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## Omneon Media Application Server™ Simplify the Media Application Environment



### BENEFITS

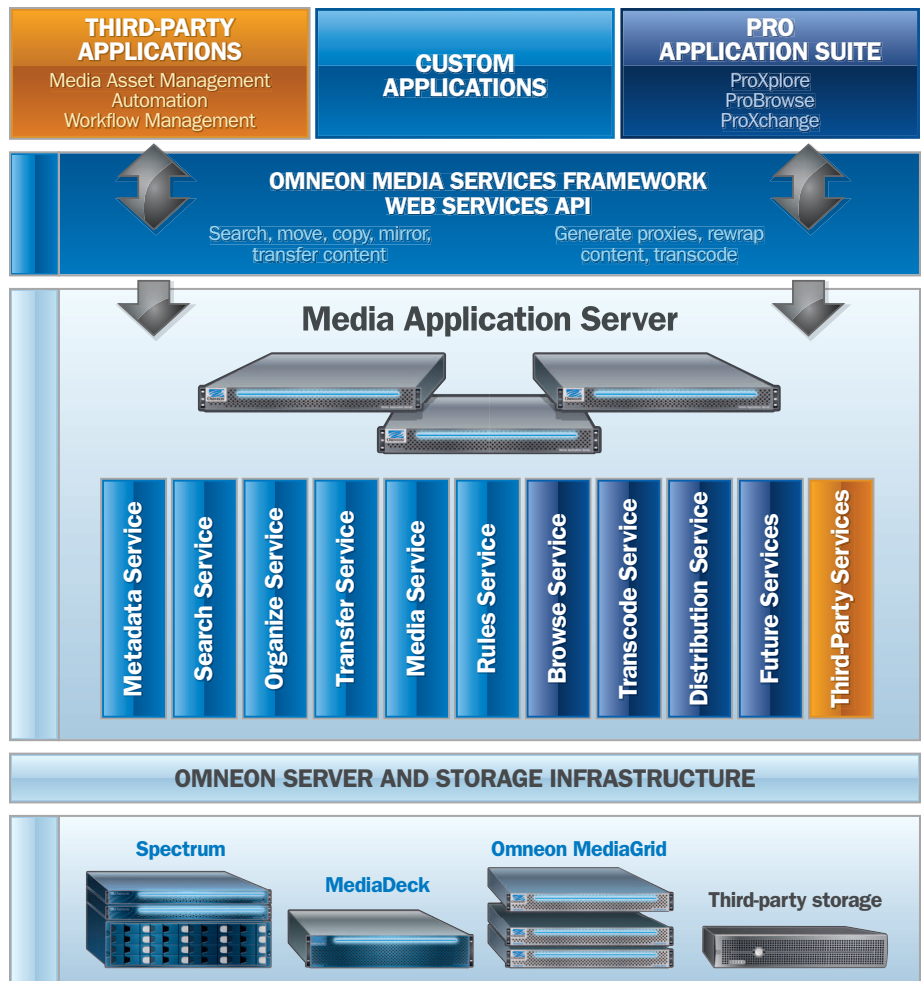
- Built-in media-aware services for metadata, rules, search, transfer and organization
- Coordinates applications to optimize workflows
- Robust development environment to speed deployment of end user and third-party applications

The Omneon Media Application Server provides the foundation for the development and deployment of media-centric applications. By combining a single virtualized view of content across managed systems and fundamental media processing services, the Media Application Server enables accelerated application development and minimizes the complexity of media management. Centralized media management empowers organizations to more effectively define and enforce workflow steps, adhere to business rules, and achieve strategic objectives.

Much like other industries with huge datasets and high-performance requirements such as electronic commerce, medical imaging and energy exploration who have successfully leveraged the coordinated control offered by a centralized application server, Omneon is bringing this proven model to media-specific workflows. This software platform, running on standard hardware, enables application integration in ways that have not been possible before.

Find More Online

[www.omneon.com/MediaApplicationServer](http://www.omneon.com/MediaApplicationServer)



## ■ PRODUCT OVERVIEW

### Built-In Media Awareness

The Omneon Media Application Server understands media, and includes a number of features specifically designed for dealing with media content. Through the Metadata Service, the integrated database is pre-populated with properties not found in generic systems such as bit rate, resolution, wrapper type, and video format. Even more importantly, these physical attributes of content are gathered by the system and the database is automatically populated. The Metadata service also supports extensive customization, allowing the server to support the unique data model requirements of each organization, from tracking episodes and seasons to sponsor and distribution agreement information.

### Establish the Rules and Know They're Being Followed

The Media Application Server's centralized rules and notification engine powers the automated processing and routing of content across Omneon and third-party systems. Content processing and movement takes place as quickly and reliably as possible, yet still supports workflow steps that require human intervention and approval.

### Any Clip—From Any Desktop—At Any Time

Applications powered by the Media Application Server are available to the entire enterprise using standard browsers for easy deployment and administration. Even individuals in departments not usually supported by media systems—like legal or marketing—can search, view and mark content for subsequent workflow steps. Every user of the Media Application Server is assigned a role which determines the features they are authorized to access and the set of tools available to them.

### Scalable and Extensible

Media Application Server is designed to scale to support massive client seat and content requirements. Systems are available pre-configured for redundant or clustered operation, or can be added as requirements evolve. For those facilities and third-party developers who would like to leverage the power of the Media Application Server by developing their own services and applications, Omneon provides a complete software development kit which includes API documentation, sample code, a debug environment and graphical user interface source code.

Foundation Services	
<b>Metadata Service</b>	Captures structural metadata and supports the creation of custom descriptive metadata models. Accepts external data through XML imports and supports standard SQL query commands for advanced functions.
<b>Search Service</b>	Provides consolidated search across multiple file systems based on structural or descriptive metadata. Search settings can be saved and reused, populate dynamic virtual folders, or drive graphic system status.
<b>Organization Service</b>	Creates and maintains collections of content relationships regardless of data type and allows other services to treat those collections as single objects.
<b>Rules Service</b>	Allows the creation of workflow and processing rules based on system state, time, or manual parameters.
<b>Transfer Service</b>	Manages the movement of content as defined by rules or user requests. Automatically senses growing and static files and selects the most appropriate transfer method.
<b>Notification Service</b>	Sends alerts and status notification messages to users and external applications based on workflow events using standard messaging protocols.
<b>Platform Service</b>	Coordinates the activities of all services and applications running on the server. Monitors the progress of workflow steps to keep administrators informed. Allows for the reprioritization of jobs on the fly.
Application Services (Optional)	
<b>Proxy Service</b>	A powerful automatic proxy generation service. Links low-res proxies to the corresponding full-res content and maintains metadata integrity. Enables viewing of content over standard corporate networks, VPN or Internet connections.
<b>Transcode Service</b>	Provides the fastest video transcoding on the market by leveraging the Grid Processing capability of the Omneon MediaGrid clustered storage system.



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