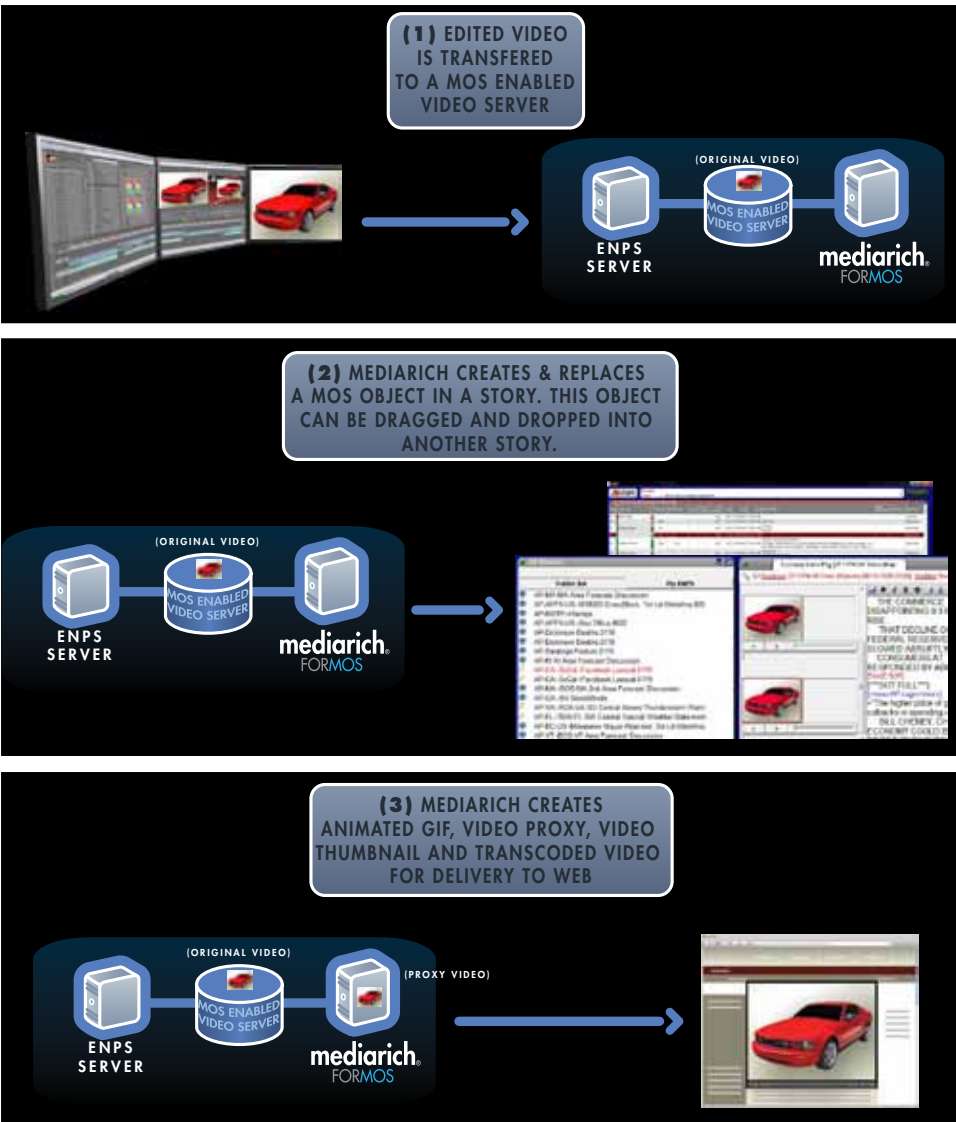


MediaRich for MOS is the Only MOS Compliant Video Transcoding and Visualization System for Direct Deployment to Web and Mobile Devices

Enables Creation of Web and Mobile Device Ready Media While Integrating with MOS Enabled Systems

"We are pleased to have Equilibrium as an ENPS Integration Partner, working with us to create unified newsroom workflows for content published both online and on-air. Leveraging MediaRich for MOS, ENPS users can apply familiar production tools and workflows to output content across a range of distribution channels, including web, mobile and broadcast without compromising speed, efficiency or quality."

Michael Palmer
Director of ENPS Design and Integration Strategy
Associated Press



Equilibrium® MediaRich® for MOS server features a scalable, high volume media distribution and repurposing engine designed to enable newsrooms to automatically create, process and assemble digital media. The ability to process images, audio and video from original source files and easily deliver them to websites, wireless and mobile devices is an indispensable tool for the digital medial world.

MediaRich for MOS offers dynamic, on-demand, massively scalable digital asset processing and templating on a wide array of documents, images, CMYK files and video frames up to HD in size. These can be processed and deployed without pre-processing and without the need to create a proprietary format. It provides the ability to view over 300 image and video formats on demand.

MediaRich for MOS is asset processing server software that automates image and digital video production and enables just-in-time delivery. It works with MOS compliant news systems including Associate Press's ENPS to create faster, more versatile, and more interactive video to the web workflow.

Running Order Control

MediaRich allows ENPS to dynamically build and control a playlist within the media server. Changes to the Running Order in ENPS result in immediate changes to the sequence of media objects queued for playback by the media server.

Item Status

MediaRich sends real-time status information during playback and other functions which is displayed through ENPS writers and producers in real-time. This includes the use of a minimum set of standard status messages which enable color coding and the automated movement of the ENPS timing bar.

Media Thumbnails, GIF Animations, and Preview Video

MediaRich provides thumbnail images, GIF animations, and proxy videos which are closely integrated within the ENPS Story display and editing windows as well as deployed to the web.

Story Send

MediaRich uses the full body of text within ENPS documents, including all media pointers and custom metadata. It also dynamically tracks the sequence of Stories and Assignments within active ENPS Running Orders and Assignment grids

Media Awareness

MediaRich sends ENPS a description of the media it stores. The description contains structured metadata and a pointer to the media object. This information is used by ENPS to return media in search results. Pointers are used to link media to ENPS documents, including Stories, Running Orders and Assignments using simple drag and drop workflow.

Deployment to Mobile Devices

After news organizations have posted their footage to the web, videos can be deployed to wireless and mobile devices using Equilibrium's EQ Network Ad-Per-View™ Software as a Service.

Support for 300+ Filetypes

Native Image Filetypes

AI, ARW, BMP, BW, CR2, CRW, CS1, DCR, DNG, EPS, EPSF, FFX, GIF, J2C, J2K, JCC, JP2, JPC, JPE, JPEG, JPG, JPK, MOS, NEF, ORF, PBM, PCT, PCX, PDF, PICT, PIX, PNG, PPM, 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, 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

OpenOffice Expanded Document, Drawing, and Presentation File Type Support

123, 602, CGM, DIF, 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, PSW, PXL, RAS, RTF, SDA, SDS, SDD, SDP, SDWC, SGW, SGL, SGV, SLK, STC, STD, STI, STW, SVM, SXC, SXD, SXG, SXI, SXW, UOF, UOP, UOS, UOT, VOR, WB2, WK1, WKS, WME, WPD, XBM, XLC, XLM, XLS, XLSB, XLSM, XLSX, XLT, XLTM, XLTX, XLW, XML, XPM

RAW Camera File Types

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

Plus support of over 200 filetypes for 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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