mediarich® SERVER

Streamline production workflows, reduce costs, and accelerate time to publish

- **Take complete total control of your images and digital videos**
- **Automate workflow for all media asset production - image, sound & video**
- **Just-in-time delivery of images and video to websites and devices**

MediaRich is asset processing server software that automates image and digital video production and enables just-in-time delivery to virtually any website or device. MediaRich streamlines production workflow, complementing existing technologies while reducing costs and accelerating time-to-market for publishing rich visual content. It can interface with any existing infrastructure.

Key Features for Creative, Marketing and IT Professionals

- 300+ image, media and video formats supported
- Multi-Page zoom & pan support
- Full Audio/Video support including HD & Broadcast
- CMYK color management for any OS
- Dynamically generate text in TrueType & PostScript fonts
- Dynamically change colors of images & image layers in RGB, CMYK & hex
- Dynamically generate charts and graphs from databases
- Fast loading without sacrificing image quality
- Customize with MediaScripts to fit your IT infrastructure & production environments
- Integrates with Artesia, MediaBin, Chuckwall and other digital asset management systems
- Integrates with Digimarc® digital watermarking
- Full metadata support for IPTC, Exif & XMP Standards
- APIs for .NET (C# and VB), SOAP & cross-platform Java
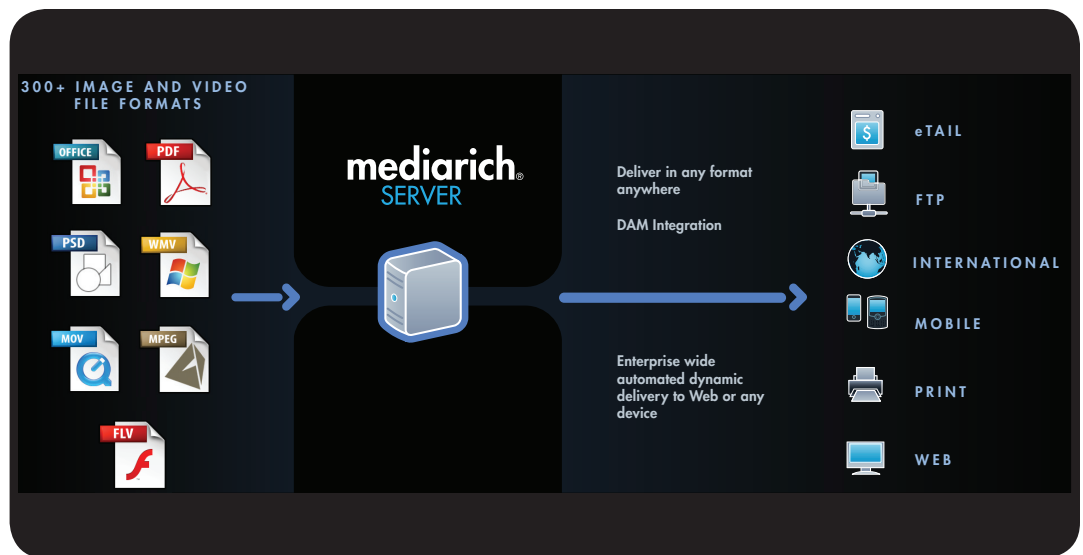- Works with Windows and Mac OS

"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
Cisco.com

"MediaRich saved us hours of production time to launch a new site – now we can dynamically generate all product shots we need to maximize product presentation from one original source image. Updates, changes and add-ons are now feasible and timely."

Corey Davis
Internet Manager
Sundance Catalog Company

MediaRich Solutions

Creative, development and IT professionals working on the biggest B2B portals, eTail sites and corporate communications teams rely on MediaRich to automate image processing and streamline their workflows.

More than Asset Management...It's Brand Management

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

Your brand assets can work harder 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 the web, print and mobile.

Automate Image and Video Processing Across the Enterprise

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 their manual workflow.

Cut production time and file system maintenance

Cut production time by pre-processing the 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 workflow

Generate and serve images and videos for Web, print, or smart devices. 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 process of creating "mass customizing" through templating for images and videos, customers have dramatically reduced both the time and costs associated with image and video production and distribution.

