

# MAM.C

**FAST, SCALABLE & AFFORDABLE  
MEDIA ASSET MANAGEMENT SOLUTION**



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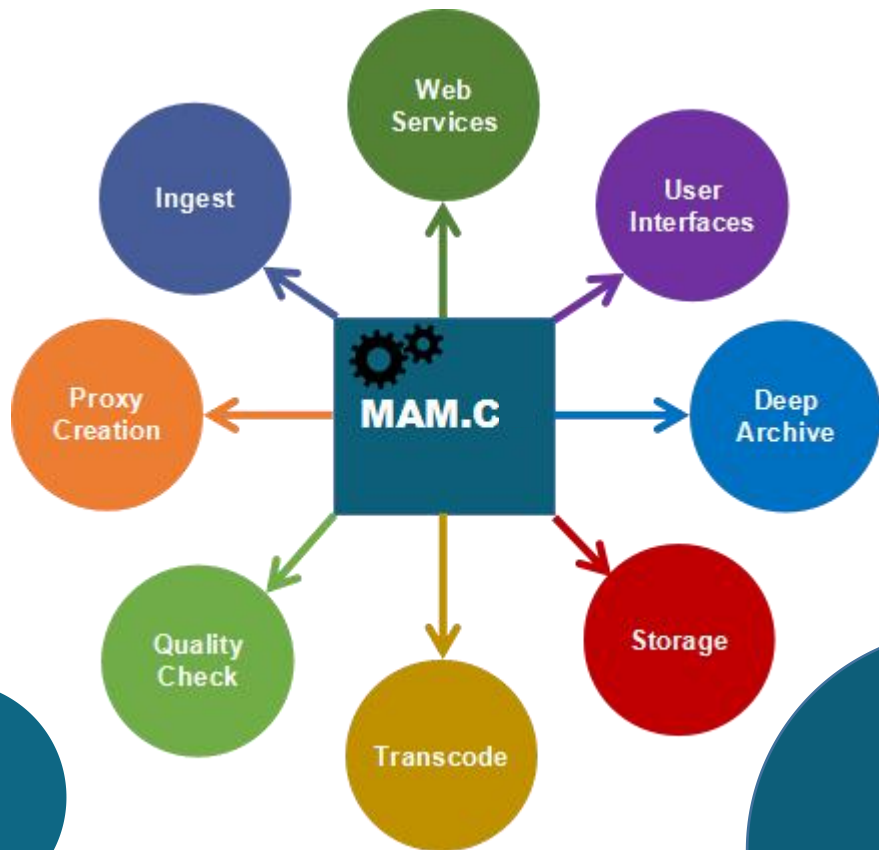
## OVERVIEW

MAM.C is an advanced media asset management system that enables the broadcasters and content producers to manage large volume of Audio, Video and other Media contents. It is capable of managing the media content (audio, video, playlist etc.) from ingest to delivery, and applying the post-production operations on received media content.

Its core processes includes Content Acquisition (audio, video, playlist), Editing (i.e renaming, proxy creation, transcoding), Manual and Auto-QC, Playlist/Schedule, Cue Sheet, Ofcom and AsRun management, and finally, Content House-keeping and Archiving.

Its intuitive and easy-to-use GUI helps user to configure different settings required for content acquisition, post-production operations, quality check and content archiving. It also allows user to manually control post-production operations, preview media clips, generate multiple reports etc. Its smart dashbaord will keep displaying the running status of all the operations including the storage status of devices.

It can easily be integrated with major Automation Systems like Media.X, D-Series and ADC



# CAPABILITIES & KEY FEATURES



1

## Accessibility

- Web based cross platform architecture
- Easy to configure
- High Availability of system
- End to end Media Asset Management
- Fast and Scalable
- Accessible web services and control for system users
- Control and Manage media from one point
- User Rights Management

2

## Media Ingest

- File based ingest from FTP and Watch Folders
- Base-Band Ingest (SDI Ingest from VTRs and Live Feeds)

3

## Quick Search

- Simple and advanced search
- Customized Search and Rapid Filtering

4

## Editing & Post Production

- Proxy and Thumbnail creation
- Frame Accurate proxy editing
- EDL generation
- Transcoder

5

## Manual & Auto QC

- Automatic file QC
- Manual QC
- User Defined rules

6

## Tracking & Report Generation

- Real Time Asset Tracking
- Extended Report Generation

7

## Storage Management & Archiving

- Deep Archive
- LTO Support

8

## Automation Integration

- Tight Integration with major Playout Automation system like Media.X, D Series and ADC