

MediaRich[®]

SERVER

MediaRich 4 is a breakthrough 64bit native content processor for on-the-fly asset generation from any original content source. MediaRich provides scalability and self-service both for on-premise and virtual hosted instances. MediaRich Server streamlines production workflows by enabling delivery to virtually any Web site, app or device from inside your digital, web, video, media or enterprise asset management system.

MediaRich complements existing technologies and interfaces with any existing infrastructure accelerating time-to-market for publishing rich visual content. Now with UniZoom™ Mobile/AEC, MediaRich 4 enables next generation, view everywhere dynamic mobile experiences for all content. This provides high quality viewing with low bandwidth for any kind of media, automatically. Enable your audience with MediaRich Server. MediaRich 64bit is now Azure and Amazon EC2 Ready.

"We looked at alternatives for deploying images and video for Cisco.com, but nothing came close to Equilibrium MediaRich Server in features, scalability, or return on investment."

Janet Starkey Wallin
Web Marketing & Strategy



"MediaRich Server 4.0 with the new A/V CORE had an immediate impact in server resource reduction, speed of processing, next generation automatic mobility, simplified administration and setup. So much so, that we decided to take it right to production with a few weeks of testing, during our busiest shopping season and will never look back."

Erik K. Schaeffer
Lead Systems Engineer



DON'T JUST MANAGE YOUR CONTENT, MediaRich IT!



Key Features for Creative, Marketing, and IT Professionals

- 450+ camera, image, Office, drawing, and video formats
- Multi-Page zoom & pan support enables view everywhere
- Full Audio/Video support including 4k/8k HD & Broadcast
- High speed parallel video transcoding and auto-assembly
- CMYK with ICC profile color management for any OS
- Fast loading without sacrificing image quality
- Dynamically generate beautiful text from TT & PS fonts
- Dynamically generate charts and graphs from databases
- Dynamically change colors of images / layers in RGB, CMYK, hex
- Customize with MediaScripts to fit your IT infrastructure & production environments
- Integrates with SharePoint 2010/2013, North Plains, NetX, Schawk!, Censhare, HP Portal Services, Drupal, Be The Brand Experience and other DAM's
- Digimarc[®] 4.0 pre-integrated forensic watermarking
- Full metadata support for IPTC, Exif & XMP Standards
- APIs for web services, .NET C#, COM & cross-platform Java
- Available for Windows, OS X and Linux
- Certified with Azure and Amazon virtual instances

Solutions

Creative, development and IT professionals working on the biggest B2B portals, eTail sites, and corporate communications rely on MediaRich to automate pdf, image, video processing, streamlining their workflows and enabling instant mobility experiences.

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Corporate control - meets self-service

MediaRich is a critical component of successful Enterprise Content Management. MediaRich integrates easily with custom and commercial digital and media asset management systems creating a brand asset management solution.

Make your brand work harder, not your art department

Leverage your brand assets more effectively when your team can access and perform repetitive tasks without hammering your art department. Modify & distribute advertising, tradeshow graphics, and collateral while maintaining brand consistency.

Shrink the workflow path

Automate communication processes with corporate approved media and templates by integrating MediaRich & your Digital Asset Management System. MediaRich loads images, video & media right from your DAM.

Reduce, reuse, repurpose

Dramatically reduce the production and development costs of creating visually rich, compelling content. No need to store multiple versions for Web, print and mobile. Create your self-service organization.

Derivatives that work - one image to any size, format or resolution

From a single original image or video file, MediaRich processes derivatives - *in any size, format, or resolution* - in a significantly shorter time and at a lower cost compared to a manual workflows.

Cut production time and file system maintenance

Save time by pre-processing derivative images and videos. Decrease file system maintenance by the Web Department. MediaRich increases the quantity and speed at which images and videos can be made available to internal customers, affiliate partners, and advertising agencies online.

Say good-bye to old-school workflows

Generate and serve images and videos for Web, print, or device apps. MediaRich[®] replaces traditional image and video processing methods by automating media processing workflow operations. This significantly reduces costs and dramatically improves scalability.

Images, media and video - meet batch automation

By automating the "mass customization" process of creating templates for images and videos, customers have dramatically reduced both the time and costs associated with image and video production and distribution.

Repurposing on demand

MediaRich automates image and video processing, enabling syndication of rich media assets across an entire organization and beyond *to any device, anywhere*. MediaRich enables businesses to dynamically repurpose marketing collateral and promotional materials for use in online catalogs, print, or multimedia, and mobile devices, as well as for use on affiliate Web sites, intranets, extranets, and portals.

Print on demand/email on demand

MediaRich can be used as a core component to create a Web-accessible variable content composition and distribution engine that combines integrated page layout, font generation, and image editing capabilities for a "distribute and print" solution. Directly integrate real-time data to segment, create, preview and publish to any email solution or printer.

