

MEDIA
ROOM

MEDIA ROOM CORPORATE ADVANTAGE

*Have your media content
working harder*



TAKE CHARGE OF YOUR MEDIA ASSETS AND PRODUCE GREAT BRAND VALUE

Media Room allows you to hold, manage and distribute your media content, without the dependency on 3rd parties.





PUTTING YOU IN CHARGE

Media Room allows you to hold your campaign content in your own nominated room – avoids dependency on Agency; provides access when and where you need it; allows content to be easily shared for viewing and contribution.



CREATE BRAND AWARENESS

The easy screener or download function gives you the freedom to share media releases for internal or external use. You can publish to social media, VOD or have it available for in-house training.



CORPORATE IDENTITY

Your Media Rooms holds all your content at your disposal easily searched, identified, reformatted and downloaded for corporate events or nostalgia release. You determine when, what and where.

Information Critical – Time Poor

Finding what you need when you need it is not simply a catch phrase with Media Room, it is a reality. With the amount of content that is created daily, searching data bases, folders and files is an ever increasing demand on our working time.

Media Room allows you to capture all your content in one place, categorised by meaningful names, such as campaign, event, production or as you require. It is a simple naming convention for your “room” and then a single click to upload content.

Content is both keyword or metadata searched and visually identified for quick retrieval and use.





“ Take charge of your Media Assets and produce great brand value ”

Take Charge of your Assets

Reduce the dependence on third parties in being able to search, share and manage your critical media content.

Upload, create and share product files or brand image clips with internal and external parties through fast, well conformed screener proxy files with the simplicity of sending an e-mail.

Generate superior brand awareness and corporate culture by sharing content across teams and users.

Receive comments and notations from field based personnel from their mobile devices.

More Value from your Media through Digitisation

Whether you have legacy items captured in old formats or new digital files, your content is of increasing value.

Silver Trak's team of experts can bring old formats back to life through digitisation. Bringing back on-line a world of value inspired by history and nostalgia; coupled with the new digital content it enables a rich mix of corporate culture and value.

Ingested files are automatically coded into a minimum of 5 proxy resolutions for immediate availability for social media or VOD platforms. Additionally hi-res content is retained on-line and downloadable for edit, clipping or conformed for Broadcast delivery.

Powerful Management Tools



SECURITY

All your media content in one place, secured and protected.



CUSTOMISABLE FEATURES

Have your Media Rooms personalised with your branding and apply property ownership through customisable watermarking.



USER ACCESS AND PERMISSIONS

Completely controlled and administrated by you. Grant access to single, multiple or all campaign/media files.



LIGHTNING FILE TRANSFERS

High speed access to hi-res or proxy files delivers your content to any distribution platform in the shortest possible time.



SEARCH AND USE

Advanced search features allows you to locate and use content through key words, strings or your own identifiers.



DELIVER

See who has viewed your files, when and how many times and monitor what has been transacted.

MEDIA ROOM

- Secure
- Fast
- Comprehensive
- Customisable

Brings your content into one controllable platform and allows you to get the most out of your team.



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