Solution Brief: Vantage & Empress eMAM

Building a powerful combined workflow solution with easy Universal Access
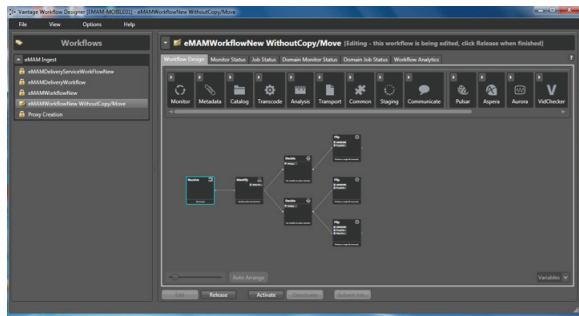
Integration of eMAM with Vantage ingest and delivery profiles provides a very streamlined and flexible tool that can meet the demands of practically any production workflow. The Vantage graphical Workflow Designer allows technical or administrative users to easily create simple or complex real-time decision tree branches that route assets to the appropriate destinations, while eMAM provides a user-friendly interface

Overview

Globalization and the explosive growth in the amount and usage of digital media content have created the need for specialized solutions and tools. These solutions and tools must provide a diverse and dispersed group of users an easy to use system to manage and move content across boundaries to a variety of platforms, systems, and devices. These tools are needed to automate and simplify a wide range of complex workflow processes.

With tight budgets and constant deadlines, users must look to maximize efficiency by simplifying and speeding up their processes. They must be empowered to easily adapt as workflows and requirements change. Empress Media Asset Management (Empress) and Telestream have partnered to meet these needs through a tightly integrated eMAM and Vantage solution.
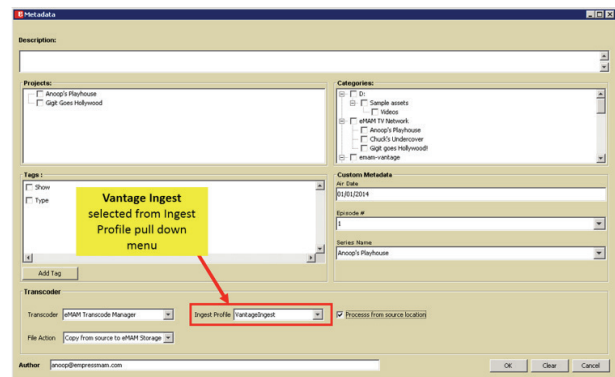
Adopting Empress's eMAM, users can open any browser or native tablet application to log, tag, review/approve, storyboard, share, distribute, and archive assets. eMAM uses proxy copies to provide worldwide access, while managing the native content in different storage tiers and locations, in archive, and in the cloud. The eMAM SuperAdmin Console allows IT staff to precon-figure and change system profiles, including ingest and delivery profiles. Users need only drag, drop, and select a preconfigured profile. eMAM delivers the media, the metadata, and variables to Vantage.

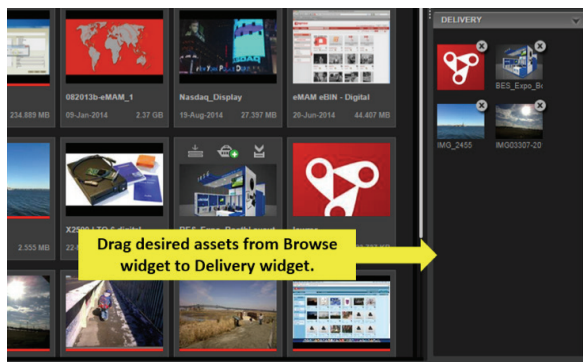telestream

Telestream Vantage Workflow Designer

Telestream's Vantage has a wide range of supported transcoding formats and codecs. It offers configuration and formatting for challenging modern digital delivery requirements. It has direct interoperability with many of the leading workflow solutions, including QC, Compliance, File Acceleration, Avid AAF, and more. The Vantage features are all tied together with a graphical workflow design tool that allows users to define and automate complex, multistep processes.

