strategic leap forward in media asset management. By combining eMAM's powerful media management features with NLT Nearchive's archival and indexing capabilities, organizations can efficiently manage, distribute, and archive Avid media assets, making it an indispensable solution for broadcasters, media companies, and content creators working in multi-platform environments, including Avid Interplay PAM.

Key Features and Benefits:

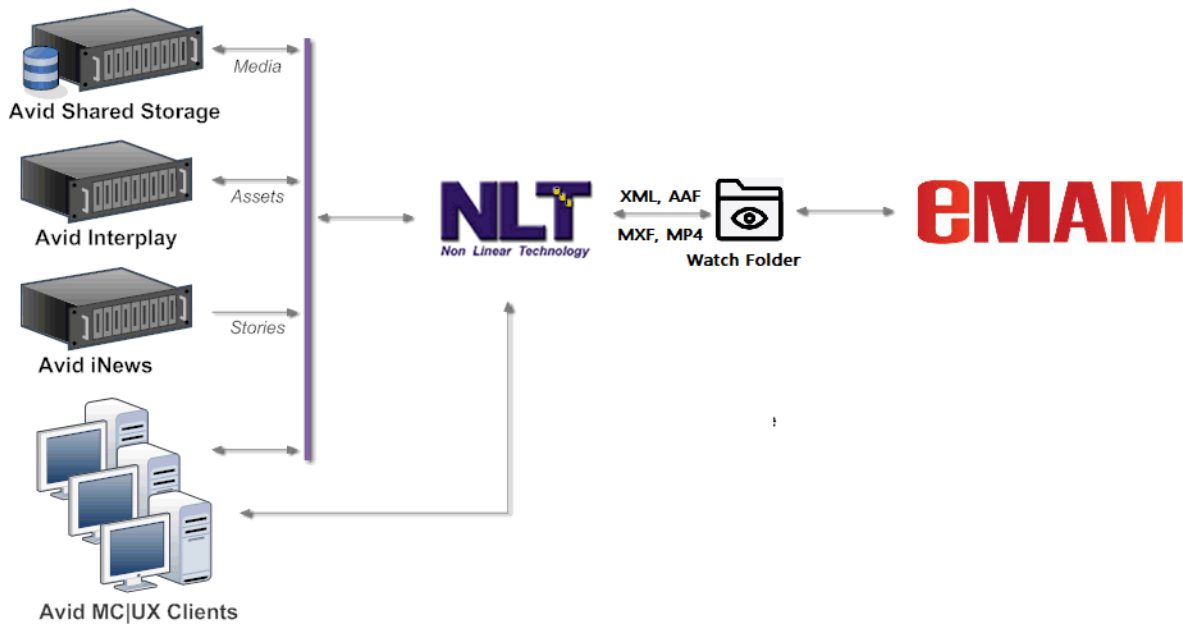
1. Index and Search Avid Media from eMAM:
 - a. Users can index Avid media assets archived by NLT directly within eMAM, enabling robust search capabilities for quick and easy content access. This enhances media visibility and accessibility, streamlining workflows and reducing retrieval time.

1. Wrap / Transcode Avid OpAtom Media:
 - a. The integrated solution offers the flexibility to wrap or transcode Avid OpAtom media into Op1A and other formats, ensuring compatibility across platforms. This facilitates seamless workflow transitions, enhancing productivity and reducing format-related bottlenecks.

2. Distribute Media to Non-Avid Environments:
 - a. eMAM and NLT Nearchive excel in distributing media to diverse non-Avid environments, including Adobe Premiere, After Effects, DaVinci Resolve, Payout systems, NRCS, OTT services, and social media platforms. This capability maximizes media reach and impact across platforms.

- 3. Check-In Non-Avid Media to Avid Interplay:
 - a. Bridging Avid and non-Avid environments, the solution enables the check-in of non-Avid media back into Avid Interplay, fostering a cohesive media asset management ecosystem and enhancing collaboration and efficiency.

- 4. Flexible Archive Options Across Storage Tiers:
 - a. eMAM offers flexible archiving options across various storage tiers, including SAN, NAS, LTO tape, and cloud-based solutions like Amazon S3 and Glacier. This ensures efficient media storage balancing accessibility with cost.



Conclusion:

The integration of eMAM with NLT Nearchive provides a robust solution for managing, distributing, and archiving media assets across Avid and non-Avid environments. Leveraging these integrated capabilities, organizations can achieve unparalleled efficiency and productivity in their media asset management workflows.

For more information or to schedule a demonstration, please contact:

sales@emamsolutions.com

+1.888.808.3856