



For the ultimate in multimedia production and archive workflow management systems, discover SCC MediaServer for the Microsoft Windows Server operating system. Insert digital images, graphics, text files, complete page documents as well as sound and video clips into the SCC MediaServer database and use SCC MediaGrid or any standard Web browser application to search, browse and edit them.

SCC MediaServer is a scalable system supporting millions of stored files, accessible by thousands of users, and offers unequalled performance and features in a centralized multimedia management system.

Introducing SCC MediaServer

The system defines a true workflow, preserving familiar working methods and practices, as well as centralizing operations into a single database environment.

Designed around Microsoft's industry-standard SQL Server relational database (32/64 bit) and incorporating leading edge Lucene search technology, SCC MediaServer is ideally suited for storing very large numbers of files, with many concurrent users accessing across a wide area network.

SCC MediaServer supports both "Lightweight" and "Power" user types accessing the system either via SCC MediaGrid for Macintosh and Windows, or from a standard Web browser application (IE, Firefox, Safari, Chrome).

SCC MediaServer also includes MediaFactory, SCC's multi-threaded multimedia workflow engine for Microsoft Windows operating systems.

MediaServer supports the very latest direct and network attached storage technologies as well as web enabled Cloud storage technologies such as Microsoft Azure, providing large capacity scalability and data redundancy.

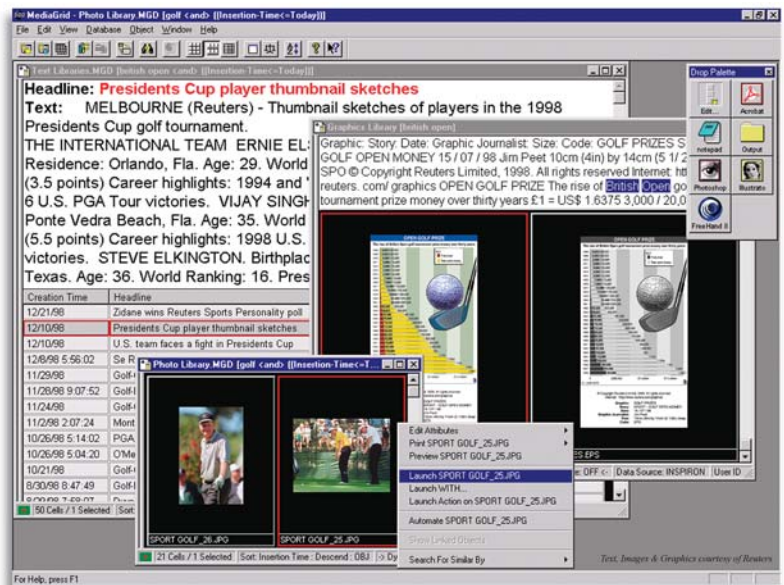
SCC MediaServer Features

SCC MediaServer is a total media management system, both as a live photo and graphics desk, news budgeting and assignment system, and as a fully integrated multimedia archive, with automated input from remote wire services and from remote subscribers, as well as links to 3rd party production systems, in order to provide centralized and performance optimized access to stored multimedia content.

SCC MediaServer supports the creation of any number of "Libraries" for storage all types of multimedia, and is scalable to millions of objects accessible by thousands of users. Photos, Text, Graphics, Pages, Audio and Video files, once added into the system, are automatically indexed and immediately available for searching.

Incoming items are typically placed in temporary "Production Libraries". Published material and those items judged worthy of being archived for future use are then automatically transferred to long term "Archive Libraries" with high resolution files stored on network accessible storage, such as local file servers, high performance SAN systems, or within cloud based storage such as Microsoft Azure. An automatic purge process, set according to the users specifications, deletes files not selected for archive.

SCC MediaServer is totally configurable and allows the system administrator to create templates containing any number of database field attributes (text strings, text lists, date/number and



boolean fields, and so on) for use in the creation of each MediaServer "Library".

SCC MediaServer operates on the latest Microsoft Windows Server operating systems (32/64 bit) with Microsoft's SQL Server, relational database server (32/64 bit), and incorporating state of the art Lucene search and retrieval technology.

