

Emam Now Supports Complete Cloud Production Workflows, Including Storage, AI Tagging, Editing, Delivery, And Archive

Empress's eMAM Version 5.1 adds cloud editing, live capture, and graphics features and integrations.

NEW YORK ([PRWEB](#)) April 08, 2019 -- Empress Media Asset Management (Empress), developer of the widely used eMAM media asset management platform, announces the beta release of eMAM 5.1. The newest version supports multiple options for collaborative cloud-based production editing using Adobe® Creative Cloud® applications where editors and graphic designers are able to manage media and projects from remote locations. This new combined solution will be featured during a webinar on May 22 at 11AM EST and at the Empress booth SL10224 during the National Association of Broadcasters Convention in Las Vegas on April 8-11.

eMAM 5.1 adds remote editing with native resolution content stored in public cloud platforms. Media is uploaded to a cloud storage platform for universal collaboration. Non-editors can preview media and collaborate (share media, sub clips, and markers as well as review/approve) using browse proxy media versions. Editors can check out mezzanine level media versions for craft editing. Teradici PCoIP technology and cloud-based workstations can be used for final conform editing with Adobe Media Encoder. Finished media can be published or shared wherever and however needed. eMAM 5.1 provides additional extension panel integration across Adobe Creative Cloud apps - including Premiere Pro®, After Effects®, InDesign®, Photoshop®, and Illustrator® - to allow collaboration across departmental and geographic barriers. It also extends support for cloud-based platforms including Amazon, Google, IBM, Microsoft, and Oracle along with orchestration from Dell Boomi, Qvest.cloud, and Zapier.

Sue Skidmore, head of partner relations for professional video at Adobe, added: “Adobe products are designed to encourage creativity and enable users to create the most compelling content possible. Thanks to the integrations between eMAM and Adobe Creative Cloud applications, our shared customers can come together no matter where they are in the world, and collaborate efficiently on video and graphics production.”

The new eMAM Live module provides customers with tools for live capture, log, edit and delivery of content, from multiple video sources. Using the most popular hardware encoders, including Telestream's Lightspeed Live Capture, and Drastic Technology's Net-X-Code server, live media can be previewed, tagged, subclipped, and marked within a web interface. Additionally, users can tag media using an event or sports-specific logging system from Dixon Sports or with leading artificial intelligence (AI) engines. AI engines from Amazon (Rekognition), Google (Video Intelligence and Speech-to-Text), IBM (Watson Video Enrichment and Speech-to-Text), Micro Focus (IDOL), Microsoft (Video Indexer, Computer Vision, and Faces) and VoiceBase provide video tagging, image tagging, and automated transcripts.

eMAM 5.1 features additional improvements, including advanced API options, an enhanced interface, and integrations with Dell EMC ECS Storage, IBM Cloud (UStream), and Signiant Flight. Scalability, extensive interoperability, and an open API allows eMAM to support powerful enterprise level workflows that require management of media and metadata throughout complex operations.

David Miller, COO of Empress commented, “With support for cloud editing, we can now provide full cloud-based life cycle support for video content. With the addition of live capture, graphics support, and multicloud



deployment, eMAM is ready to cross MAM workflow and deployment boundaries.”

eMAM is available from Empress at www.empressmam.com.



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Online Web 2.0 Version

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