



MediaRich®

ECM for SHAREPOINT

Power ON Productivity

*Turn
SharePoint
into a
Visual Asset
Manager
Instantly!*

MediaRich ECM for SharePoint is a game changer. With a click of the MediaRich Instant-On button, MediaRich ECM for SharePoint changes the way you use SharePoint from start to finish.

Our patented dynamic content-rendering technology makes the seemingly impossible, **possible**; instantly providing your users something to smile about!

The experience begins by upgrading Asset Libraries, enhancing both browsing and media search results by letting users see more assets at once in a compact flexible-size thumbnail display. You can view in place, or to inspect more deeply, use the UniZoom™ Viewer which allows you to view the entire file on any platform without downloading or the need for the host app - even multi-page documents and video files! For customers in the AEC space, we provide UniZoom™ AEC to dynamically update access to all your PDFs through relative linking, saving you from having to physically download the files. The enhancements extend to uploading files in bulk - entire folders and sub-folders at a time - using the MetaBatch™ Uploader with the ability to add metadata (including your own custom data) to those files.

Combine this with the deep metadata search that finds the exact document needed saving you time, while not having to re-create the work, saves you money. Once you have found the files you are looking for, MediaRich ECM offers a host of tools to deliver them to your destination of choice. You can transform individual and bulk batches of images on-the-fly using corporate publishing guidelines, or provide users the flexibility to select the file format, size, and resolution before downloading. Handling video and audio is simple: transcoding to different formats, compositing graphics and even auto-assembling multiple clips together, *all from within SharePoint!*

Whether your SharePoint is based on-premises or in the cloud, MediaRich ECM for SharePoint will make your users more productive and drive adoption across the whole company, delivering a great experience on any platform or device.

Top Benefits for All SharePoint Users

- **InstantOn™** - *Changes user's visual acceptance of SharePoint*
- **Visible search or playback** - *Easily find any file*
- **Read-only libraries** - *Disabling download and export control*
- **Metadata** - *Needed to make timely business decisions*
- **Powerful search tools** - *Increases productivity*

All Content File Format Support

The definition of a real Enterprise Content Management System is that it can handle your Enterprise Content, the widest list of filetypes, in a proficient manner. With support for over 450 file types including camera, image, Office, drawing, and video formats, MediaRich ECM for SharePoint can read and write almost any file. This extends well beyond SharePoint's standard picture library or asset library to provide previews of CMYK images, vector images, Adobe Photoshop, Adobe Illustrator and Photoshop PSD, or EPS files along with related imports and exports of all popular file formats for Web, print, Mobile and wireless use.

Powerful Visual Search

The upgraded search empowers users to view, watch, and hear files "In-Place", directly in any searches within SharePoint. Regardless of the original file format, use the thumbnail preview or UniZoom™ for detailed inspection of the file. All users of SharePoint can stop the "hunt and peck" method of locating files by easily locating everything they need before they download the files, saving time and resources.

Batch Uploading

The MediaBatch™ Uploader provides a way to upload entire folder and sub-folder lists of files automatically working in browsers for Windows, OS X, and Linux. It can even enable the instant creation of secure read-only libraries disabling download and export control. The Metadata post-processing stage enables automatic tagging of project files, appending or replacing values for all of the fields that are extracted. In addition, you can create custom metadata sets which will be presented for batch modification.

InstantOn™ Everywhere in SharePoint

InstantOn™ enables any Document Library or Asset Library to harness all the power of MediaRich's features with a click of a button. You will instantly see thumbnails in any browser (including mobile), offering users the power to view, watch, and hear files in any library and all SharePoint searches - *NO client/browser plug-ins required*. This simply turns SharePoint into the same environment on every platform, providing for easy collaboration and single source of truth for all your media, document and PDF content.

Universal Video Import/Playback

By utilizing the 64 bit power of the MediaRich A/V Core 2 media processing engine, MediaRich ECM for SharePoint supports a host of video formats that can be imported and viewed in your SharePoint library. HTML5 optimized device and bandwidth detection capability enables support for video playback on all major desktop and mobile browsers. MediaRich's Video Playback liberates end users from plug-ins and complex preparation requirements meaning video can be viewed nearly anywhere.

Image and Video Self-Service Export

MediaRich ECM for SharePoint provides comprehensive image editing options for image creation, modification, and delivery. You can transform your images on-the-fly using corporate publishing guidelines or provide users the flexibility to select the file format, size, and resolution before downloading. The 64-bit MediaRich A/V Core 2 engine allows for lightning fast transcoding of multiple audio and video files in parallel, offering the ability to edit at a frame level to apply transitions, effects and overlays to each frame - even on 4K files. Unlimited video and still files can be Auto-assembled into a single file on-the-fly for output to anywhere without any format issues.

MediaRich® ECM for SHAREPOINT

The Scalable and Affordable Digital Asset Management Solution for SharePoint

Top Benefits for Creative and Marketing Pros

- **Accelerate time-to-market** - *For critical product launches and marketing campaigns*
- **Maintain control over channel marketing materials** - *Enforces brand consistency*
- **A corporate portal** - *Provides partners and remote sales teams access to brand assets*
- **Reuse rather than recreate assets** - *Eliminates errors and duplicated work*
- **Powerful search tools** - *Increases productivity with asset-specific metadata*

UniZoom AEC

UniZoom AEC enables secure navigation of entire libraries of drawings in a single viewer from anywhere without the need for special applications or readers. Perfect for any company in Architecture, Mining, Exploration, Engineering, Manufacturing, or Construction of any kind, the new UniZoom AEC™ dynamically updates access to all your PDFs with relative linking*; *you never have to physically download large files to see what they contain.* This powerful feature offers quick and painless viewing of your PDFs across multiple devices with "read-only" capability over as little as a 4G network. With this new feature, you have the ability to open 300+ MB PDFs that were not previously available to download or view in the field. This means users always get the latest and greatest file while avoiding downloading gigabytes of potentially out of date drawings.

