

Equilibrium MediaRich

About Equilibrium

Founded in 1989, Equilibrium is a pioneer and leader in developing automated imaging solutions. The company's products and services streamline the production and deployment of media assets. Equilibrium technologies save time and money in digital media production and delivery. They accelerate publishing cycles, open marketing opportunities, and enhance interactive functionality and image automation, for users in a wide variety of industries and in government. As a Microsoft Gold Certified ISV, Equilibrium works with small to medium businesses as well as enterprises and certified IT consultants to integrate Equilibrium MediaRich for Microsoft Office SharePoint™ Portal Server 2003, Microsoft Content Management Server 2002, and Microsoft Commerce Server 2002.



Partner name: Equilibrium

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Partner programs:

- Microsoft Certified Partner Program
- Microsoft Gold Certified Program (focus area):
 - Collaborative Solutions
 - Software products

Solution Overview: Equilibrium MediaRich for Microsoft Office SharePoint Portal Server 2003

Equilibrium MediaRich for SharePoint Portal Server is a cost-effective digital asset management (DAM) solution for small and medium-sized businesses as well as enterprises using Microsoft Office 2003. The dynamic imaging integration increases business efficiency, accelerates time-to-market, and lowers costs associated with digital media production, management, and storage.

The new version of Equilibrium MediaRich for SharePoint Portal Server 2003 extends the collaborative experience of Microsoft Office 2003 with brand management and image automation. The resulting DAM solution allows corporations to maintain revision control for a single high-quality asset, create derivatives on demand, and deliver consistent brand assets for the Web, print, wireless, and Microsoft Office 2003 applications. When they combine MediaRich with SharePoint products and technologies, enterprises do not need to choose between managing documents or images. Equilibrium MediaRich for SharePoint Portal Server 2003 allows information workers and remote business partners to locate, modify, collaborate, manage, and deploy approved corporate media assets in a secure, self-service portal.

Technical Advantages

Equilibrium MediaRich brings automated image processing and delivery to the SharePoint portal services, effectively creating a workgroup-based rich media asset management system that combines search, workgroup collaboration, and optimized delivery of digital assets for web, print, wireless, and Microsoft Office applications.

MediaRich accomplishes this by providing media previews of popular file formats. It recognizes IPTC1 and EXIF2 metadata, and extends the SharePoint Portal Server search capabilities to recognize this metadata and return thumbnail previews, no

¹ The IPTC (International Press Telecommunications Council) format is a standard file format used in the press industry for exchanging information. It associates an object—usually an image—with its description within the same file. For more information, go to the [IPTC](http://IPTC.org) site.

² EXIF (Exchangeable Image File Format) is a standard for storing interchange information in image files, especially those using JPEG compression. It is currently in use by most digital cameras. For more information, go to the [EXIF](http://EXIF.org) site.

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matter what the original file format was. This gives people a means to edit images either as single images or in batches, from a familiar user interface and fully utilizing the existing SharePoint document file repository.

However, MediaRich is more than a valuable stand-alone solution. It also complements and expands the capabilities of other infrastructure components. The URL-based methodology of MediaRich, with its .NET Web service and COM API, enables seamless and easy integration with application servers, asset management systems, content management systems, content delivery networks, databases, and stand-alone applications.

- **.NET Web service:** The MediaRich Server can be integrated into any stand-alone or Web application through the MediaRich Web service. Examples of languages that support a Web service include VB.NET, C#, and managed C++. The MediaRich .NET Web service includes a MediaGenWebService client that contains methods used to create and execute requests. This makes it possible to form a request and forward it to the MediaRich Server through a Web method, which provides the framework for building services for various media types. In addition, it enables data interaction and allows data to be pulled from heterogeneous production environments.
- **COM API:** The host application can use the MediaRich COM interface to make a request for an image. The request consists of the name of the MediaScript and parameters. When the request is made, MediaRich will either stream the image back to the application, or create the image and return a file path or URL to the resulting image. The MediaRich Server can be integrated into any stand-alone or Web application through this MediaRich COM client. Languages that support a COM binding include JavaScript, VB, VBScript, C, C#, and Perl. The MediaRich COM API includes a MediaGenClient that contains methods and properties used to create and execute requests.

