

# MEDIA ROOM FOR PRODUCTION

*Keep your catalogue alive,  
accessible and ready for ACTION!*



## GETTING THE FEATURE OR SERIES TO RELEASE IS ONLY HALF THE JOURNEY

The value in content can be realised many times over particularly today with streaming channels competing for content.

Keep all your content alive in one place – instantly available for delivery anywhere.





### UPLOAD AND DELIVER

Media Room allows instant on-line upload of file content direct into your Room. Consolidates and secure the content for sharing or delivery.

*Secured and Searchable.*



### FAST FILE DELIVERY

Through the automatic coupling of Aspera file accelerator large files can be sent to key personnel or customers without the need for costly file transfer solutions. Access to content is controlled by you and can be granted at various levels.



### ROOM DEFINITION

Media Rooms holds all your content in your designated Rooms for easy search and access. Assign access rights to individual rooms to individuals or groups. Accumulate content from multiple sources through simple upload.

“ *Keep your catalogue alive, accessible and ready for ACTION!* ”



## Legacy Content Regenerated for Digital Life

Silver Trak Digital hosts one of the largest digitisation suites in Australia. Bring legacy film and tape formats back to life quickly and easily and have them add creative and historic value to your catalogue. Future proof your legacy and have it made instantly available for re-distribution or re-editing all locatable through Media Room.

## Create High Value Experience

Getting your production content earning money is all about having it available for distribution.

Media Room holds your content immediately available in the format you need for delivery, whether broadcast or streaming quality.

Manage your media output through one secure platform and share screener files or deliver hi-res content to your contacts or customers through rapid file accelerated software. If required transcode hi-res files on-demand to suit the delivery and hosting platform.



## Speed and Security – Puts you in Control

Media Room holds content in a completely scalable cloud based environment, with upload and ingest protocols designed with the security of client content paramount.

All video streaming offers a default level of protection via encryption HLS. Complete studio approved DRM is available as an option for enhanced security and complete peace of mind.

User admin/access privileges are thoroughly supported by Media Room:

- Assign specific user upload capabilities
- Designate screener delivery options
- Single use Passcode Protection
- Track access, viewing, downloads
- Limit user access by viewing or date
- Instantly switch off or reproduce screeners
- Watermark automatically or on-demand
- Produce activity reporting.



### RAPID UPLOAD/ DOWNLOAD

Get media into and out of Media Room with one-click delivery utilising advanced Aspera file accelerator technology.



### ENHANCED SEARCH

Automated metadata extraction and customisable fields for selected metadata tagging.



### MULTIPLE TRANSCODE PROFILES

Media Room creates up to 5 transcode profiles to have files immediately available for instant delivery.



### INSTANT ACCESS ON INTERNET DEVICE

User access to content on any device, anywhere, anytime.



### CONTENT PROTECTION

Encryption technology, single sign on, watermarking and timed viewing offers high level protection.



### TRANSACTION ANALYTICS

Tracks user activity and viewing status – know who and when.

## Metadata – Made Easy

Digital files has made life easier – or has it?

Finding content among the hundreds of files retained on servers or HDDs is now one of the most time consuming parts of our day.

Media Room automatically collects and displays technical metadata around all new ingested files.

Customisable drop down boxes then enable clients to set-up and save metadata around textless elements and audio configurations.

Customisable, searchable and descriptive metadata fields are unlimited.

Find, view and share the right content fast and have all the elements instantly at your disposal.

# Deliver Broadcast Files Securely from your Desktop

Access to your content is great, but real value comes from being able to quickly and easily use it.

Media Room allows you to easily deliver broadcast files and associated attachments to, when and where required. Create a 'New Delivery' and select from the wide variety of access options:

- User e-mail link – download via MR Aspera
- Aspera Push
- S3 Push

Stay in control even after Delivery. The creator can stop deliveries at any time by 'killing' the links to individual or all recipients.

Deliver externally or internally across Rooms or across Media Room clients. Transcode deliveries for different hosting platforms – Media Room puts you in complete control.



## ADMIN/ACCESS

Media Room includes the ability to manage roles among multiple users, assign upload capabilities, screener option only. Media Room has no limitations on the number of users, each having individual privileges, with activities tracked.



## PLATFORM MANAGEMENT

The production industry stops for no one, and Media Room ensures you can get the job done wherever you are. Login and access your Media Room account from anywhere from any internet enabled desktop, tablet or smart phone.



## MULTIPLE ROOMS/ TAGGING

Media Room offers the capability for several rooms within one organisation or an easy to use tagging system. Group and categorise best to suit your needs, with easy navigation between Rooms.



## ACTIVITY REPORTING

User access to content on any device, anywhere, anytime.

# MEDIA ROOM

The Content Management System designed and built for the specifics of the Production and Entertainment industries



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