

Making media management simple

**Access 24/7**

Managed access to your media for staff or customers around the clock



**Apply Your Brand**

Create a themed web delivery platform with customization tools



**Multiple Platforms**

Make your content available on the web, via tablets and mobile devices



**Make Money**

Publish your valuable content online and generate revenue



**Collaborate and Share**

Make edits, add notes and share collections online



**Save Time**

Create workflows, generate proxies and store them all in one powerful platform



**Public or Private**

Comprehensive control of access to features & content



**Self Hosted or Cloud**

Install onsite for localized working or simply upload to ImagenCloud



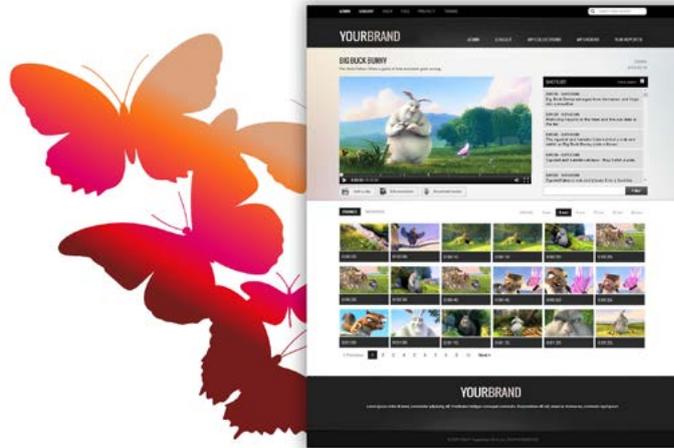
**Easy Integration**

Open interfaces enable integration with third party systems



Media Management & Publishing System

# Imagen



Manage and publish your video, images and audio online in your own secure, branded web site

Imagen is a highly scalable solution for managing and distributing audio-visual assets. If you are a broadcaster, a producer of video content, a media curator or simply own a collection of audio-visual material that you want to publish or aggregate, Imagen will give you a full set of tools to ingest, catalogue, transcode and distribute your content through a fully customizable web site.

End users will experience a cutting edge range of features for searching, clipping, collecting and downloading, with access levels that you control.

Automated ingest and distribution workflows will save you time. Secure data transfers and replication routines protect your data for the long term, while a range of system options from cloud to on-premises cater to a wide range of budgets.

Tools for migrating legacy media archives are available and help for design and technical implementation are also at hand. Imagen is comprehensive, flexible, scalable and has been designed with open interfaces to enable integration with third party systems.



# System Components

Imagen for:



Business & Enterprise



Archives & Libraries



Broadcast & Production



Universities & Colleges



Security & Defence

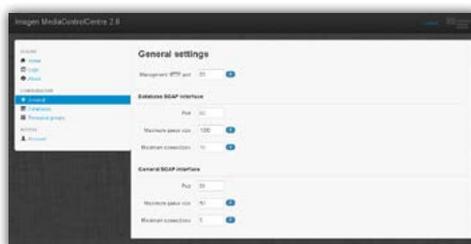
## The Imagen Media Control Centre

The Imagen Media Control Centre (IMCC) is the main back-end service component of the Imagen media management and publishing system. It provides the central control of media workflows, database configurations and indexing.

The Media Control Centre is the service which knows about all other services available within an Imagen installation. It manages the queues of jobs to be processed through workflows and delegates the processing of the jobs to the other available services.

In the IMCC Administration Interface, you can configure and monitor your Imagen environment:

- Set up ports and services.
- Consult and troubleshoot database schemas and connections.
- Set up users, groups, permissions and default access rights.
- Set up rendition profiles.
- Configure resource groups, specifying what storage services, transcoders or other plugins to use.
- Consult job logs and set log levels.
- Manage accounts & passwords.



