



## Rich Media Asset Management

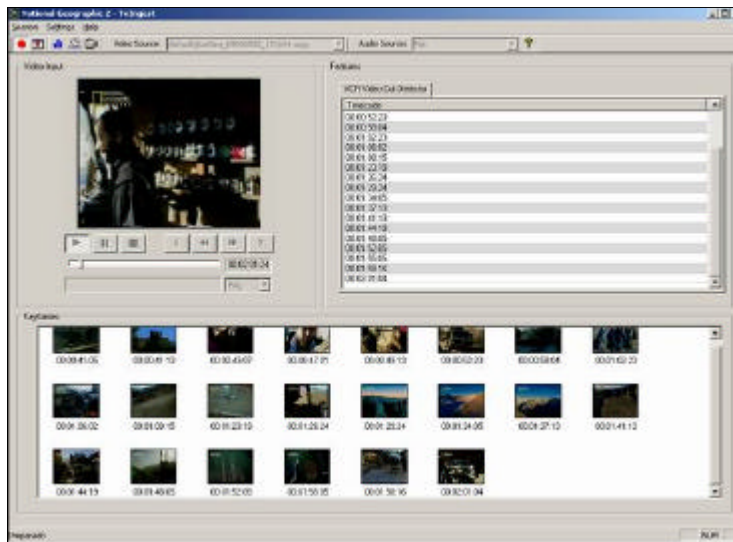
ViA2 Platform is a modular, high performance solution designed to organize video, audio and image archives simply and effectively. With ViA2 Platform, rich media content is captured, digitized, analyzed and annota-

ted to make it easily searchable through a user-friendly, Web-based interface. ViA2 Platform includes advanced intelligent analysis tools that maximize the amount of information automatically extracted from video, audio

and image documents, simplifying the cataloguing and search processes.

ViA2 Platform's modular, XML-based architecture gives maximum flexibility to users and enables them to conduct powerful, interactive searches of rich media content. ViA2 Platform also offers the possibility of distributing stored assets through different channels and a variety of devices, such as the Internet, mobile phones, plasma screens or set-top boxes.

ViA2 Platform represents an innovative, technologically advanced solution to effectively manage video archives, digital signage devices, video portals, video-on-demand networks and more.



## The Benefits

- High ROI through the reuse of rich media content.
- Reduced costs by serving multiple channels from a single media source.
- Increased productivity by clearly organizing the location of content.
- Fast, powerful searches and video preview with low network usage.
- Smoother workflows, reduced work duplication and increased team collaboration.
- Interactive video visualization and control of video and audio playback.
- Improved and more effective communication through rich, high-impact media.
- New revenue opportunities for intellectual property.
- Adaptable to new publishing channels as soon as they emerge.

## The ViA2 Platform process

ViA2 Platform works over Tamino XML Server of Software AG, and comprises three steps:

### 1. Acquisition

Video, audio and images are automatically captured, digitized and analyzed. Metadata, or keyframes and the time code of detected events (such as shot changes, movement, etc.), is extracted from the video and audio sequence in real

time and stored in Software AG's Tamino XML Server. Image and keyframes content (colors, shapes and textures) is also analyzed for content-based searches.

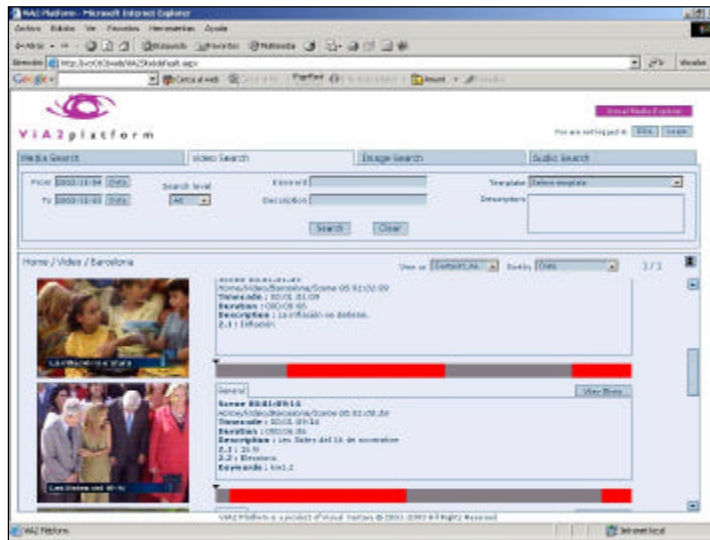
### 2. Annotation

Automatically acquired metadata can be manually

modified to make it more manageable. For audio, video and image annotation, the user is provided with templates adapted to different document profiles. ViA2 Platform also gives easy and immediate access to any instant in the video or audio to annotate the document, group sequential frames into scenes or generate video clips in a variety of formats.

### 3. Search

Searches with ViA2 Platform are flexible, interactive, highly visual and totally customizable. The system is sensitive to mouse movements, supports video and audio playback from any point and saves time and bandwidth by showing video content and associated metadata in the form of static images.



## Features Include:

- Easy integration with digital content and document management systems.
- Secure access with user authentication and different user profiles.
- Control of external devices (DV cameras, VTRs, TWAIN, etc.) from the application.
- Workflow control and follow-up of the status of content items.
- Programmable content quality and remote control of all stations via TCP/IP.
- Customization of templates to annotate audio, video and images.
- Generation of edit decision lists (EDLs) and video clips in different qualities.
- Search of images and video keyframes based on their content and appearance.
- Flexible, interactive, highly visual and totally customizable searches.

A product of



Distributed by



Ronda de la Luna 4  
E-28760 Madrid  
www.softwareag.com