For senior technical decision makers:

- Manage digital media assets corporate wide within Microsoft SharePoint Portal Server and Microsoft Windows® SharePoint Services, reducing the total cost of managing digital media assets while providing faster time to market for the organization.
- Make digital media assets broadly available to any user, any time, in a familiar software environment, and contribute to an increase in the productivity and effectiveness of information workers.
- Reduce the total cost of ownership of IT systems by managing all media assets from within SharePoint Portal Server, eliminating the costs of deployment, training, maintenance, and support for other digital media asset management systems.
- Give your organization the means to manage and maintain the integrity of all corporate brand assets in a secure collaboration environment, where internal users and business partners can access and use these assets following corporate branding policies.
- Integrate MediaRich for Microsoft Office SharePoint Portal Server 2003 with Microsoft Content Management Server 2002 and Microsoft Commerce Server 2002 for enterprise-wide, streamlined management of digital assets from any source.
- Implement MediaRich as the central image management tool, and extend SharePoint Portal Server to become the single digital asset repository for all business users involved in multi-channel marketing, resulting in a reduction of image production costs.

For information workers, IT professionals, and developers supporting corporate digital asset management:

- View image thumbnails and previews in your Web browser, regardless of original file format, including Microsoft Office documents in Microsoft Office PowerPoint® 2003, Microsoft Office Word 2003, and Microsoft Office Excel 2003 file formats, and zoom and pan for detailed inspection.
- Create and deliver graphics in self-service mode, exporting images for comprehensive editing and modification.
- With comprehensive file format support, read and write from your Web browser in and to all popular file formats for Web, print, and wireless use, including BMP, WBMP, PCX, FFX, GIF, JPG, PCT, PSD, TIFF, EPS, PDF, TGA, native Adobe Illustrator and Adobe Photoshop files.
- Modify batches by making a change to a single image and applying it to an unlimited number of images, and use MediaRich administrative controls to manage batches and return results to a shared directory, FTP site or via e-mail, or export them as compressed ZIP files.
- Automatically extract metadata from source files, including industry standards such as EXIF and IPTC information.

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- Use the image browser Lightbox View in MediaRich to augment the standard SharePoint picture library as you review thumbnails of CMYK images, Vector (EPS, AI, PS, and PDF) images, and Photoshop files, along with related metadata.
- Search for images, and let MediaRich return thumbnail previews of all file formats supported by MediaRich, including customizable metadata fields based on industry standards.
- Utilize MediaRich for color management, with the capability to store and manage ICC color profiles for accurate output color rend.