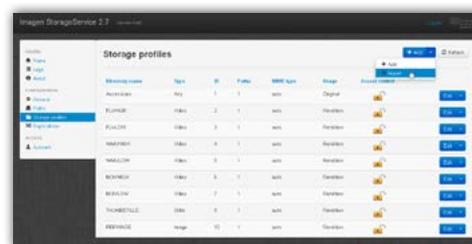
## The Imagen Storage Service

The Imagen Storage Service is a back-end server application that manages the storage of assets: video, images audio, documents and other files, within Imagen.

It provides a structured storage management system that includes support for local storage servers, online storage managed by NAS heads, tape library systems, and hierarchical storage manager software. As long as the storage path is accessible as a UNC, it can be local, NAS, SAN or HSM.

The Imagen Storage Service has its own management interface, permitting you to:

- Set up storage path definitions to disks or volumes in your network.
- Set up storage profiles, determining how different kinds of assets are to be stored.
- Set up retention periods for your assets.
- Manage replications to several storage locations for multi-tier storage or greater asset security.
- View storage logs and track the successful execution of storage jobs.



## REST and SOAP Interfaces

Imagen Media Control Centre provides open REST and SOAP interfaces that can be used by client software to exploit all of the database, workflow and storage functionality. All data is transferred in XML format, and the interfaces permit very tight integration between Imagen and third-party applications and websites.

## Unique Media Identifiers

The Storage Service works using Unique Material Identifiers. A UMID is a unique code that is used to identify audio-visual (AV) materials. It is assigned to any asset when it is created within Imagen. The UMID is stored in a database within the StorageService module and is linked with the location of the stored asset.

## Ingest

You can ingest content in a number of ways - through the ImagenWeb interface or the ImagenClient application.

New media Items can be ingested individually or in batches. Tools are provided for large scale imports of data and media, making migration from legacy archives possible.

## Export

Your media can be exported from Imagen at any time using the Export Wizard. This provides quick access to any individual item in the archive; the original file, proxy versions or the metadata record in xml format.

## Cataloguing

Metadata can be added or modified at any time using the ImagenWeb interface (with sufficient access rights) or via ImagenClient.

## Recording TV and encoded streams

Imagen can be upgraded to capture encoded streams or transport streams from DVB-S and DVB-T sources.

EPG and subtitle data can be automatically captured to create rich metadata records. Automated workflows create a wide range of proxy versions which can be used for streaming and downloading.

## Workflows

Imagen's flexibility is derived from its ability to make as many workflows as you need to suit your operational requirements – you can have multiple input and output workflows for different kinds of media – each of which may have different parameters.

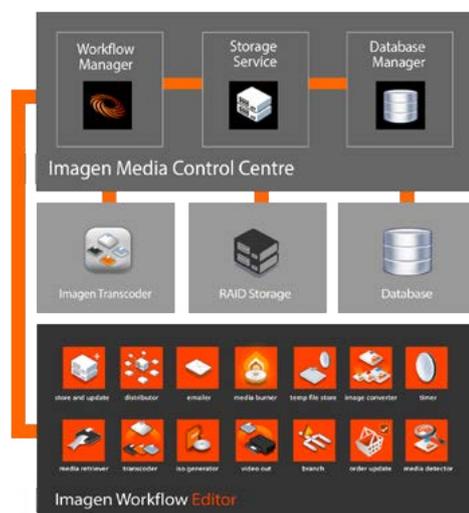
A workflow describes the business and technical processes within your system. For example, when you ingest a new video file you may want to store the original and make proxy files to be used for distribution across various platforms.

You can create workflows using the Workflow Editor. Simply drag and drop the processes that you want to feature in your workflow, link them up and set the parameters for each stage.

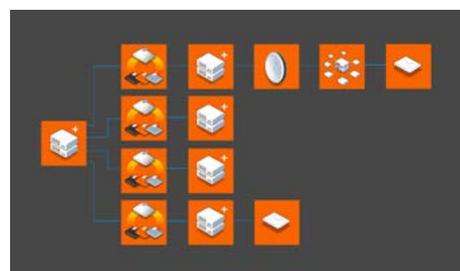
You can also set up output workflows to produce alternative file formats, set up email notifications, manage network distribution and much more.

