EMPRESS AND MARQUIS PARTNER TO PROVIDED AN INTEGRATED SOLUTION FOR AVID EDITING ENVIRONMENTS

eMAM and MEWS provides a unified workflow system.

New York - April 3, 2018: Empress Media Asset Management (Empress), developer of the widely used eMAM media asset management platform, has integrated technologies from Marquis Broadcast to provide Avid Media Composer users with the tools to manage and move media between eMAM and Media Composer. By combining Marquis Medway Engine Web Service (MEWS) with eMAM, users can deliver media to a standalone Avid edit workstation, a shared network configuration, or an Interplay system. During the production process, Avid Media Composer editors can move finished media back to eMAM via MEWS. Media is either rewrapped or transcoded and then indexed into the eMAM system for processing. Within the eMAM web interface, users can send review and approval requests, post email and social media marketing links, publish to OTT and streaming platforms, and deliver in any format to broadcast and newsroom systems. This complete end-to-end solution offers a seamless movement of media throughout the entire asset life cycle.

The MEWS-eMAM integration allows stand-alone Avid Media Composers to transfer media in and out of their Avid edit workstations. The workflow supports the transfer of media from eMAM into the local storage of an Avid workstation. The content will be re-wrapped during the transfer into Avid's MXF Op-Atom wrapper and transcoded if required. Completed sequences can be exported by the editors as an AAF using a 'Send To..' command. The export will initiate the export of the material and the production of a "flattened" file of the sequence which will be re-wrapped and optionally transcoded into the requested format.

In Avid Interplay PAM environments, media can be transferred from eMAM and written to the Avid ISIS/NEXIS. The content will be re-wrapped to MXF Op-Atom and transcoded if required, it is then checked in to Interplay.

Content can be transferred from Interplay via an AAF and this will initiate the transfer and the production of the finished flattened file to eMAM. Again, this will be wrapped and transcoded as required.

David Miller, COO of Empress commented, "We are excited to provide a comprehensive solution with powerful and trusted technology partner to meet the needs of our customers in Avid and mixed

environments." "We are thrilled to be working with Empress to be able to provide a seamless solution to move media through the entire asset life cycle," said Chris Steele, Managing Director, Marquis Broadcast.

eMAM is available from Empress at www.empressmam.com. Visitors to NAB 2018 can see eMAM in action with the Marquis MEWS at booth SL9024, April 9th – 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, ESRevolution, an eSports portal, and Real Big Hits, a distributor and agency promoting original creative content. For more information visit www.empressmam.com.

About Marquis Broadcast
Founded in 1998, Marquis develops specialist software to perform tricky integrations, including apps for post-production, disaster recovery, analytics, cloud workflows and large complex enterprise middleware integrations. Its customers range from big studios, including Warner Bros and DreamWorks, broadcasters such as CBS and the BBC, large service providers including Ericsson and Telefonica, right through to post houses such as ENVY and The Farm Group, and finally to many thousands of creative individuals. Marquis partners with most major industry players and many OEM our technology. Project Parking and Workspace Tools have been selected as Avid Platform Certified, and are now managing over 60 Petabytes worldwide.

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