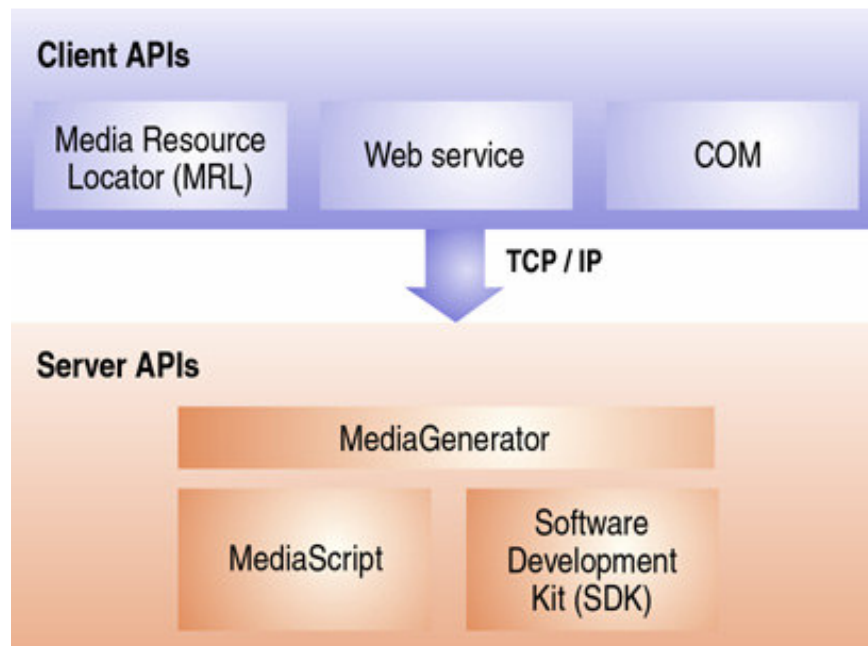
Solution Detail

Equilibrium MediaRich Architecture

Equilibrium MediaRich for SharePoint Portal Server 2003 consists of two distinct parts which work together to provide the full functionality of MediaRich for SharePoint Portal Server: the MediaRich for SharePoint *Connector* and the MediaRich for SharePoint *Server*. The MediaRich for SharePoint Connector coexists on the same computers with instances of SharePoint Portal Server 2003. Typically, the MediaRich Connector and MediaRich Server will be on separate computers, and interact over a network.

After installation of the MediaRich Connector, SharePoint Portal Server 2003 communicates with one or more MediaRich Servers over the network to access advanced imaging functionality. Each MediaRich for SharePoint connector communicates with one or more MediaRich for SharePoint Server installations. System administrators can easily add additional image processing capacity by installing additional MediaRich Servers.

Administrators can configure MediaRich within Microsoft Windows SharePoint Services or SharePoint Portal Server 2003, in such a way that all Web sites share common properties and batch processing components, or they can configure it to give top-level Web sites their own properties and batch processing components. However, the solution requires both SharePoint Portal Server 2003 and Windows SharePoint Services.



Equilibrium MediaRich Server integration with Microsoft Windows SharePoint Services

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MediaRich Server

The MediaRich Server is a powerful, script-driven image server which accepts imaging requests over the network. Imaging requests come to the Server over the network through a MediaRich-specific URL, called a MediaRich Locator (MRL). The MRLs direct the MediaRich Server to execute a specific MediaScript which performs the image processing. When processing is complete, MediaRich delivers the modified image back to the requestor. The general format for an MRL is <http://hostname/mgen/scriptpath?arguments>. In the MRL, *hostname* is the host name or IP address of the MediaRich Server, *scriptpath* is the path for the MediaScript to execute, and *arguments* are key-value pair arguments for the script to use. MediaScript helps to realize the flexibility and performance of the MediaRich Server with an ECMA-compliant³ scripting language extended to support a wide range of imaging operations.

MediaRich Server components:

Shared Folder

The shared folder is the location where MediaRich obtains global properties, scripts, fonts, ICC profiles, and media, and where it writes logs. Multiple MediaRich Servers can use a single shared folder. Alternatively, each MediaRich Server may have its own copy of the shared folder. The choice is up to the system administrator, and usually depends on available bandwidth and image workload.

Services

The MediaRich Server includes two Windows Services: the MediaRich Media Generator Service and the MediaRich System Monitor Service. These services can write files back to SharePoint Portal Server.

File System

The MediaRich Server implements its own virtual file system for reading and writing data. This file system is fully customizable and gives complex installations the ability to define various input and output repositories for specific purposes.

BatchOut folder

The BatchOut folder is the root folder where batch processing results from the MediaCart can be stored to a shared network drive. The results of each batch processing job land in a user-specified sub-folder of the BatchOut folder. This will typically be a network share that is accessible to the appropriate users.

Log Files

MediaRich maintains several log files which contain information about errors that may occur during image processing.

MediaRich Connector

The MediaRich Connector interfaces directly with Windows SharePoint Services to add advanced imaging capabilities to the SharePoint collaborative environment. The MediaRich Connector consists of several elements including a custom document library, an image browser and search capability, administration sites to install MediaRich components and view status and logs of MediaRich Servers, and a MediaCart site with the tools to perform batch processing of images.

