

## Ancept Media Server v3.8

### Product Datasheet

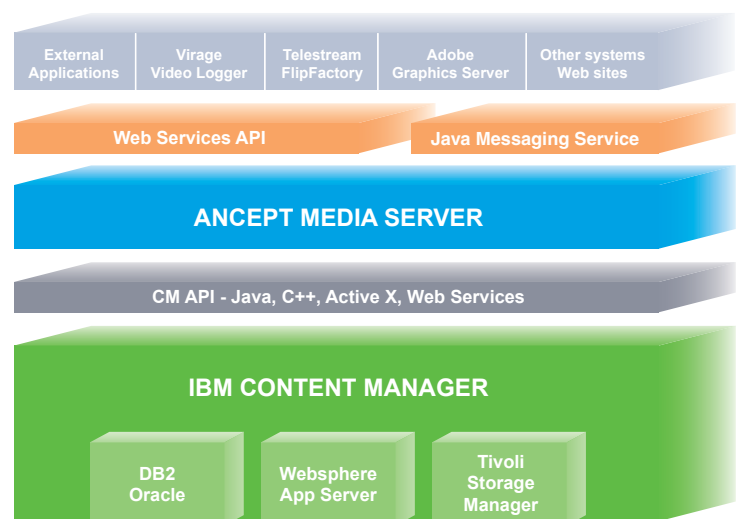
Ancept Media Server has been established as one of very few digital asset management solutions capable of supporting the needs of large enterprises, while remaining flexible and affordable enough to serve the needs of small to medium businesses. Dozens of Fortune 1000 companies, educators, small businesses and public sector organizations have chosen Ancept to help meet their media production, management and distribution needs. Such organizations include: eBay, NFL, UPS, MBNA, Sesame Workshop, Technicolor, American Greetings, University of Michigan, Dept. of Health & Human Services, to name a few.

### True Enterprise Architecture

Ancept Media Server utilizes IBM Content Manager (CM) as its middleware and repository. CM provides all the “heavy lifting”, so to speak. This includes things like user management, security, data modeling, storage management, workflow and integration with other enterprise systems. This allows Ancept to focus on addressing line-of-business requirements and the functionality our end-users really care about.

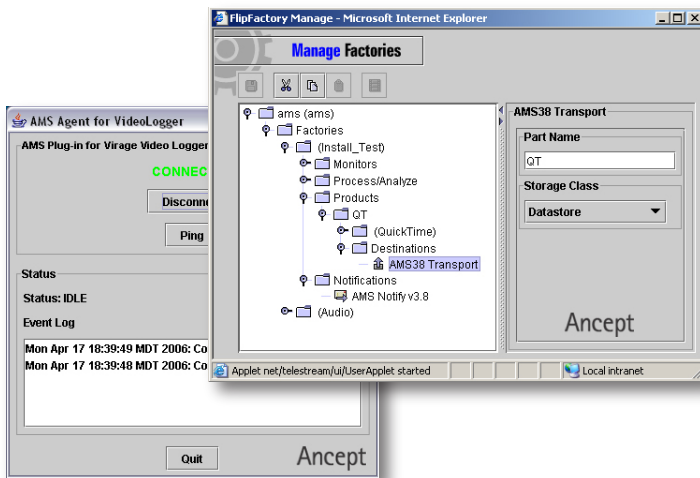
Today, many experts in the field agree that the unique architecture of our combined solution is in front of a trend in the market – a vertically-focused application, Ancept Media Server, to address line-of-business requirements combined with a middleware and “back-end” solution, IBM Content Manager, to address enterprise architecture requirements. Among today’s DAM providers, this architecture is truly unique to our solution and will continue to set us apart as the only DAM provider capable of fully addressing the needs of IT and line-of-business.

- Ancept Media Server (AMS) provides Web Services to make integration with third-party applications virtually plug-and-play.
- AMS comes standard with integration to many popular third-party products for image, audio and video indexing and manipulation
- IBM Content Manager (CM) provides a very robust and mature API set in many flavors, so integration with enterprise systems and extensibility is assured.
- CM comes bundled with DB2, Websphere Application Server and Tivoli Storage Manager – everything you need to manage all of your metadata and media content, including Hierarchical Storage Management.
- The entire solution, out-of-the-box, does everything necessary to run in a robust, enterprise environment. No need to integrate separate databases or storage management products, etc.



