

A word from EMAM – April 2025

QUARTERLY NEWSLETTER

Project & Task Management

eMAM harnesses the power of Apache Airflow, Google Sheets, and **other task management platforms** to efficiently automate task and project management workflows. Google Sheets is a dynamic data entry and tracking system where teams can input project details, assign tasks, and update statuses. Airflow orchestrates the workflow by extracting data via the Google Sheets API, processing it, and integrating it with eMAM's API to automatically create projects and categories, assign tasks, and set deadlines. Additionally, Airflow syncs updates between eMAM and task management platforms, ensuring real-time status tracking and seamless collaboration. By automating notifications, approvals, and progress tracking, these systems with eMAM will reduce manual effort, minimize errors, and optimize project execution, making task management more efficient and scalable.

New Tools & Integrations

- People Widget
- Task Management Options
- Project Management Tools
- New PAM Tools: Proxy Link, R3D, etc.
- Metadata Importers
- Sports Data Connectors
- WCAG Accessibility
- AI Tools
- SOC2, ISO27001
- Integrations: StorageDNA & Infortrend
- Avid Media Composer Extension
- Upgraded NRCS Support- ENPS, Octopus & SNews

Integration with Sports Metadata:

eMAM has numerous ingest options for metadata. For example, eMAM has developed a robust connector with EVS, enabling seamless import and mapping of media assets and timecode-based metadata.

- Numerous statistics, game-day information and other metadata sources are input into EVS.
- EVS automatically exports metadata for ingest into eMAM.
- Metadata is aligned into eMAM's structured framework for efficient media management.
- eMAM's intuitive interface and powerful search capabilities maximize the use of metadata and streamline content retrieval.
- Users can organize, edit, collaborate and share media assets from the web and editing interfaces.
- eMAM optimizes broadcast, sports, and live production workflows.



Avid Media Composer Panel

Meet the eMAM team at a convention or trade show this spring:

NAB Show 2025

- o April 5-9, Las Vegas
- o Guest Pass Code: **NS8932**
- o Add us to your Itinerary.

Cab Sat: Booth S1-C20

With partner *Playbox Neo*
May 13-15, Dubai

Broadcast Asia: Booth 4K2-13

May 27-29, Singapore

NAB Panel Appearance by eMAM's Anoop Thomas



eMAM's Director of Technology Anoop Thomas will be a panelist on SMPTE's AI panel at this year's NAB Show:

AI-Driven Live Broadcasting through SMPTE Lense — Opportunities, Challenges, and the Future of Media
Sunday, April 6
12:05 p.m. to 12:50 p.m.
Las Vegas Convention Center West Hall, Theater 2, W2631

eMAM Webinars & Dealer Updates



eMAM Webinars



Dealer Updates

eMAM consistently strives to provide our customers and partners with informational webinars showcasing new and existing functions & capabilities

Listen to all of our webinars here

We're pleased to announce the addition of two new eMAM resellers:

Ideal, Dubai, UAE

Applied Electronics, Mississauga, Canada

Find the full map of eMAM partners here