

An integrated panel brings the eMAM library and workflows to Avid Media Composer

A New Range of Possibilities

Quick access:

- **Panel and web interfaces:** No matter where media is stored, authorized users can access the entire eMAM-managed library.
- **Powerful search:** Media is organized into any number of projects and categories, making it easy to find. In addition to technical metadata, staff can enrich the media with labels. A range of AI tools can automatically tag the media, convert speech to text, generate summaries, and more.

Crossing boundaries:

- **Real-time collaboration:** eMAM allows multiple editors to collaborate on projects with version control. Non-editors can use the web interface to interact with editors. External review and approval allow easy feedback.
- **Mixed production environments:** Editors and designers can collaborate with Media Composer editors using other editing systems with integrated eMAM interfaces.

Complete workflows:

- **Link sharing and publishing:** eMAM can share links for review & approval processes, sharing screeners/teasers by email, social media, and web publishing.
- **Automation and digital delivery:** with 100 technology partners, eMAM can provide integrated, automated workflows to newsroom, broadcast, streaming, and other platforms.

Security and flexibility:

- **Control:** Through the eMAM system, organizations can manage all media access and permissions at a granular level.
- **Infrastructure:** eMAM can process and manage media in cloud and on-premises systems to balance costs with access needs—and control costs by moving finished projects to less expensive storage and deep archive systems.



Key Features

Access: From the MC panel or the eMAM web UI, authorized users can assess all managed media everywhere

Collaboration: users can contribute from MC, other tools, or the web

Complete: eMAM supports the complete life cycle of digital assets with integrations and automation

Cost Savings: a unified platform saves money on search and manual processes while optimized infra-use

About eMAM

The eMAM product line (eMAM Vault, eMAM Publish, eMAM Workgroup, eMAM Enterprise, eMAM SaaS Cloud Service, and eMAM PaaS Cloud Platform) meets the media asset management and workflow management needs of media, government, faith, and corporate organizations in local, hybrid, and cloud environments worldwide. The eMAM™ platform has been in continuous development since 2006. EMAM, Inc. is headquartered in the US and has channel and technology partners worldwide.

About Avid Technologies, Inc

People who create media for a living become excellent creators with Avid's award-winning technology solutions to make, manage, and monetize today's most celebrated video and audio content—from iconic movies and binge-worthy TV series to network news and sports to recorded music and the live stage. What began more than 30 years ago with our invention of nonlinear digital video editing has led to individual artists, creative teams, and organizations everywhere subscribing to our powerful tools and collaborating securely in the cloud. We continue to re-imagine the many ways editors, musicians, producers, journalists, and other content creators will bring their stories to life. Discover the possibilities at avid.com and join the conversation on social media with the multitude of brilliant, creative people who choose Avid for a lifetime of success.

Workflow

Non-editors:

- Centralize media in EMAM
- Organize media into categories and set permissions
- Assign categories and media to one or more editors

Editors:

- Install the eMAM panel and login
- Use assigned media or search for them
- Select and link media to an MC project
- Assign media from eMAM to MC bins
- Media stored and managed by eMAM in S3 will be localized
- Link local media through Avid Link
- Render and upload sequences to eMAM using the eMAM Feeder application
- Tag media with custom tags and metadata fields