## Video and Audio Indexing and Transcoding

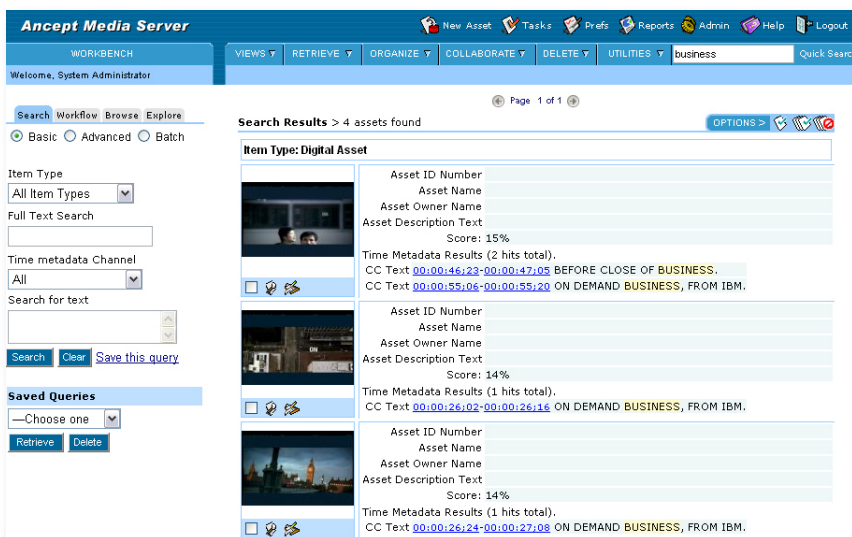
AMS provides the best video transcoding and indexing support among today's top DAM providers. We have fully integrated with leading products, such as Telestream FlipFactory™ and Virage Video Logger™, to provide a closed-loop and managed process for ingesting, transcoding and indexing audio and video content. Where as most providers rely on "hot folders" or monitored directories to exchange content with these systems, we have developed instead developed plug-ins that run with these systems and communicate directly with AMS.



- AMS plug-in for FlipFactory™ and Virage Video Logger™ provides tight integration, real-time operation and comprehensive transaction management and logging.
- Invoke transcoding and indexing automatically during ingest or on-demand at user's request.
- Store all indexes from FlipFactory™ and Virage – keyframes, CC text, converted speech, face recognition, OCR, etc.
- AMS plug-in for Virage provides remote and automatic operation of logger application. Multiple instances of logger can be used for load balancing.

## Searching and Viewing

Several search methods are available in AMS. Not only can users search how they like – basic attribute searching, Boolean searching, full-text searching like Google, with operators and wildcards and everything, but they can search everything having to do with their assets. We index all the metadata, contents and time-based metadata like closed-caption text, converted speech, etc.

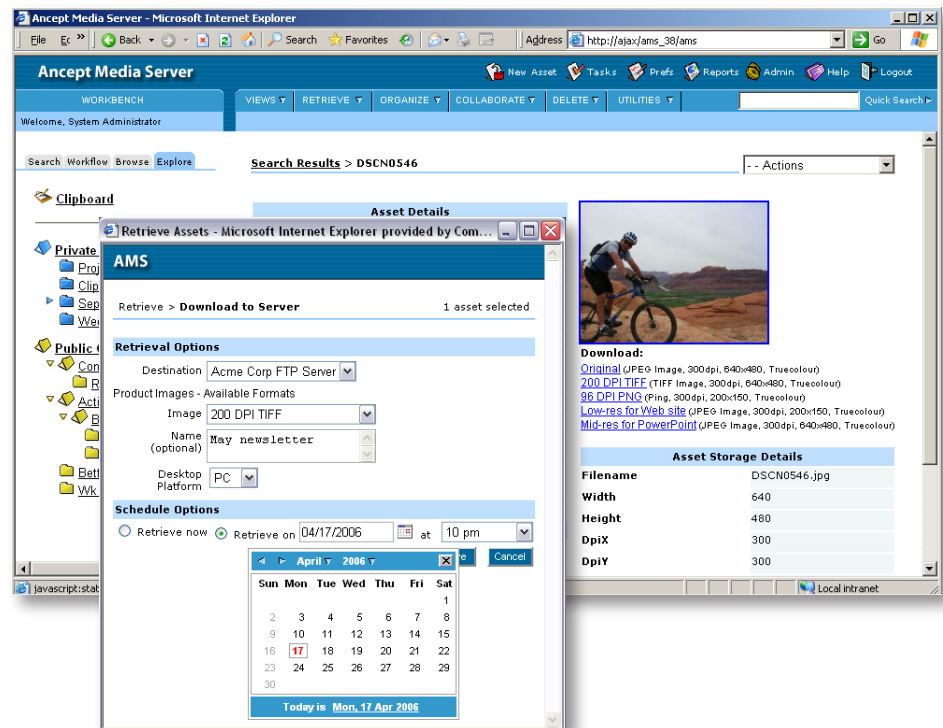


- Perform basic attribute searching. Search form can vary by user.
- Boolean statements allow admins and archivists to construct sophisticated queries that they can save.
- Users can enter a list of items to find, such as UPC codes.
- Full-text searching provides operators and wildcards, like Google, and searches across all information.
- For audio and video, results are displayed showing highlighted search terms and corresponding timecode, allowing the user to view/listen to the asset at that point.
- Users can set a number of preferences to tailor the results views.

