

The use of rich media in business is growing at an unprecedented rate. Digital media such as graphics, video, images, documents, audio and other rich media are integral to business processes today. Often, integrating the efficient management of this digital media into existing infrastructure, workflows and enterprise applications requires costly custom development.

Now there is a better way. The FeedRoom's Enterprise Media Server (EMS) provides a platform for the rapid creation and customization of content management solutions for rich media.

HIGHLY SCALABLE DIGITAL MEDIA ENGINE

EMS is engineered to support millions of assets in a multitude of formats, with tens of thousands of geographically distributed users. The services-oriented architecture (SOA) of EMS separates the

Our standards-based approach provides:

- *Pure Java EE media services platform*
- *SOA performance and scalability*
- *Integration with media processing tools*
- *Integration with workflows and applications*

presentation, business services, persistence, integration and database layers for a true n-tier architecture. This n-tier architecture allows you to apply processing power where you need it most. The result is a scalable platform that has optimal performance and load balancing with minimal investment.

As business needs change, and new media types emerge, EMS gives you the flexibility to adapt. Plug-in File Request Broker (FRB) architecture allows easy support of new file types and transformations.

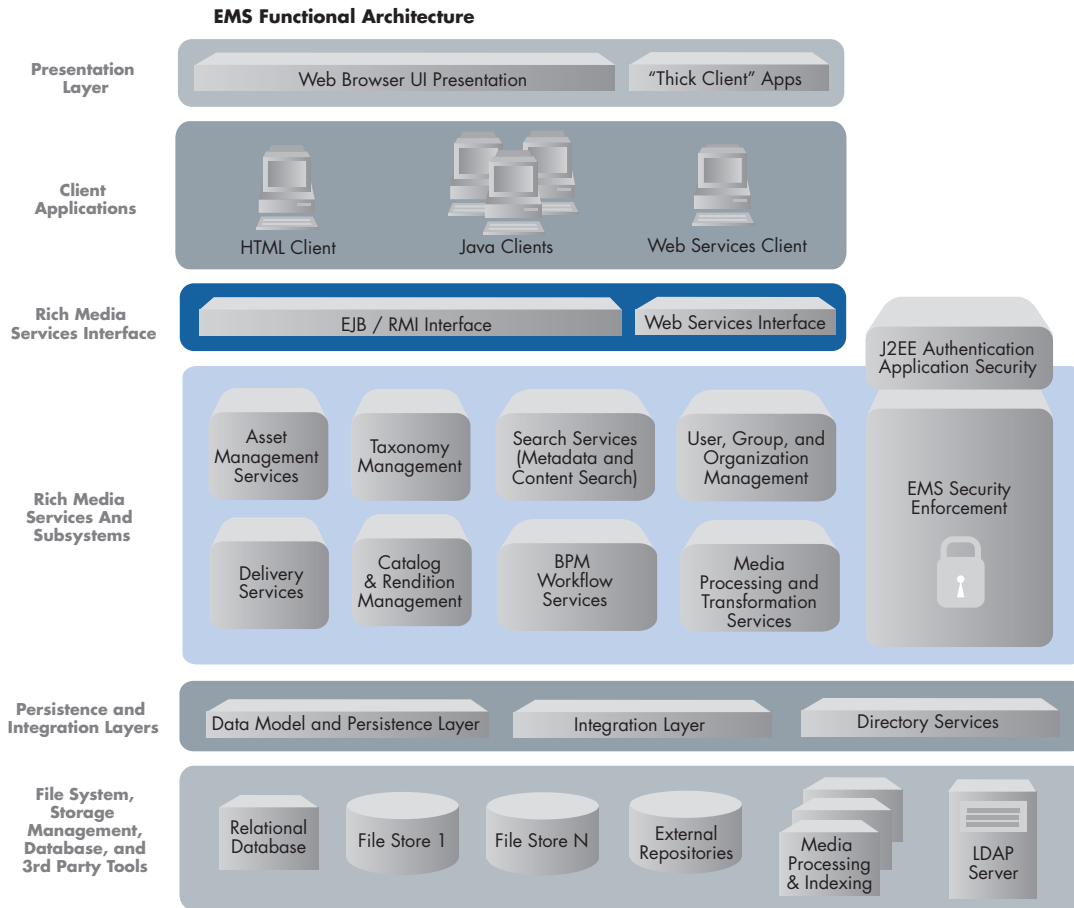
CUSTOM APPLICATION DEVELOPMENT

The creation of custom applications and user experiences is effortless with EMS. Entirely new applications can be rapidly created to meet the evolving needs of today's enterprise. The flexible solution can be used to create Web-based, platform-independent applications which can be customized for each user or workgroup—or to develop entirely new applications with specialized workflows.

- **Enterprise:** Integrate with CRM, Marketing, Sales and Finance systems
- **E-commerce:** Develop video-on-demand or stock imagery Web sites
- **Media and Entertainment:** Create digital video production and distribution applications
- **Education:** Develop portals for distributing video and multimedia courseware

MEDIA PROCESSING TOOLS

Best-of-class media processing engines, such as Telestream FlipFactory®, are delivered with EMS. These media engine tools provide optimal system performance and load balancing. The flexible architecture allows for rapid integration of additional media engines to fit specific deployment requirements. This powerful media services architecture enables a multitude of parallel, automated tasks. EMS provides optional support for ImageMagick, Microsoft Office Tool and Telestream FlipFactory.



SYSTEM REQUIREMENTS

Server Platforms

- Microsoft Windows Server
- Sun Solaris

Application Server Platforms

- JBOSS (4.05)

Database Platforms

- Oracle 10g
- Microsoft SQL Server 2005

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.