**links are automatically extracted and collected from Adobe Acrobat and BlueBeam or other PDF editors*

Zip and Download Capability

Whether you are in Search results, an Asset Library, or Document Library, you can select multiple items and then hit the "Zip and Download" function which pulls the original files, zips them, and delivers them all in one package.

Enhanced Metadata Support

MediaRich ECM for SharePoint ingests Metadata automatically when images are uploaded into the system. You can view image properties, IPTC (Image), EXIF (Camera RAW), XMP/XMP2 (Adobe and other file types) and industry standard information. Using the MediaRich Document content type, all the metadata fields are extracted and mapped into a standard list of fields. This metadata is automatically indexed, enabling powerful search results without any additional data entry. Information workers can update these fields, store the information in SharePoint, and write it back to the original files for future use.

Advanced Metadata Tools

The MetaBatch™ Processor supports Term Store metadata and classification enabling metadata enforcement during upload as well as selective editing once files are uploaded. You can use this feature to maintain your enterprise-wide content types within SharePoint. The MetaBatch™ Processor Term Store provides significant capabilities beyond the standard classification features in SharePoint.

Top Benefits for IT Professionals

- Corporate-wide control of digital media assets - *All within the SharePoint environment*
- Use familiar Microsoft Office applications - *A powerful set of collaboration tools*
- Manage a global brand from within a single IT platform - *Leveraging Windows Active Directory*
- Image and video post-production - *Reduce high cost while minimizing media storage*

Revolutionary UniZoom™ Viewer

Equilibrium's goal is to enable a "view anywhere" experience in SharePoint and the UniZoom™ viewer provides all browser, multi-device, universal multi-page zoom and pan technology, with gesture support* for over 450 supported file types. Multi-page file types are automatically detected, and UniZoom™ shows the multi-page interface. You can preview individual pages of Office documents, full PowerPoint presentations, Photoshop files, or even 4K Video files to guarantee you find the exact asset you are looking for. This saves time by preventing unnecessary downloads and offers increased security.

**on mobile and gesture-enabled platforms*

UniZoom™ enables deep inspection of the file without having to download it, easily moving around the page within a browser pop-up on any device. With our patented auto-conformance technology in UniZoom™, you can be on a 4G connection and view a file that is hundreds of megabytes in size as easily as viewing a small jpeg!



MediaRich ECM for SharePoint is Embedded into the Fabric of SharePoint and SQL

MediaRich ECM for SharePoint is proof that sophisticated applications can be leveraged inside of a company's SharePoint deployment. Because it is seamlessly integrated in SharePoint, MediaRich enhances your SharePoint installation without requiring modifications to the farm. MediaRich ECM for SharePoint can be deployed into your on-premises solution or integrated with cloud hosted solutions, Amazon Web Services or Microsoft Azure.

For even faster deployment, we offer the ability to provision an entire SharePoint stack with SQL, Domain Controllers and MediaRich ECM for SharePoint from a single source in minutes - saving you months of work, and is ideal for proof of concept or quick turnaround projects scalable to enterprise-wide deployments.



"As one of Microsoft's premier partners, Equilibrium has always been on the leading edge of enhancing customer experience. Microsoft has worked closely with Equilibrium to help create a highly scalable MediaRich ECM for SharePoint. Equilibrium is helping to accelerate the business of modern enterprise customers with powerful functionality and interoperability."

Steve Guggenheimer, Corporate Vice President and Microsoft Chief Evangelist

Seamless Connectivity Through .NET and the MediaRich API

MediaRich Server can be integrated into any stand-alone or Web application through Microsoft .NET Web service and the MediaRich COM Application Programming Interface (API). MediaRich URL-based methodology, Microsoft .NET Web service and COM application programming interface (API) enable seamless and straightforward integration with application servers, asset management systems, CMS, content delivery networks, databases and stand-alone applications. This includes a MediaGen WebService client to create and execute requests, providing the framework for building transaction-based services for various media types, data interaction and extraction of data from heterogeneous production environments.

Minimum System Requirements

MediaRich Servers support the Microsoft® Windows 7, 8, 2008/12R2, and integrates with Microsoft's IIS and Apache's Web server software in the following combinations:

- MR Windows Minimum:
 - Dual 3+ GHz Intel® Xeon E3 or greater processors
 - 8 GB memory
- Microsoft Windows Server 2008R2 or 2012R2 and Microsoft Internet Information Services® (IIS)

Localized in 6 Languages:
 English, Dutch, German, French, Japanese and Arabic
- it's easy to add your own!

From Creative Workgroups to Large Enterprise Deployments

MediaRich for SharePoint allows any organization from small work groups to large enterprises to collaborate and manage all of a company's digital assets making Microsoft SharePoint products and technologies an invaluable collaboration platform. MediaRich for SharePoint is scalable to meet any business' digital asset needs regardless of the number of users or originals.

Single Server SharePoint Implementation



SharePoint Single Server Farm



SharePoint Medium to Large Server Farm

