

MEDIA
ROOM

MEDIA ROOM NEWS EXTRA

*News content made
ready to publish*



HAVE YOUR NEWS CONTENT READY TO GO!

Media Room accepts direct upload of content and can recode it instantly to facilitate any distribution, whether streaming or broadcast. The articles are processed and made ready for immediate release.





IMMEDIATE UPLOAD

From field or office content can be instantly uploaded to Media Room and made available for instant review or transcoding for distribution.



SECURE AND ACCESSIBLE

All uploaded or ingested content is held in secure private cloud or AWS storage locked up through encryption and access permissions awaiting your designated access, recall and use.



CONTENT VALUE

Customised workflows can transform your news stories into transportable, configured files for immediate use or resale to anywhere in the world. With rapid file acceleration technology content can be digitally transferred in the quickest possible time.

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 working time.

Media Room allows you to upload and capture all your content in one place, categorised by meaningful names, such as event, personality, genre or as you nominate. 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 Assets

Reduce the dependence on in-house administration 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 story response and journalist culture by sharing content across teams and users.

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



Content is King

Speed to market is the essence of News reporting and Media Room is a platform that facilitates this need through upload, transcode and delivery options.

Having content secure and immediately available for digital transfer provides the all important extended

revenue streams through sales and distribution. Media Room can transform the content into any resolution, frame rate or file profile and support Silver Trak services can run QC protocols to ensure the content is ready, available and accurate to match any delivery need.

“ *Have your news content ready to go* ”



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 shortest possible time.



SEARCH AND USE

Advance search features allows you to locate and use content through key words, strings or your identifications.



DELIVER

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



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 delivering on-line a world of history and nostalgia. Coupled with new digital content enables a rich mix of history and contemporary for special events or broadcasts.

Retaining a content library that is always accessible is a must for a world living 24 x 7. Media Room gives you this capability and access from anywhere, any time.

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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