

FeedRoom's ActiveMedia provides a powerful, enterprise-class solution featuring workflow automation for the management and distribution of digital media assets. With ActiveMedia, global teams can easily manage the end-to-end supply chain of video, multimedia, image, page layout and publishing files. ActiveMedia handles more than 90 commonly used media file types and can easily extend to accommodate new file types as they emerge.

### **BUILT FOR SCALABILITY AND PERFORMANCE**

The Web-based ActiveMedia solution is built on Enterprise Media Server™ (EMS), a pure Java EE platform with a service-oriented architecture (SOA). Powered by EMS, ActiveMedia offers high-performance with comprehensive security and business process integration. ActiveMedia is built to scale, supporting large numbers of assets, growing user communities and integration with third-party media processing tools.

### **BROWSER-BASED CONTROL**

A browser-based, permissions-driven user interface controls which assets users can view and what actions they can take on assets or groups of assets. No client-side applications are needed, making for easier deployment and administration. All stakeholders — marketing, finance, legal and sales departments — can access, review, approve, route and distribute content within the organization, and externally to customers, partners and vendors through a simple and intuitive UI.

### **IT BEST PRACTICES**

ActiveMedia supports your IT best practices:

- Standards-based (Java EE, SOA) integration
- Scalable DAM platform
- Configurable user interface
- Scalable security model with support for LDAP / SSO
- Broad database support
- Runs on common application servers

*ActiveMedia empowers organizations to streamline:*

- *Product Launches*
- *Multi-channel Publishing*
- *Video Management*
- *Global Marketing*
- *Brand Management*
- *Document and Rich Media Archiving*

### **SECURITY AND ADMINISTRATION**

A robust security model offers administrators complete control over assets. Granular object-level controls give security settings to individual assets, collections, users, groups and roles through an easy-to-use administrative console. Profiles determine when, and by whom, content can be viewed, downloaded and modified.

### **DEPLOYMENT FLEXIBILITY**

ActiveMedia can be deployed as Software as a Service (SaaS) or an installed software solution. Whether SaaS or installed, ActiveMedia is ready for any size implementation, from local workgroup to global enterprise applications.

To accelerate deployment, some companies choose Software as a Service, then migrate the system internally when they are ready. Because our installed solution is the same application as our SaaS, the transition is seamless.

## USER-FRIENDLY FEATURES

- **Metadata Indexing:** ActiveMedia automatically creates and stores information (metadata) about each file when it is uploaded. User-defined metadata fields are easily added or modified.
- **Multiple Metadata Models:** Supports unlimited number of metadata templates and accommodates changes with no programming or database expertise required.
- **Compound Document Management:** Manage InDesign, Quark, HTML, PPT, Framemaker and other compound documents while maintaining links to their fonts and images.
- **Full-text Search:** Locate content based on text within the document—or its components—as in the case of a compound document.
- **Search or Browse:** Locate content by browsing through familiar directory structures or through simple or full-text searches on file name, keywords, text content and other properties.
- **File Transformation:** Automatically convert image files to any required size and format from the stored “golden master.” (e.g., TIF, PSD or JPG)
- **PDF Transformation:** ActiveMedia automatically creates PDF proxies of Microsoft Office files as they are uploaded into the library, ensuring published versions are the same as the golden master.
- **E-mail Assets:** Authorized users can distribute large media assets easily via email with a link for download. Expiration dates and number of downloads can be set.
- **Streaming Media Support:** All major streaming video and audio file types are supported, including Flash MPEG, QuickTime, RealMedia and Windows Media.
- **Versioning:** ActiveMedia maintains version trees of each file or its metadata and supports display and selection of any version based on privileges.
- **Renditions:** Ensure controlled distribution of assets in the right format and size for their use. Specifically formatted or sized instances of files can be defined for different uses or users.
- **View Sorting:** Asset thumbnail and list views can be sorted by creation date, size, file type and more.
- **Lock/Unlock:** Assures others cannot access and change a file while someone else is making changes.

- **Shared Folders:** Allows for easy access between individuals collaborating on projects.
- **CreativeConnections™:** Allows creative users of Adobe InDesign and QuarkXPress to work with ActiveMedia directly from their layout applications.

## SYSTEM REQUIREMENTS

### Browser Support

- Internet Explorer 6.0 or higher
- Safari
- Firefox

### Server Platforms

- Microsoft Windows Server 2003
- Sun Solaris 9 and 10

### Application Server Platform

- JBOSS (4.05)

### Database Platforms

- Oracle 10g
- Microsoft SQL Server 2005

### Media Processing

- FAST Data Search
- ImageMagick
- Microsoft Office Tool
- Telestream FlipFactory

#### ABOUT THE FEEDROOM

The FeedRoom is a pioneer in on-demand video communication, and a market leader in live video and rich media asset management. With an unparalleled commitment to customer service, The FeedRoom provides flexible online solutions that optimize business and marketing communications for the enterprise, government and media. Industry-leading organizations, such as Autodesk, Barnes & Noble, Boeing, Bristol-Myers Squibb, Hewlett-Packard, MetLife and The Pentagon rely on The FeedRoom's industry expertise to help engage audiences, build brands, monetize content and manage digital media assets more efficiently.