Syndication simplified

For companies that syndicate their product information through multiple channels and across affiliate, supplier, and partner Web sites, MediaRich provides unlimited control over the display of images for all Web sites. Companies can simply match the specific design requirements for the deployment.

MediaRich Under the Hood

MediaRich's key differentiating features include:

Derivative Cache

Automatically manages all your renditions and keeps track so you don't have to!

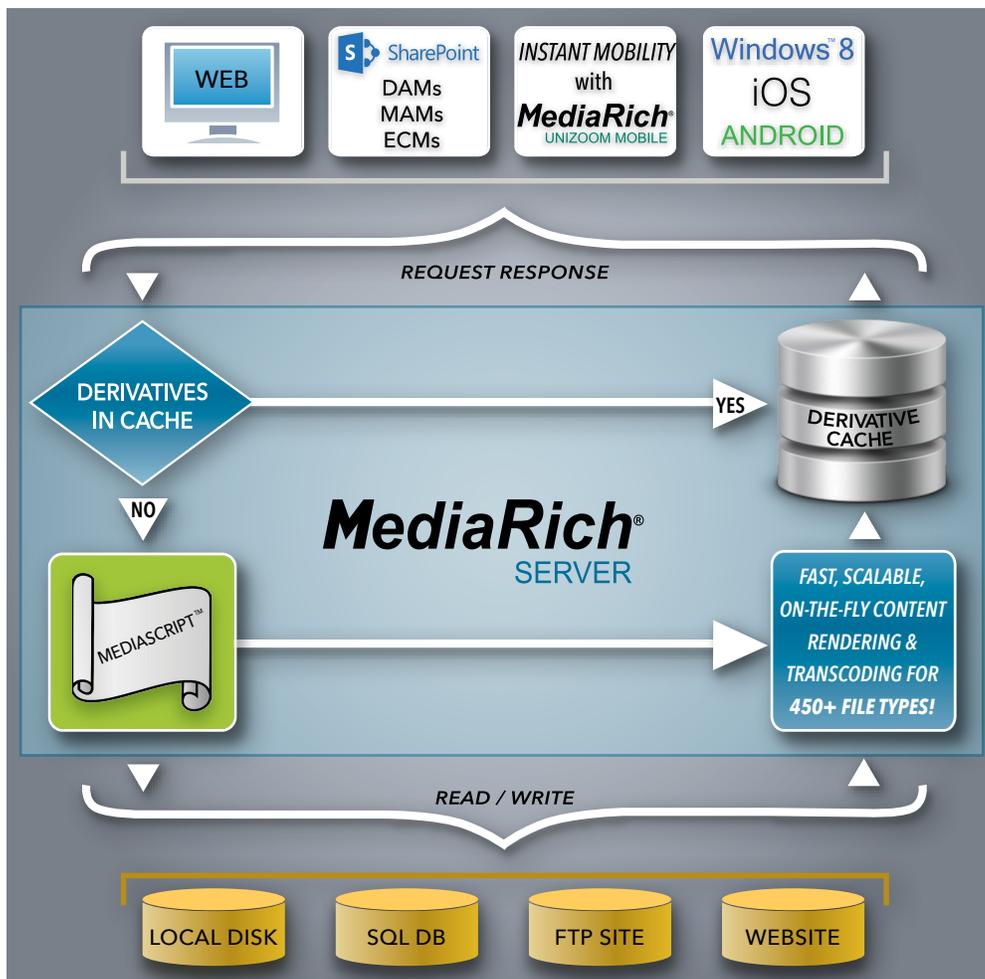
MediaRich includes an intelligent caching mechanism which creates and saves dynamically generated content making it available for subsequent requests. At the first request for a specific asset, MediaRich generates the requested item. Additional requests are served out of the cache with no new processing required and is equivalent to serving the digital content as a static file from a normal Web server. This enables a host of new capabilities such as instant resizing of visuals, low bandwidth high quality zoom and pan, dynamic experience creation, automatic branded video creation or wherever your imagination can take you.

MediaScript Language

MediaScript Language unifies and simplifies all efforts for content manipulation and creation!

The key to MediaRich power and flexibility is its embedded MediaScript programming language. MediaScript is a fully compliant ECMAScript implementation supporting the complete JavaScript language specification.

Included is a complete library of support objects such as XML, DOM Parser Generators, File and Directory Assessors, string and regular expression libraries, and many more. MediaRich includes an extensive set of operations for querying and responding to requests for media reading, manipulating and processing sound, video, image, vector and text content. It also manages the rest of the MediaRich system.



Ingestion and dynamic mobility of content from practically any source!

MediaRich can read almost any file and can write to any storage system locally or remotely. Key auto-assembly and auto "normalization" of content enable on-demand video ingestion and preparation without human intervention or old-school batch processing techniques.

