



Equilibrium® MediaRich for Microsoft® Office SharePoint Portal Server 2003



A digital asset management (DAM) solution for previewing, modifying, managing, and deploying multi-channel images

Solution overview

Clear, memorable branding can create significant business advantage. But to modify and distribute digital assets, enterprises need a sophisticated collaboration infrastructure that fosters creativity while protecting the integrity of image assets.

Equilibrium MediaRich® for Microsoft® Office SharePoint™ Portal Server 2003 is a leading-edge image server that brings digital asset management to Microsoft SharePoint Portal Server 2003 and SharePoint Services, the collaboration foundation for Microsoft Office System. With MediaRich, corporations can control high-quality assets, create derivatives on-demand, and deliver consistent branding materials for the Web, print, wireless and the 2003 release of Microsoft Office applications. The solution increases business productivity and reduces creative department costs by enabling knowledge workers to easily manage, modify and deploy visual content in a secure, self-service portal.

MediaRich automates the production and deployment of content to the Web, wireless, print and Microsoft Office applications. It enables businesses to create images and graphics for use across all media, delivering accurate, personalized images while reducing image production and storage expenditure.

MediaRich helps businesses protect the value of media and branding by incorporating digital rights management functionality. Enterprises can create approval workflows in a familiar interface, incorporating revision control. MediaRich extends the powerful search capabilities of SharePoint Portal Server including image-specific metadata, thumbnail views of retrieved items and pan and zoom for more accurate searching. MediaRich also enables enterprises to aggregate media from vendors, and syndicate content to channel partners.

MediaRich and Microsoft Office

MediaRich Server for SharePoint Portal Server 2003 extends the enterprise-wide search, document management and workgroup collaboration environment to create a complete asset content management solution. MediaRich enables information workers to create, modify and share visual content within the familiar Microsoft user interface. Its open architecture also enables quick and easy integration with Microsoft .NET™ enterprise applications and Microsoft Content Management Server™.

Solution highlights

- Provides faster time to get assets to market by creating collaborative workspaces
- Includes a site template to easily access the digital asset management in a central location
- Protects and controls corporate branding within a single platform
- Provides access to digital content for corporate users in real time within a familiar environment
- Increases user productivity with powerful media search capabilities
- Leverages the power of information tools on the desktop
- Provides a single IT platform for multi-channel marketing needs, reducing training, maintenance, investment and support costs
- Reduces high-cost image production and storage
- Can be integrated as a stand-alone product or as Web services
- Reads and writes all popular file formats for Web, print and wireless

MediaRich increases business efficiency, reduces creative development and storage costs, and accelerates time to market for digital assets

Equilibrium MediaRich for SharePoint Portal Server 2003 reduces the time and cost of locating, modifying, managing, and deploying media assets, in a secure self-service portal

Business value of Equilibrium MediaRich for Microsoft Office Sharepoint Portal Server 2003

MediaRich increases business efficiency, reduces creative development and storage costs, and accelerates time-to-market by automating the production, management and deployment of visual content in a self-service portal environment.

MediaRich easily integrates with and complements any existing content infrastructure. It streamlines the content production workflow throughout a corporation, and leverages Microsoft Windows® Active Directory for security and account management. Equilibrium's solution enables non-technical knowledge workers to update and manage visual content without burdening the art department. A remote sales force and partners can locate, modify and deploy approved brand assets and visuals through a standard Web browser, using MediaRich.

MediaRich enables businesses to manage digital media assets within the SharePoint Portal Server environment. The improved collaboration enabled by SharePoint Portal Server 2003 and SharePoint Services will create company-wide benefits:

- Provide faster time to market for assets by creating efficient collaborative workspaces;
- Establish approval workflows to streamline production and delivery of media assets;
- Extend powerful search capabilities to include image metadata, thumbnail image

previews and detailed zoom for many formats;

- Provide access to digital content in real time within a familiar user interface;
- Increase user productivity with powerful search tools including image-specific metadata;
- Aggregate media from vendors and syndicate content to channel partners.

MediaRich enables business users to manage a single IT platform for all corporate media assets, providing dramatic reduction in corporate image production costs. This will enable enterprises to:

- Reduce IT support costs by providing a single image platform for multi-channel marketing needs;
- Reduce the total cost of ownership (TCO) of IT systems by managing media assets from within SharePoint Portal Server;
- Reduce high cost image production and media storage;
- Remove the added cost of training, maintenance and support of a third party system for media asset management;
- Manage a global brand from within a single IT platform.