## Content Distribution

AMS provides sophisticated content distribution functionality. Not only are users able to send and receive content through a number of methods, they can also schedule the delivery of the content at a certain date and time. When distribution requests are made, the requests are managed in the “background” and the user is given a task number. Tasks can be searched for, monitored, edited and canceled at any time.

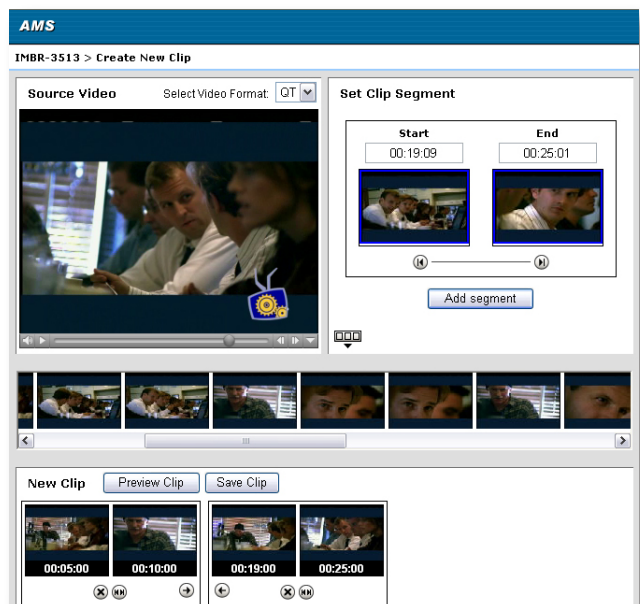
- Customers create any number of destinations, each with specific properties for name, access control, enclosing folders, etc.
- Users can send content to other users or any number of destinations on a scheduled basis.
- Users can e-mail links to content to internal and external users.
- Request can be made for content on physical media, potentially burning CDs or DVDs automatically.
- At any time, users download content directly to desktop, choosing from any number of defined derivatives



## Content Editing

AMS allows users to edit Adobe Photoshop docs and perform rough-cut proxy-based edits on video content. Users are also able to transform and transcode content after edits are made. All functions are available through the standard AMS Web interface.

- Turn Photoshop layers on and off and edit text on a layer. Request new image in chosen format and resolution when complete.
- Perform rough-cut proxy-based video editing in the standard AMS Web interface.
- Define multiple in and out points within the video and re-sequence the defined segments as necessary.
- Save new clip as virtual clip, maintaining relationship with parent. New clip appears as any other asset to users when searching and viewing.
- Request delivery of new clip, which automatically invokes creation of new hi-res video file from the original based on defined edits.



## Workflow and Business Process Management

The workflow/business process management capabilities in AMS are the best available in DAM solutions today. The underlying capability is provided by IBM Content Manager and is a subset of the industry-leading Websphere/MQ Series portfolio from IBM. Customers are able to model the most complex business processes from beginning to end, defining how content, tasks and communication will flow and how the process must interact with external systems, even in an automated fashion. In terms of facilitating simple and even complex business processes, you will not find a better solution in the DAM market today!

- A graphical builder lets customers easily define their business processes.
- Parallel routing allows for concurrent assignment of tasks and completion of automated tasks.
- Decision points route content and tasks automatically based on a number of different conditions.
- External Business Process steps provide easy integration with other systems.
- Each step is defined with an allowed duration, indicating when the step must be completed. A priority setting helps users identify what should be completed first.
- Overload limits on each step helps measure when a person or step is overloaded and needs assistance or attention.
- Exception notification alerts managers when tasks are overdue or when a step is overloaded.
- End users are notified via e-mail when work is awaiting them.
- The end user interface displays each users' inbox(es) and indicates how much work is waiting for them.
- Each item in their inbox displays due date, priority, notes and other information from previous steps and other information.
- After performing the required task, users then choose an action from a predefined list of actions, that can vary by step. Actions can be approve, reject, move to next step, pause, etc. These actions are completely definable and extensible.

The screenshot displays the Ancept Media Server interface. On the left, a sidebar lists various workflow tasks such as 'Meta-data entry', 'Quality check', 'Internal approval', 'Rework', 'Send to customer', 'Customer review', and 'Send to production'. The main area shows a 'Worklist Contents' for 'FC operator' with 8 assets found. Below this, there are three asset cards, each with 'Asset Info' and 'Workflow' details. An inset window titled 'Process Properties: New License Request' shows a complex flowchart with steps like 'Start', 'CSR Review', 'Account Verification', 'Collection Point', 'Manager Review', 'Approved', 'Rejected', and 'Stop', connected by arrows indicating the process flow.



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