

Data Sheet

Media Asset Management



Do you want simple and efficient management of your website's multimedia content?
Not a problem with imperia Media Asset Management.

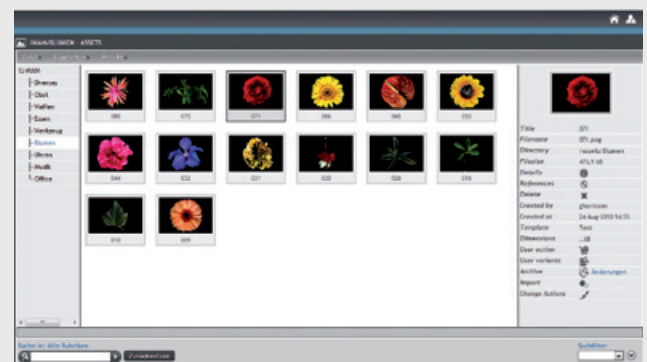
Multimedia and unstructured information

The objective of imperia Media Asset Management is the efficient management of multimedia information. A media asset is unstructured multimedia information that is enhanced with structured metadata. Unstructured information includes things such as images, documents, audio and video files.

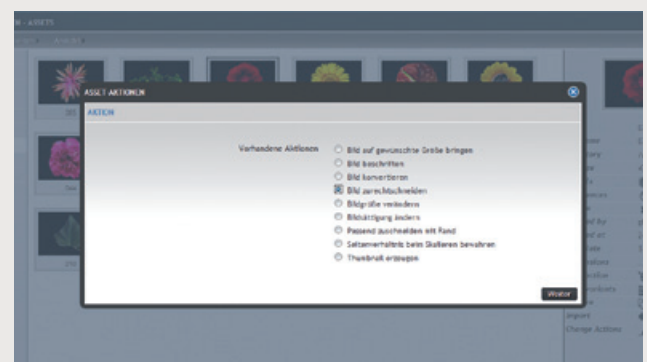
Enhancing this information with metadata makes targeted management of the unstructured information possible. This allows them to be categorised, researched, and reused. The structured metadata store things such as information about the content, author and copyright as well as its type and the time it was created.

Your benefits

imperia Media Asset Management is a completely workflow-based system and can therefore be adjusted to internal corporate procedures at any time. The creation, categorisation, indexing and provision of multimedia information is accelerated, with a high level of re-usability. The sophisticated search functions, configurable filters and version control functions provide further benefits. User management is completely browser-based, ensuring remote and platform-independent operation. The use of modern technologies such as AJAX allow for intuitive and easy work. Access control for each asset is managed by using imperia User and Rights Management. The user then sees only the content accessible to him.



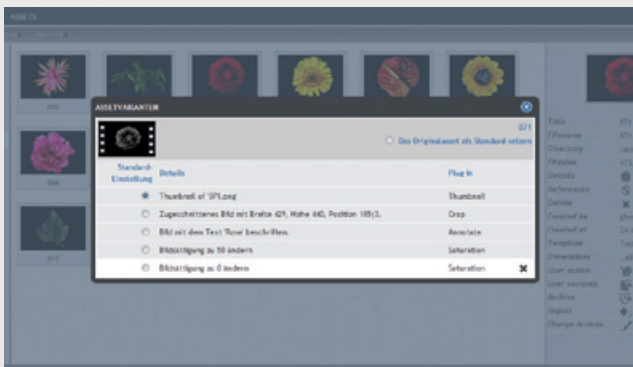
Media Asset Management



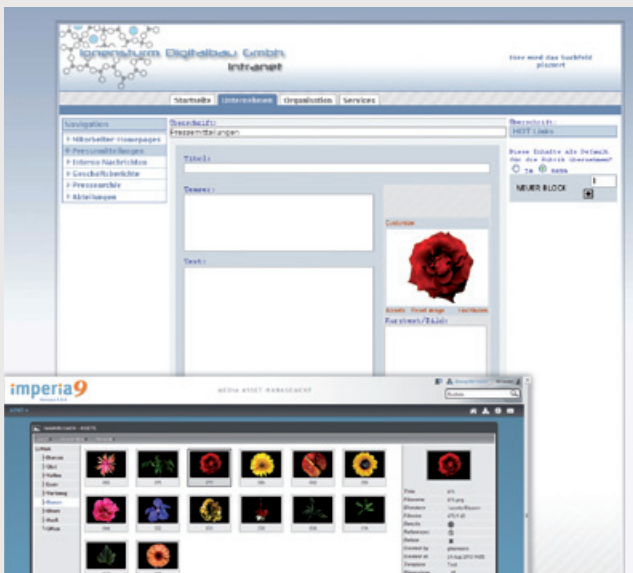
Edit images

See how simple it is

The assets are managed in a tree structure. The tree itself consists of folders with the individual content objects. Depending on the selected view, the properties of the objects are displayed with different levels of detail. Image objects are displayed in the overview in the form of thumbnails. They can also be edited using simple functions such as Crop, Size or Saturation. Each asset can be supplemented with your choice of metadata. This forms the basis for all search functions. Complex searches are collected in filters and can be re-used at any time.



Asset versions



Linking assets

Media Asset Management functions

General

- Management of unstructured information (documents, images, music, videos, presentations, etc.)
- Enhancing the content with user-defined metadata (author, title, description of content, etc.)
- Versioning the content (graphical representation of the differences between the two versions)
- Archiving the content according to version
- Access control using imperia User Management
- Workflow support; expandable using Workflow Plugins
- Multilingual content management possible

Data organisation

- Flexible full-text search
- Configuration and saving of user-defined search filters
- Organisation of the content in a (sortable) tree structure
- Creation, relocation and deletion of folders/objects
- Link management; protection of referenced objects
- Flexible data storage (PostgreSQL, Oracle, file system)
- Import/export of content

User management

- Intuitive, modern GUI based on AJAX technology
- Customisable GUI elements
- Various view options (icon view, list view)
- List view: columns are configurable and expandable (metadata); alphabetical or numerical sorting
- Icon view: miniature view of the content
- Metadata can be managed for each individual object
- Images are displayed as thumbnails in the views
- Simple and expandable image editing functions (Crop, Saturation, Size, etc.)
- Management of image variations according to the original image
- Link support for linking from other content

Contact

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