SCC MediaGrid and Web browser clients access the SCC MediaServer system using standard networking protocols and are not required to mount server volumes on their local workstations in order to download stored files.

SCC MediaServer is fully compatible with commonly used applications, including Adobe Creative Suite and Microsoft Office.

"Search" or "Dynamic Search"

Subject to logon permissions, the user can search across multiple libraries using either time range searches (last 24 hours etc.) or Lucene full text searches. The SCC enhanced Lucene search engine provides sophisticated search capabilities including root word, phrase, field, stemmed, phonetic "fuzzy logic", proximity, thesaurus as well as single and multi character wildcard searches.

Dynamic searches continuously update search windows with files that match the current search criteria. For example, when a file arrives or is modified within a database library, its text attributes (metadata) are checked against the current search criteria, and if a match occurs the file is immediately added or removed from the user results window.

Search criteria can also be stored by each user and recalled quickly, as needed.

Data Flow Into and From The System

The SCC MediaFactory workflow engine supplied with the system, polls server directories and web-enabled network resources for files to be processed and inserted into the SCC MediaServer database.

Photos and graphics received from wire services such as AP, Reuters, AFP, etc., as well as those generated internally, are automatically processed by one or more SCC MediaFactory channels. Embedded IPTC captions, thumbnails, previews, and even ASCII text contained within an EPS or PDF graphic and page are automatically extracted and mapped to attribute fields within the SCC MediaServer database.

Text automatically extracted from pages or exported from 3rd party production systems is processed by SCC MediaFactory at which time complex character and text string translation, including AutoFill injection of new metadata, can be performed as an automated pipeline process prior to insertion into the SCC MediaServer database. Text data can also be processed automatically by the online Thomson Reuters Calais web service for symantic classification and categorization. Data within structured fields is mapped automatically to attribute fields in the database.

SCC's "Infuse" feature allows batch editing of records within a MediaServer database using a single editing dialog. With this feature a Photographer could add a single caption to multiple records, an Assignment Editor could simultaneously approve the status of multiple assignments, or a Librarian could add keywords to a batch of archived documents at the same time.

Multimedia audio and video clips can be optionally transcoded by SCC's optional MediaServer Video Support module, which allows the automatic generation of keyframe strips, of one or more proxy versions for instant-on playback within SCC's client applications, as well as the original raw video, before being inserted into the SCC MediaServer database for long-term archive.

SCC's MediaServer Video Support module also includes direct integration with the Brightcove Video platform which is in use by many of SCC's customers in order to integrate mobile video player technology with their own front-end CMS systems.

System Performance Factors

Search requests are performed as a server function and do not require continual network traffic between the server and the client. Only data retrieved necessary for display on the client screen is transferred once the search results are achieved.

SCC MediaServer uses transaction processing, an integral part of the SQL database management system and the Lucene search engine, to maintain data integrity and avoid corruption while updating database content and indexes.

The SCC enhanced Lucene Search Engine performs self-maintenance and index optimization automatically.

Access and Security Factors

The SCC MediaServer system supports either standalone or Active Directory security models or a mix of both. The user's login credentials determine their profile within the SCC MediaServer system, which can either be set per user or inherited as part of group privileges.

Many functions within the system can be enabled or disabled for users and groups as well as search facilities, which can be constrained to access only documents which meet certain criteria.

SCC MediaServer Optional Modules

Optional SCC MediaServer modules are available for:

- News Budgeting and Assignment workflows
- Syndicated Delivery of content to Web sites and online vendors
- Extraction of data from RSS enabled web sites
- Generation of customized RSS feeds dynamically from changing content in MediaServer Libraries
- Integration with Thomson Reuters Calais for automated metadata enrichment
- Transcoding video files into rich media packages consisting of high def video, thumbnails, keyframes, and proxies of varying size and resolution
- ObjectML/NewsML data exchange
- Hosting of electronic Tearsheets
- Offsite MediaServer database Replication
- Integration with Microsoft Azure for Cloud based storage

SCC MediaServer System Requirements

Microsoft Windows Server operating system (32/64 bit)

Microsoft SQL Server relational database (32/64 bit)

Minimum 32 GB RAM

Sufficient storage to hold the SQL databases, Lucene search indexes and high-resolution files.