Placing Desired Assets into the Delivery Widget

Selecting Delivery Profile from the eMAM Interface

With a strong API integration between the two applications, users need only drag and drop assets stored in any location to the eMAM delivery widget, and then choose the appropriate preconfigured Vantage delivery workflow to launch the delivery process. *eMAM Feeder* is an application that can work from any Windows, Mac, or Linux desktop to ingest and tag assets. eMAM Feeder users can choose any predefined Vantage ingest workflow to automatically trigger an ingest workflow with the chosen assets.
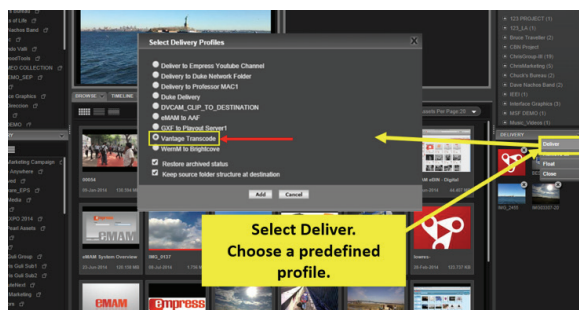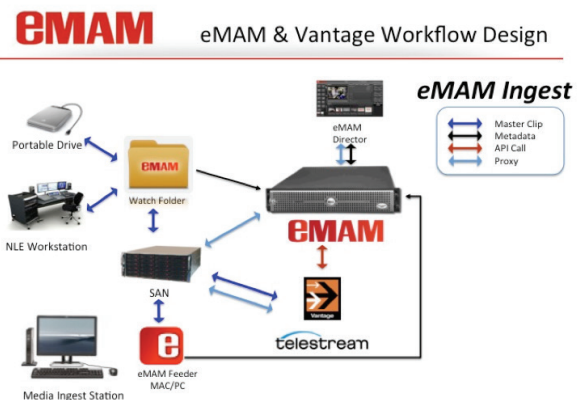

eMAM Feeder Ingest

In summary, integration of eMAM with Vantage ingest and delivery profiles provides a very streamlined and flexible tool that can meet the demands of practically any production workflow. The Vantage graphical Workflow Designer allows technical or administrative users to easily create simple or complex real-time decision tree branches to route assets to the appropriate destinations, while eMAM provides a user-friendly interface so that any user, technical or non-technical, can transparently launch any workflow.

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Vantage & eMAM Application Examples

Major Religious Broadcasting Channel

A major Religious Broadcaster faced a challenge to gather assets from around the world and deliver them to headquarters for editing and processing. Media ranged from high resolution videos to animation files in a DPX RAR format. All media footage needed to be transformed to a house format ProRes 444 HQ. The original media needed to be archived for later retrieval. Editors are primarily using Adobe® Premiere® Pro & After Effects.

Challenges:
- Unwrapping of the RAR files to reveal DXP animated sequences
- Convert the DPX structure to ProRes 444 HQ
- Encode the ProRes 444 HQ to h.264 Proxy for previewing
- Original files to be transcoded to multiple output formats for Broadcast Mobile and Web

Solution:
Empress (eMAM) and Telestream products (Vantage) working in harmony to extract the RAR files, decode the DXP sequences and deliver a ProRes 444 HQ and h.264 to the production server for previewing and editing. Empress Professional Services Team and the Broadcasters technical team, developed a script to extract the DPX files, allowing Vantage to decode and then encode the inbound media to ProRes 444 HQ and h.264.

The eMAM system then organizes all the media into categories with custom metadata for easy search and retrieval. Editors and producers are able to gather assets, create rough cuts and add them to a project, which is then be delivered to Adobe® Premiere® Pro for finishing.

To keep up with the demand, the Broadcaster implemented a Vantage Array solution to support the high volume of media coming in each day. The Vantage Array also supports all out bound formats for Broadcast, Mobile and Web Deliveries.

Large Production Facility

A production facility, creates Educational videos for Museums. They receive assets from around the world and use Adobe® Premiere® Pro to edit the inbound footage. All video files need to be converted to the house format ProRes and DNXHD with an h.264 format for previewing. Daily demand for converting video files is high, so a fast transcoder would be required.

Challenges:
- Many formats inbound from around the world to be edited
- Conversion to ProRes and DNxHD for house formats, plus h.264 proxy for previewing.
- Ability to convert to many formats for Broadcast, Web and Mobile

Solution:
With the combination of eMAM and the Vantage Transcoding software, this production facility is able to decode all inbound video formats to the house format of ProRes and DNxHD for editing and the h.264 Proxy for previewing. The eMAM Director interface allows the user to preview new inbound videos, collect them into a Project and then delivery it to any of the many edit bays in the facility. Editors using Adobe® Premiere® Pro, create finished material and export them to the eMAM system for review and approval and then delivery using one of the many Vantage workflows. This seamless workflow could not be done without the robust integration between eMAM and the Vantage file-based transcoding software.

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About Empress

Empress Media Asset Management, LLC is a privately held company providing media asset management and workflow management solutions for broadcast, media, and corporate clients including its eMAM Online, eMAM Vault, eMAM Workgroup, and eMAM Enterprise systems.   It is part of the Empress family of Companies, which includes Empress InfoTech, providing customized software development, and Empress Digital, one of the largest distributors of blank recording media and supplies. For more information, visit www.empressmam.com

About Telestream

Telestream provides world-class live and on-demand digital video tools and workflow solutions that allow consumers and businesses to transform video on the desktop and across the enterprise. Many of the world's most demanding media and entertainment companies as well as a growing number of users in a broad range of business environments, rely on Telestream products to streamline operations, reach broader audiences, and generate more revenue from their media. Telestream products span the entire digital media lifecycle, including video capture and ingest; live and on-demand encoding and transcoding; captioning; playout; delivery; and live streaming; as well as automation and orchestration of the entire workflow. Telestream corporate headquarters are location in Nevada City, California. The company is privately held. For more information, visit www.telestream.net.

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