Using workflow modules you can:

- Detect media type and automatically send it to an appropriate workflow.
- Transcode an original video into a range of other formats for different audiences or devices, generating stills and reference images for display in search results.
- Watermark video output.
- Schedule publication or upload times.
- Send out email notifications.



Workflow Editor comes with a range of modules



Connect the modules to create a workflow

## The Imagen Transcoder

Imagen's transcoder server supports decoding from and encoding to a wide range of existing audio/video compression formats and container formats with audio/video filtering and post-processing features. Further formats can be added on request, subject to licensing and development cost.

Our transcoder software supports multi-thread processing so multiple instances of the transcoder server can be installed on all available processors across multiple machines. This means that large scale asset transcoding can be achieved quickly and affordably.

## Database Schemas

Metadata schemas can be created to your specific requirements, or you can use a basic schema provided with your installation. Imagen interfaces directly with third party databases such as MySQL or Microsoft SQL via ODBC.

## ImagenWeb Administration

With administrative permissions you can access the ImagenWeb Control Panel, a feature-rich administration interface allowing you to control every aspect of your web-site's public face, including:

### Full content management:

Easily create supporting content for your media archive. Modify pages using a WYSIWYG editor.

### Secure User Access:

Control who has access to your content and what they can do with it.

### Custom menus:

Add new menus and link to your new pages.

### Switch Themes:

Import custom themes or modify existing 'out of the box' templates.

### Analytics and reports:

Add Google analytics code or use inbuilt reporting functionality.

### Configuration backup & import:

Your system and theme configuration can be backed up for safe-keeping and reimported at any time.

### Modify Widgets:

Change the way media players look to complement your theme.

Control the way your assets are discovered and displayed.

### Institutional Login:

Imagen supports secure institutionalized access via email domains and Single Sign On.

# ImagenWeb



## ImagenWeb for end-users

- **Google-style searching and results filtering:** Powerful searches based on relevancy; quickly find the right video, images, audio and documents using customizable filtering and sorting controls.
- **Upload media:** Given appropriate permissions, users can upload content via the web browser and select from the available ingest workflows.
- **Change metadata, add comments:** Depending on access level, users can make comments about a record or even change record metadata.
- **Access multiple media objects:** Imagen allows you to access a variety of rich media objects within a single record. Users can access supporting documents, images and much more.
- **Create Collections:** Select assets from your archive and set them apart under a searchable title. Collections can be shared with colleagues and friends or searched by other users.
- **Create Clips:** Use on screen edit controls in the video player window. Add notes to your clips or download for access offline.
- **Download content:** In a variety of formats to a range of devices. Download versions can be watermarked and timecoded.

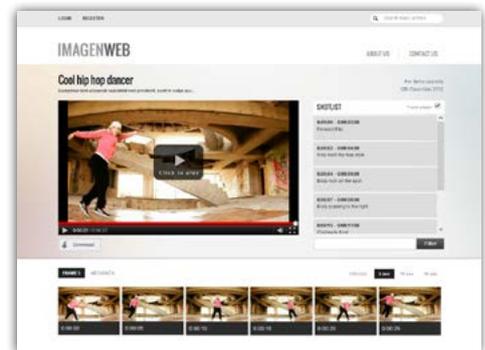
## Your Brand, Your Website

Imagen includes a Web module which allows you to create a secure, fully customized site, offering both a user-facing side for your end-users and a powerful administration side for you.

Using *Themes*, you can customize the look and feel of the site. Change colors, fonts and graphics without affecting content or functionality. You can use one of the themes provided with Imagen, or design & create your own.

## Time based video searching

Time based annotations associated with video or audio files can be used to search long form content and initiate playback from the point of interest. For example, a subtitle track or shotlist can be searched for a snippet of dialogue or a sports highlight and the user will be taken directly to the most relevant point in the video.



## Spatial annotations

Both video and image files can have metadata added to specially marked out areas - these can be used to highlight items of interest or to identify individuals. Geo-location information can also be added.

