

eMAM

Leveraging Content

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EMPRESS SHOWCASES IBM VIDEO INTEGRATIONS AT THE IBC CONFERENCE

eMAM will demo integrations with IBM Cloud Object Storage, IBM Streaming Manager, and Watson Video Enrichment.



New York –September 14, 2018: Empress Media Asset Management (Empress), developer of the widely used eMAM™ media asset management platform, announces the integration of eMAM with IBM technologies to store, enrich, and distribute content. The combined system will premier at the IBC Show at the RAI Amsterdam, Stand 7.B25.

eMAM workflow tools will allow users to incorporate IBM offerings seamlessly into the ecosystem of eMAM partners to develop complete streamline and automated workflows. These include leading technologies for the acquisition, transcoding, editing, publishing, and archiving of rich media. Originally developed for broadcast media companies, the integrated solution will meet the growing needs of all modern organizations to address their challenges as their volume of media explodes.

IBM Cloud Object Storage presents a single storage system for worldwide demand for media. Object storage stores the media as “objects” along with the metadata, which will ensure that the media will remain viable and accessible as the technology that uses them changes over time. Users can browse, search, and share lower resolution proxy copies of all media from the eMAM web or tablet interfaces from any location, and then deliver or download the original resolution media from the appropriate Cloud Object Storage location as needed. The architecture of the system ensures high availability and virtually unlimited scalability to meet both the present and future needs of customers are met.

Powerful search tools are the centerpiece of any media asset management system. Users must be able to quickly find and use the content but far too often, overburdened staff did not have the time to provide enough metadata tagging. IBM Watson has been long been a leading technology in artificial intelligence. Watson Video Enrichment uses the full machine learning power of Watson to enrich the metadata for the vast array of undertagged media. It finds faces, patterns, and numerous other features, which eMAM displays in its “insight” widget. Watson also can convert speech-to-text, which eMAM displays in its “transcript” widget. All of these metadata allow eMAM users to quickly find the best media for a task, including which parts of a video match search criteria. Users can correct the displayed AI metadata to both correct the eMAM database and to train Watson for future searches.

eMAM also integrates with IBM Streaming Manager. This system utilizes multiple content delivery networks (CDNs) and software-defined processes to offer a powerful worldwide infrastructure to allow high quality media consumption for a worldwide audience. With the integrated solution, media in eMAM managed storage can be selectively or entirely published for high quality worldwide consumption through IBM Streaming Manager.

“We are very excited about collaborating with IBM to provide proven, powerful technologies to meet the current and future demands of both mid-size and large enterprise customers,” commented Dave Miller, Empress COO.

eMAM is available from Empress and its worldwide system integrator resellers.

Visit us at the IBM stand 7.B25 to discuss more about our combined solution.

About Empress (www.empressmam.com)

Empress Media Asset Management, LLC is a privately held company providing media asset management and workflow management solutions for broadcast, media, government, and corporate clients including its eMAM Online, eMAM Vault, eMAM Publish, eMAM Workgroup, and eMAM Enterprise product lines. It is part of the Empress family of companies, which includes Empress InfoTech; specializing in customized software development; Empress Digital, one of the largest US distributors of blank recording media and supplies; ESRevolution, with an eSports portal and the ESR channel; and Real Big Hits, a distributor and agency promoting original creative content. For more information visit www.empressmam.com.

About IBM Cloud Object Storage

IBM Cloud Object Storage offers scalable cloud storage, designed for high durability, resiliency and security. It is utilized by some of the largest data repositories in the world, each storing over 200PB with millions or billions of files or objects. Starting as small as 72TB in a fully configured solution, as software defined storage using customer hardware, or in the IBM public cloud, the system can expand online to exabytes and beyond and ranked a leader in object storage by both Gartner and IDC.

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