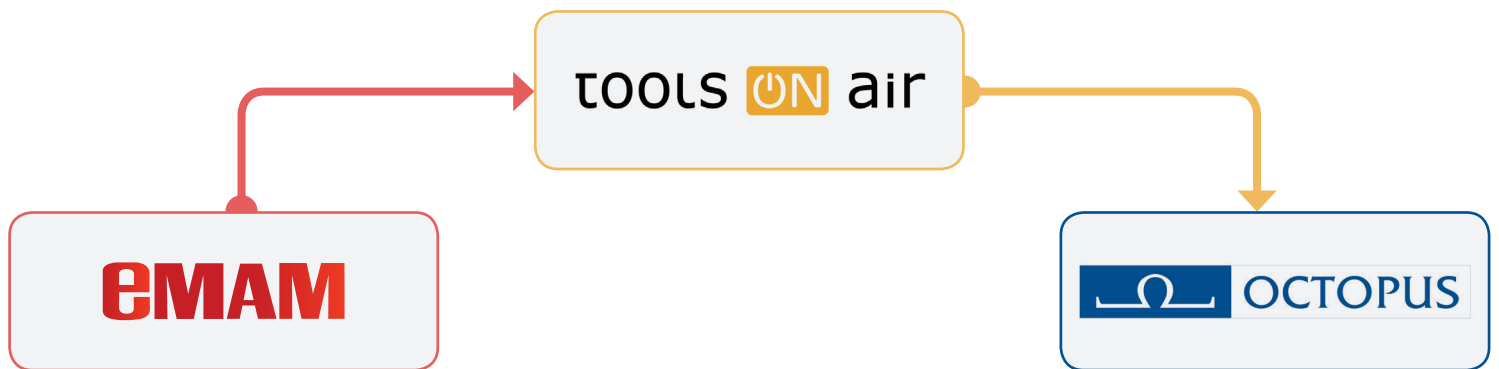


eMAM is an enterprise level media asset management software system that provides a feature-rich online digital library with best-of-breed integrations to provide complete workflows for its customers-now extending for newsroom requirements. The integration of eMAM, OCTOPUS8 and ToolsOnAir creates a complete cost effective and fast cross platform new production workflow that is ideal for those with a newsroom workflow.



The Octopus Newsroom system user creates a story that will leave a placeholder in the rundown. The ToolsOnAir just news system automatically recognizes the place holder and the MOS ID associated with it. Media delivered from eMAM to ToolsOnAir will automatically link into the placeholder and appear in the Octopus rundown. eMAM users can search and browse the entire library for the story. Selected media can be added to the delivery by drag and drop into the delivery widget, or entire projects or categories can be delivered. The delivery can also be automated by a metadata change or another event trigger.

eMAM 3.7 Main Features

- Manages multiple storage locations on premise and in the cloud
- Integrations including editing, transcoding, and archive systems
- Support for video, graphics, and text files
- Access and control media from any browser or native tablet apps.
- Rich toolset for collaborative editing, review/approval, sharing, and delivery
- Scalable to meet the needs of the largest organizations

OCTOPUS8 Main Features

- Complete NRCS to manage news editorial and newscast
- Ingest information from various sources – wires, emails, faxes, RSS, social networks
- Assignment planning, calendar view
- Rich text, media-friendly story script editor
- Rundown planning, including rundown buddy, timers, segments, off-air line or skip
- Fully implemented MOS standards set, including plug-in architecture
- Story and rundown archive
- Publishing to new media, social networks, etc
- Dynamic rundowns and reduced administration of device

ToolsOnAir Main Features

- Video and (real-time) graphic playout, for station ID, real-time ticker or lower thirds
- Starting clips with the first frame or black
- Choice of clip ending options, such as 'Play Next', 'Cue Next' and 'Loop'
- Rundowns changed in the newsroom system will automatically update in just:live
- MOS Protocol support version 2.8.3
- Easy-to-use interface
- Cost-effective solution using industry-standard Mac platform
- Real-time graphics integration