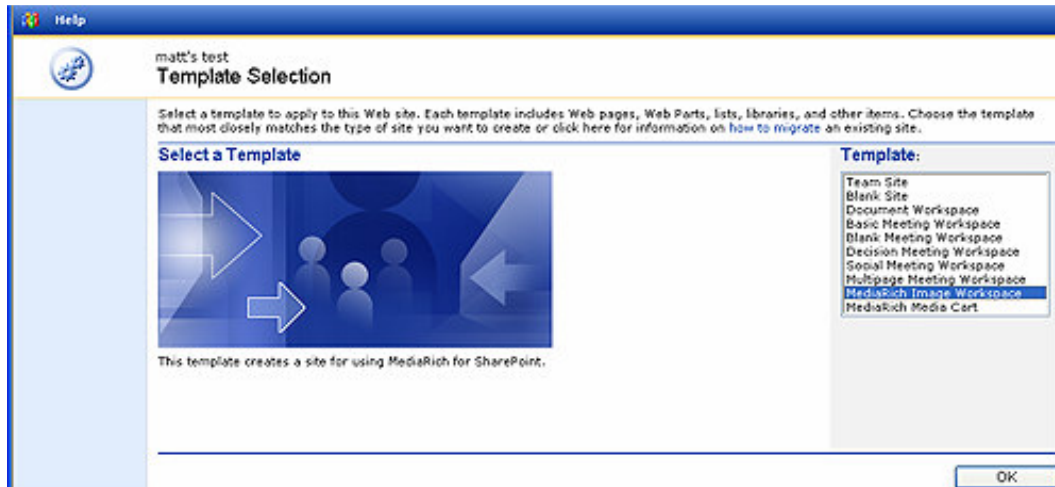
MediaRich Connector components:

MediaRich Imaging Workspace

The MediaRich Connector includes site templates that provide layout and design for the MediaRich Imaging Workspace. The MediaRich Imaging Workspace site template leverages customization and stylesheets of SharePoint Portal Server and Windows SharePoint Services to allow the look and feel of the site to be modified, including background color, font color, and font type

³ ECMA (originally: European Computer Manufacturers' Association) is an international standards organization. Find more information at [ECMA](http://ecma.org).

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The MediaRich Imaging Workspace includes these functions:

- MediaRich Document Library
- MediaRich Image Search
- Image Export

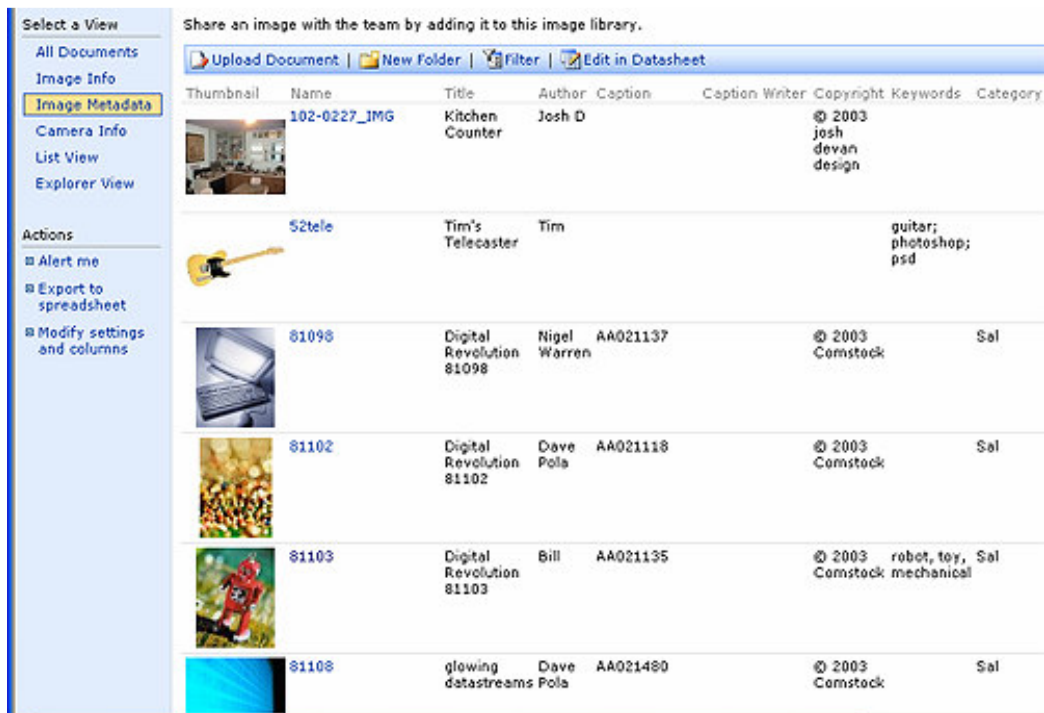


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MediaRich Document Library

MediaRich goes well beyond the standard picture library of SharePoint Portal Server to provide previews of CMYK images, vector images, and layered Adobe Photoshop files along with related metadata. It reads and writes all popular file formats for the Web, print, and wireless use, including these file formats:

- BMP
- WBMP
- GIF
- JPG
- PNG
- PCT
- TIFF
- PDF
- TGA
- Adobe Illustrator
- Adobe Photoshop PSD
- Adobe Photoshop EPS



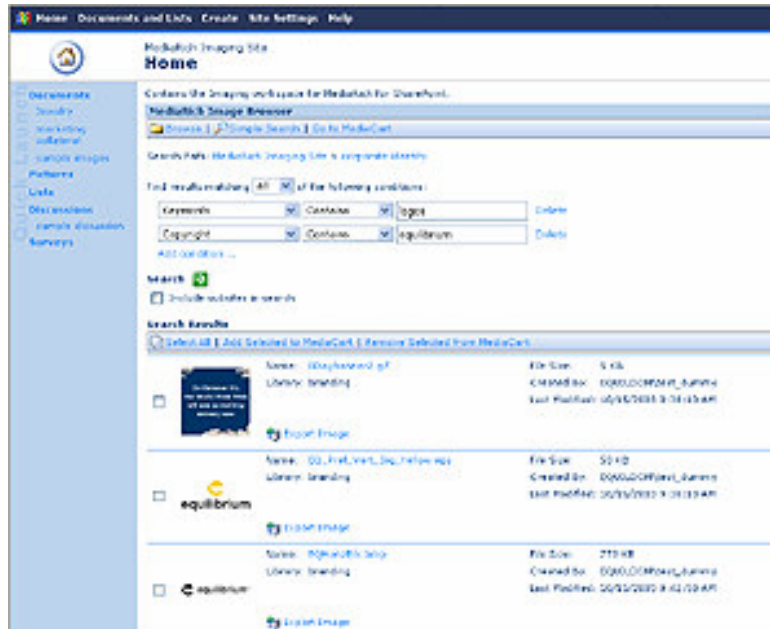
Metadata moves to the SharePoint Portal Server repository when images are uploaded into the system. People can view image properties, including IPTC and EXIF data. They can update the data fields, store the information through SharePoint Portal Server or Windows SharePoint Services, and export images with the most recent metadata.

The MediaRich Document Library allows for comprehensive image editing functions including image creation, modification, and delivery. Users can transform images following corporate guidelines, and have the flexibility of selecting the file format, size, and resolution before downloading image files.

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MediaRich Browser

The Media Browser is a stand-alone Web part that allows the user to view document and picture libraries. The Media Browser does not let users store documents; it is a read-only viewer.