MediaRich extends SharePoint Portal Server 2003 and SharePoint Services so that firms can manage all corporate brand assets in a secure environment. Businesses can protect brand asset integrity while providing an environment for both partners and internal users to access and use brand assets within corporate guidelines.

MediaRich brings automated image processing and delivery to the portal services enabled by Microsoft Windows SharePoint Services, optimizing delivery of digital assets for Web, print, and multimedia

Technical value of MediaRich

MediaRich is more than a valuable stand-alone solution. It complements and expands the capabilities of other infrastructure components. The MediaRich URL-based methodology, Microsoft .NET Web service and COM application programming interface (API) enable seamless and straightforward integration with application servers, asset management systems, content management systems, content delivery networks, databases and stand-alone applications.

MediaRich optimises delivery of digital assets by providing media previews of popular file formats. It ingests and writes IPTC and EXIF metadata, extends search capabilities to recognize this metadata and returns thumbnail previews regardless of the original file format. MediaRich supports all popular file formats for Web, print, and wireless use from within a standard Web browser.

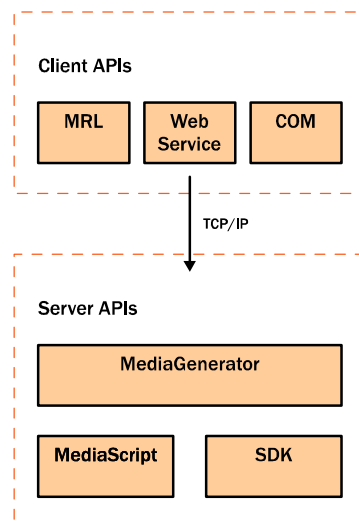
MediaRich extends the Microsoft Windows SharePoint Services standard picture library to provide thumbnail previews of CMYK images, Vector (EPS, AI, PS, and PDF) images, and Photoshop files along with related metadata. MediaRich will also provide image editing for single images or batches. Administrative controls are provided for batch management back to SharePoint Portal Server 2003, and the results returned to a shared directory, FTP site or email, or exported as ZIP files.

The MediaRich server can be integrated into any stand-alone or Web application through Microsoft .NET Web service and the MediaRich COM Application Programming Interface (API). This includes a MediaGen WebService client to create and execute requests, providing the framework for building transaction-based services for various media types, data interaction and extraction of data from heterogeneous production environments.

The solution requires Microsoft Windows® SharePoint Services and Microsoft Windows® Server 2003, and the full benefits are realized when it is integrated with Microsoft SharePoint Portal Server.

MediaRich provides media collaboration of many popular file formats

MediaRich is an application server designed specifically to make it easy to create images from flexible and efficient image templates



About Equilibrium

Founded in 1989, Equilibrium develops and markets automated imaging technologies that save time and money in digital media production. Equilibrium produces solutions for industries including multi-channel retail, manufacturing, publishing, healthcare, financial and entertainment industries.

Equilibrium's product line includes the award-winning MediaRich Image Server, a dynamic media production and deployment application for enterprise corporations and DeBabelizer Pro, a desktop graphics processor targeting Web, multimedia and game developers on Microsoft Windows XP™. The Equilibrium global customer list includes Disney, Sony, Microsoft, Cisco, Volvo, Corning Inc, Universal Music, Edwards Lifesciences, Portugal Telecom and Stanley Works.

Equilibrium and Microsoft

As a Microsoft Gold Certified ISV, Equilibrium works with enterprise corporations and certified IT consultants to integrate Equilibrium MediaRich Image Server with Microsoft SharePoint Portal Server 2003 and SharePoint Services, Microsoft Content Management Server 2002 and Microsoft Commerce Server 2002.

Equilibrium MediaRich is server-based software that automates repetitive image production and enables multi-channel delivery of digital assets through rich-media templates. The dynamic imaging integration helps reduce the time and costs required to generate, modify and deploy digital images, text graphics and brand assets.

Equilibrium provides solution support by developing prototypes that incorporate dynamic imaging functionality with Microsoft Windows Server System. Equilibrium also has an active sales role in identifying key accounts and appropriate system integrators for joint channel development activities.

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