The MediaRich Platform: End-to-End Enterprise Class Content Preparation

Minimum System Requirements

The MediaRich Platform is a patented server-based media processing engine that automates image and video production, enabling direct delivery of media assets to Web pages, digital asset management systems and virtually any device or app. MediaRich streamlines production workflow, complementing existing technologies while reducing costs and accelerating time-to-market and publication of rich visual content. MediaRich can interface with any system, application, and Web infrastructure.

MediaRich Servers support the Microsoft® Windows 7, 8, 2008/12R2, Linux and Apple® OS X 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
 - Microsoft Windows Server 2008R2 or 2012R2 and IIS
 - 8 GB memory

OSX 10.8/9/10 or Linux RedHat
 - dual 2Ghz Intel i5 or i7 and above
 - 8 GB RAM, 500 GB Hard Drive

ARCHITECTURE

Client Application

Client Implementation (Web App, Any mobile App, UniZoom Mobile™, UniZoom AEC™)

HTTP Request

Web Service Request

MediaRich API Library (.NET, COM, JAVA, C)

REST API

EQ Network

Ad Networks

DAMS/MAMS

SharePoint



Web Connector

Web Service Connector

MediaRich
SERVER

MediaRich API Execution / 300+ dynamic frame content rendering / A/V Transcoding

MediaRich Server Processes (high availability)

System Monitor Process

Source Media

Results Cache

Configuration Files

Log Files

MediaRich Virtual Filesystem (connect to any media source)

Local Filesystem

SQL Server Filesystem

HTTP Filesystem

FTP Filesystem

Customize and integrate through MediaScript, Equilibrium's powerful procedural scripting language, compliant with the EMCA Script standard and specification, the MediaRich Platform provides templating capabilities for video and images that are as easy as text management in content management systems.

Support for 450+ Filetypes

Native Image Filetypes

3FR, AI, ARW, BMP, BW, CR2, CRW, CS1, DCR, DNG, EPS, EPSF, FFX, GIF, J2C, J2K, JCC, JP2, JPC, JPE, JPEG, JPG, JPX, MOS, NEF, ORF, PBM, PCT, PCX, PDF, PICT, PIX, PNG, PPM, PPMA, PPMB, PS, PSB, PSD, RAF, RAW, RGBA, SGI, TGA, TIF, TIFF, WBMP

Native Audio/Video Filetypes

3G, 3G2, 3GP, 3GP2, 3GPP, AAC, AC3, AIF, AIFF, AMR, ASF, AU, AVI, DV, FLC, F4V, FLV, FV4, GXF, M1V, M2T, M2V, M4A, M4V, MJPG, MOV, MP2, MP3, MP4, MPEG, MPEG2, MPEG4 (RAW), MPG, MPG2, MXF, OGG, PS, QTVR, RAM, RM, VOB, WAVE, WMA, WMV

RAW Camera FileTypes

CRW, CR2, CS1, DCR, KDC, DC2, K25, DNG (CS!, HDR), ERF, FFF, MOS, NEF, ORF, PEF, PTX, RAF, RAW, SRF, ARW, MEF, MRW, MDC, SR2, X3F

Office

Document, Drawing, and Presentation Filetype Support

123, 602, CGM, CSV, DOC, DOCM, DOCX, DOT, DOTM, DOTX, DXF, EMF, HTM, HTML, HWP, MET, ODG, ODM, ODP, ODS, ODT, OTG, OTH, OTP, OTS, OTT, PCD, PDB, PGM, POT, POTM, POTX, PPS, PPSX, PPT, PPTM, PPTX, PSW, PUB, PXL, RAS, RTF, SDA,, SDD, SDP, SDW, SGF, SGW, SGL, SGV, SLK, STC, STD, STW, SVG, SVM, SXC, SXD, SXG, SXI, SXW, THM, UOF, UOP, UOS, UOT, VDX, VSX, VTX, WB2, WBK, WK1, WKS, WMF, WPD, XBM, XLC, XLM, XLS, XLSB, XLSM, XLSX, XLT, XLTM, XLTX, XLW, XML, XPM

Now supports over 200 native cameras: Adobe, Apple, AVT, Canon, Casio, Contax, Fuji, Imacon, ISG, Kodak, Konica, Leaf, Leica, Logitech, Mamiya, Micron, Minolta, Nikon, Olympus, Panasonic, Pentax, Phase One, Pixelink, Polaroid, Rollei, RoverShot, Samsung, Sarnoff, Sigma, Sinar, SmaL, Sony

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© Copyright 2014 Automated Media Processing Solutions, Inc. dba Equilibrium. All rights reserved. U.S. Patent Numbers 6,964,009, 8,381,110 and 8,656,046 for the automated content processing, automatic derivative content management, dynamic on-the-fly visualization of content, bandwidth and device dependent optimization of visual media, on-the-fly auto-conformance and assembly of video content and dynamic on-demand generation of digital media assets. Other patents pending. MediaRich and Equilibrium are registered trademarks and MediaScript, AMPS are trademarks of Automated Media Processing Solutions, Inc. All other company, product or service names mentioned herein are the property of their respective owners.