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SPECTRUM REACH CHOOSES EMAM TO MANAGE PRODUCTIONS

eMAM provides a unified workflow solution, linking all Spectrum Reach Kernel offices

New York, NY - April 4, 2018: Empress Media Asset Management, LLC (Empress), developers of the widely used eMAM™ media asset management platform, announced today they are working with Adobe, Signiant, and Dell to provide an Amazon cloud-based infrastructure for Spectrum Reach's in-house agency, Kernel, to provide remote editing and advertising production capabilities across the country. As the full-service, in-house creative agency for Spectrum Reach, Kernel is an exclusive resource for creative ad solutions that generate brand awareness for clients on every screen, all powered by Spectrum Reach's scale and data-driven targeting.

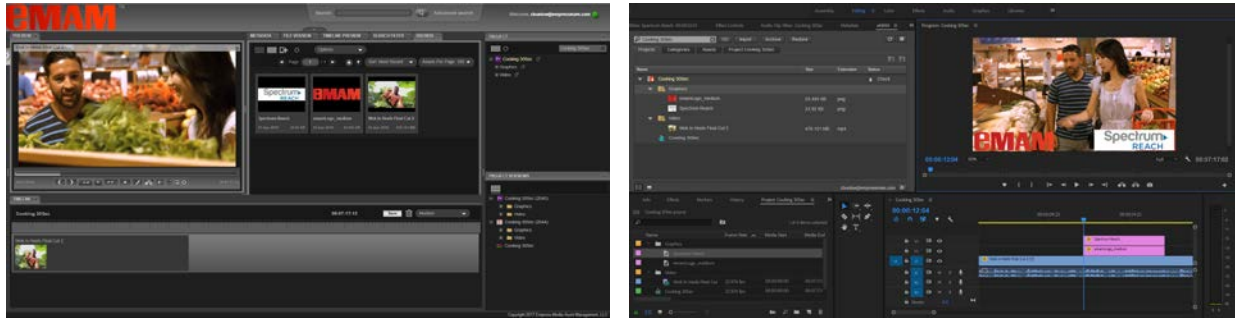
The combined solution provides a secure cloud-based platform to ingest media from multiple locations, accelerate the upload process regardless of bandwidth, organize the media for remote editing, foster collaboration and review processes, and deliver finished media with linked metadata to any broadcast facility. Dell's Boomi Enterprise Integration Platform as a Service coordinates the processes, linking metadata and project statuses between the systems. Signiant provides powerful and intelligent accelerated file transfer for uploads and downloads. Editing is done through Adobe® Premiere® Pro CC and is compatible with Team Projects, a market-leading video editing system and key component of Adobe Creative Cloud®.

eMAM integrates seamlessly with Adobe Premiere Pro through a built-in extension panel. Editors can search and proxy preview media managed by eMAM in the cloud. They can localize media for mezzanine or full resolution editing. Finished sequences can be exported with media to eMAM for review and approval, email and social media sharing, digital delivery, and archiving. Non-technical staff can use eMAM to create projects, add media, mark, subclip, and rough-cut edit directly from the tablet or web interfaces. The system leverages Adobe Media Encoder, integrated with Adobe Premiere Pro, to provide transcoding on demand in the cloud between any of the vast array of supported codecs and formats.

"Adobe Premiere Pro users want to focus on their creative ideas and to streamline processes whenever they can," said Sue Skidmore, Head of Partner Relations for Professional Video at Adobe. "Making access to assets and media a seamless workflow is very easy with the integration of eMAM's panel and Adobe Premiere Pro and Adobe Media Encoder."

David Miller, COO of Empress, commented, "We are excited to expand our combined system to support Spectrum Reach, empowering creative teams with a complete workflow solution to maximize the value of their digital assets throughout the organization, crossing traditional departmental boundaries."

eMAM is available from Empress at www.empressmam.com. Visitors to NAB 2018 can see eMAM in action with the Adobe Creative Cloud apps at booth SL9024, April 9th to the 12th at the Las Vegas Convention Center, South Hall.



About Empress (www.empressmam.com)

Empress Media Asset Management, LLC, is a privately held company providing media asset management and workflow management solutions for broadcast, media, government, and corporate clients including its eMAM Online, eMAM Vault, eMAM Publish, eMAM Workgroup, and eMAM Enterprise product lines. It is part of the Empress family of companies, which includes Empress InfoTech, specializing in customized software development, Empress Digital, one of the largest distributors of blank recording media and supplies, Real Big Hits, a distributor and agency promoting original creative content, and ESRevolution, promoting eSports through its ESRevolution.com portal and its ESR 24/7 channel. For more information, visit www.empressmam.com.

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