Save Time, Money and Effort with Repurposing

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 promotions for use in online catalogs, print, or multimedia, and mobile devices as well as for use on affiliate Web sites, intranets, extranets, and portals.
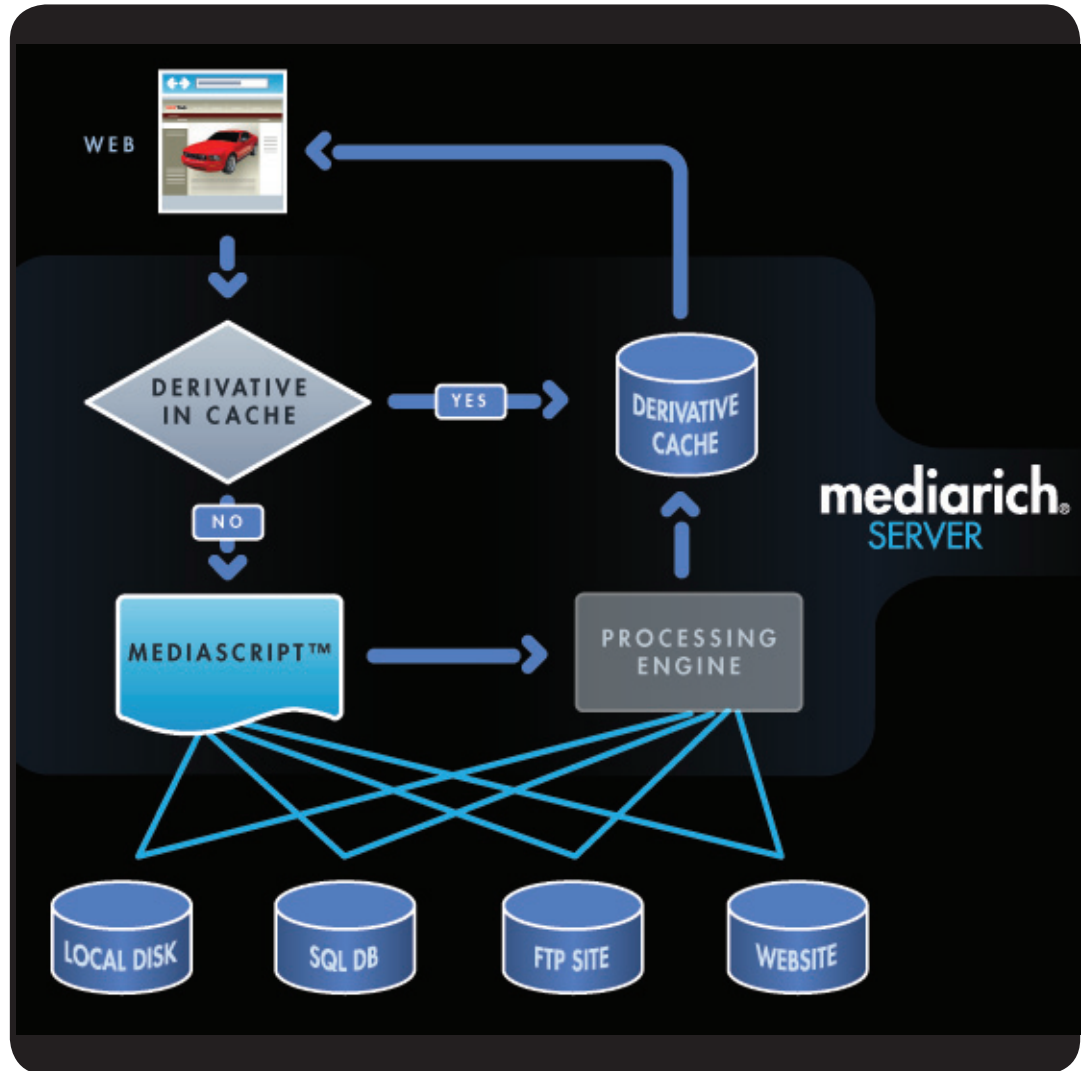
Print on Demand/Email on Demand

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 partners' web sites, MediaRich provides unlimited control over how images and videos are displayed on their Web sites and on partners' Web sites. This allows a company to simply match a deployment's specific design requirements.

MediaRich Under The Hood

MediaRich's key differentiating features include:

Derivative Cache
MediaRich includes an intelligent caching mechanism that saves previously generated content for use in serving later request for those same assets. The first request for a particular asset causes MediaRich to generate that asset. The next requests are served out of the cache and are no more expensive if the asset is being served as a static file from a normal web server
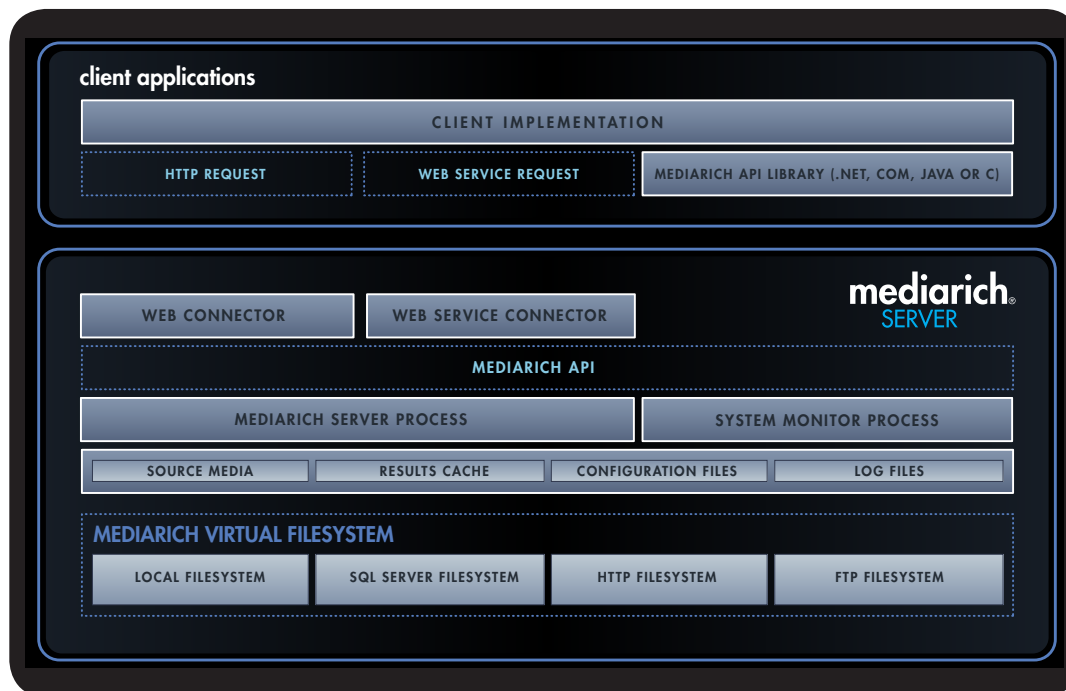
MediaScript Language
The key to MediaRich power and flexibility is its embedded MediaScript programming language. MediaScript is a fully compliant ECMI script implementation supporting the complete JavaScript language specification. Included is a complete library of support objects such as XML, DOM Parser Generators, File and Directory Assessors, string and regular expressions libraries, and many more. MediaRich includes an extensive set of operation for querying and responding to requests for media for reading, manipulating and processing sound, video, image, vector and text content. Also it manages the rest of the MediaRich system.

Input from Practically Any Source
MediaRich can virtually read almost any file and can write to any storage system either local or remote.

The MediaRich Platform: End-to-End Enterprise Class Media Processing

The MediaRich Platform is a server-based media processing engine that automates image and video production enabling direct delivery of media assets to web pages and virtually any device. MediaRich streamlines production workflow, complementing existing technologies while reducing costs and accelerating time-to-market and publishing of rich visual content. MediaRich is architected to interface with any system, application and web infrastructure.

client applications

CLIENT IMPLEMENTATION

HTTP REQUEST   WEB SERVICE REQUEST   MEDIARICH API LIBRARY (.NET, COM, JAVA OR C)

mediarich®
SERVER

WEB CONNECTOR   WEB SERVICE CONNECTOR

MEDIARICH API

MEDIARICH SERVER PROCESS   SYSTEM MONITOR PROCESS

SOURCE MEDIA   RESULTS CACHE   CONFIGURATION FILES   LOG FILES

MEDIARICH VIRTUAL FILESYSTEM

LOCAL FILESYSTEM   SQL SERVER FILESYSTEM   HTTP FILESYSTEM   FTP FILESYSTEM

The MediaRich Platformallows the templating of video & images as easily as text is managed with a content management system through the use of MediaScript, Equilibrium's powerful procedural scripting language that is compliant with the ECMA Script standard and specification.

Minimum System Requirements

MediaRich servers support the Microsoft® Windows 2000/2003, XP, Sun® Solaris™ 7 and 8, 10 SPARC® and X86, Linux and Apple® Mac® OS X and OS X Server operating systems and integrates with Microsoft's IIS and Apache's Web server software in the following combinations:

- **Windows 2000/2003 or XP and IIS**
  - dual 1Ghz Intel Pentium III processors
  - 1024 MB RAM, 80 GB Hard Drive

- **MacOSX/OSX Server**
  - dual 1.5 Ghz Apple G4 and above
  - 2 GB RAM, 80 GB Hard Drive

Support for 300+ Filetypes

Native Image Filetypes

AI, ARW, BMP, BW, CR2, CRW, CS1, DCR, DNG, EPS, EPSF, FPX, GIF, J2C, J2K, JCC, JP2, JPC, JPE, JPEG, JPG, JPX, 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, SDW, SGW, SGL, SGV, SLK, STC, STD, STI, STW, SVM, SXC, SXD, SXG, SXI, SXW, UOF, UOP, UOS, UOT, VOR, WB2, WK1, WKS, WMF, 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 (CS1, 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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