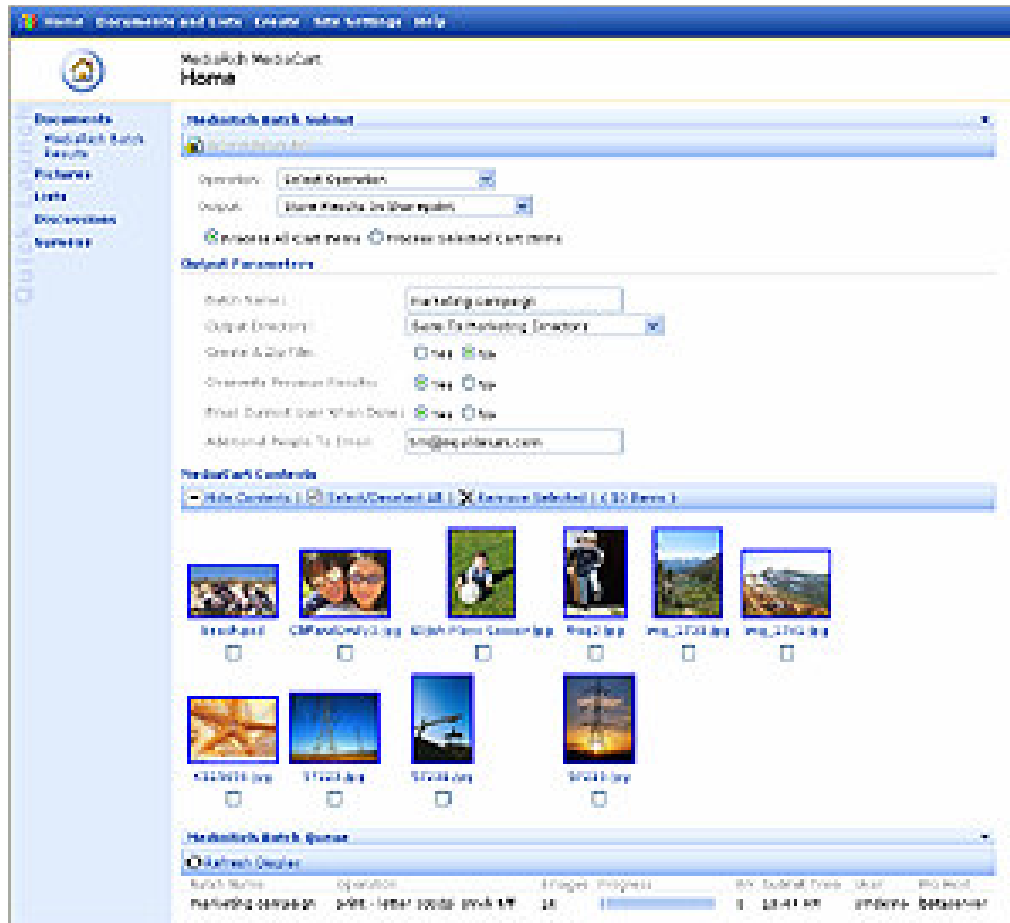
Users continue to work with the MediaRich document library or picture library to handle versioning and approval routing, but if they wish to perform image processing or related functions such as thumbnail previews, metadata ingestion, or image transformations, they will need to use the Media Browser to view libraries.

The Media Browser comes with an Image Search capability for media searching. This includes an advanced search function to better define image-based parameters such as file type, image size, and metadata related to the images. The Media Browser also includes the ability to export single images and add a single image or group to the Media Cart for batch processing.

MediaRich MediaCart

Any modification to a single image can be applied to an unlimited number of images using the MediaRich MediaCart. Its administration controls allow users to view current job items and their status. The results of the image modifications are available for storing at a SharePoint site, sending to a shared network location, or e-mailing with a link to the originals or even as a compressed file.

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Additional Information

Equilibrium MediaRich for Microsoft Office SharePoint Portal Server 2003 was “overall winner in SharePoint” of the [People's Choice Awards](#) for 2003 and Best Imaging solution for SharePoint 2003-2005.

Also:

<http://www.equilibrium.com/Internet/Equil/Products/MediaRich+for+SharePoint/index.htm>

<http://www.equilibrium.com/Internet/Equil/Products/MediaRich+for+SharePoint/digital+asset+management.htm>

<http://www.equilibrium.com/Internet/Equil/Products/MediaRich+for+SharePoint/Product+Tour/index.htm>

<http://www.equilibrium.com/Internet/Equil/Partners/Partner+Integration/Microsoft/index.htm>

http://www.equilibrium.com/flash_demo.htm

The MediaScript Reference Guide helps to understand better both MediaScript and the full functionality of the MediaRich Server. It is available under

<http://www.equilibrium.com/Internet/Equil/Support/MediaRich/resource+library/SharePoint+Guides.htm>

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Technical Overview

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