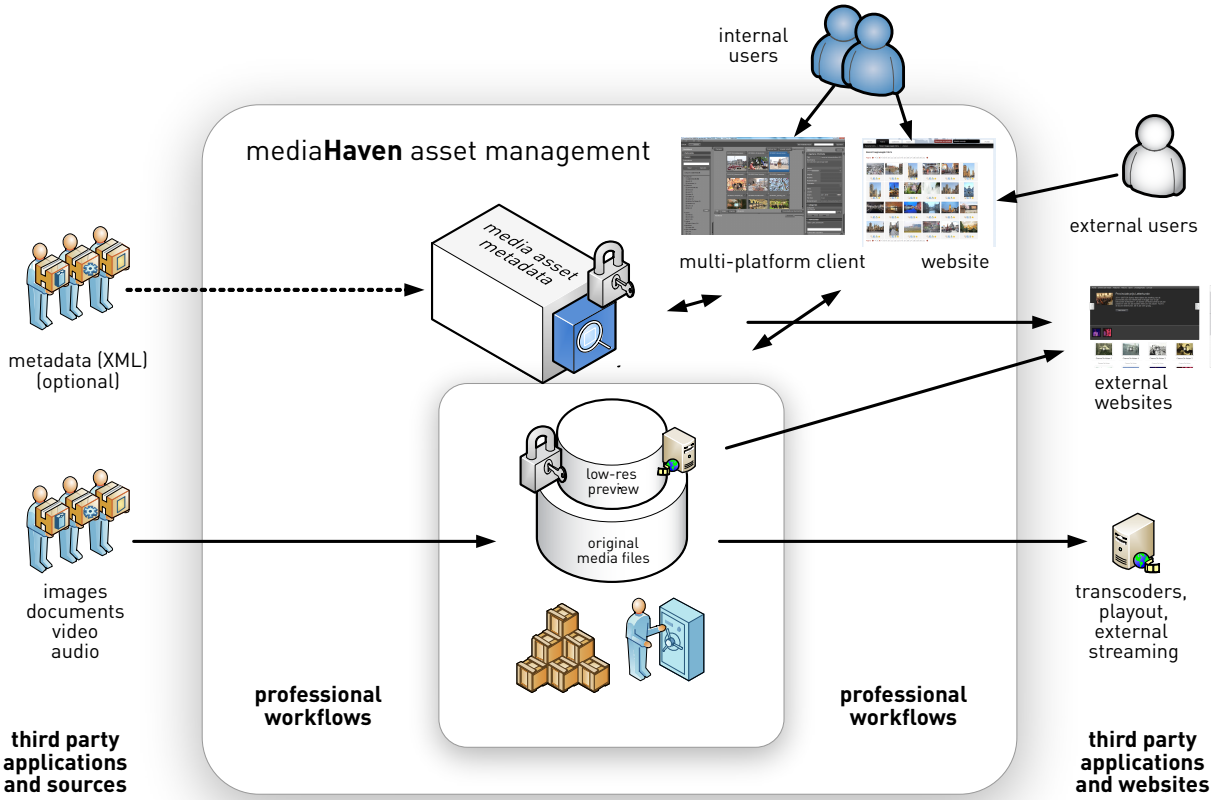
zeticon

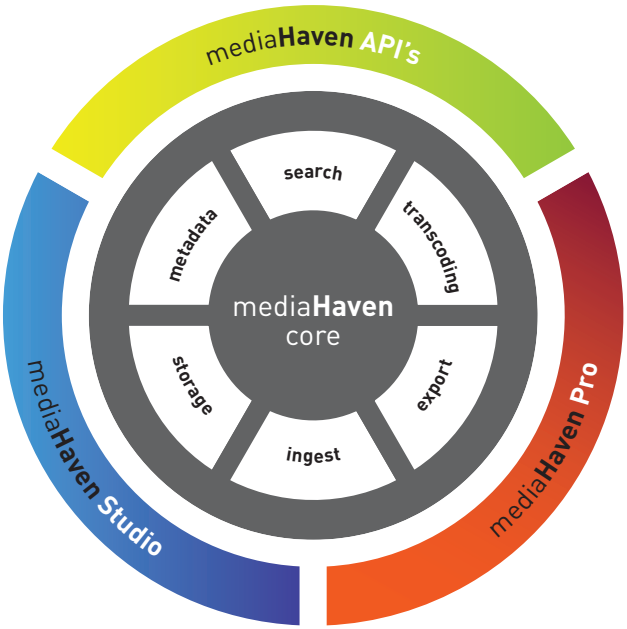
mediaHaven

media asset management

MediaHaven was developed by Zeticon as a state of the art highly versatile multimedia asset management solution.
All kinds of files – multimedia, graphic or office files – can be stored and managed together with metadata describing those files. MediaHaven is the ideal solution for fast and handy asset management of file-based multimedia content. MediaHaven was built from the start with scalability, robustness and future extensibility as its main drivers.



The schematic above shows the general MediaHaven architecture. It interfaces with existing (post) production, playout and other 3rd party environments. The basic goal of MediaHaven is to manage files and to make it possible to retrieve them again unchanged. No transcoding or format change is involved in the core Media Asset Management platform. The file types don't matter. For video files, MediaHaven generates a low resolution browse format and keyframes based on a scene detection algorithm. A wide range of video formats such as DV25, DV50, IMX MPEG2, AVC, XDCAM Pro HD and Prores are handled. For documents, images and audio a lowres version is also created. Along with the files, metadata based on a customer definable model can be stored and used for search and retrieval.



ARCHITECTURE

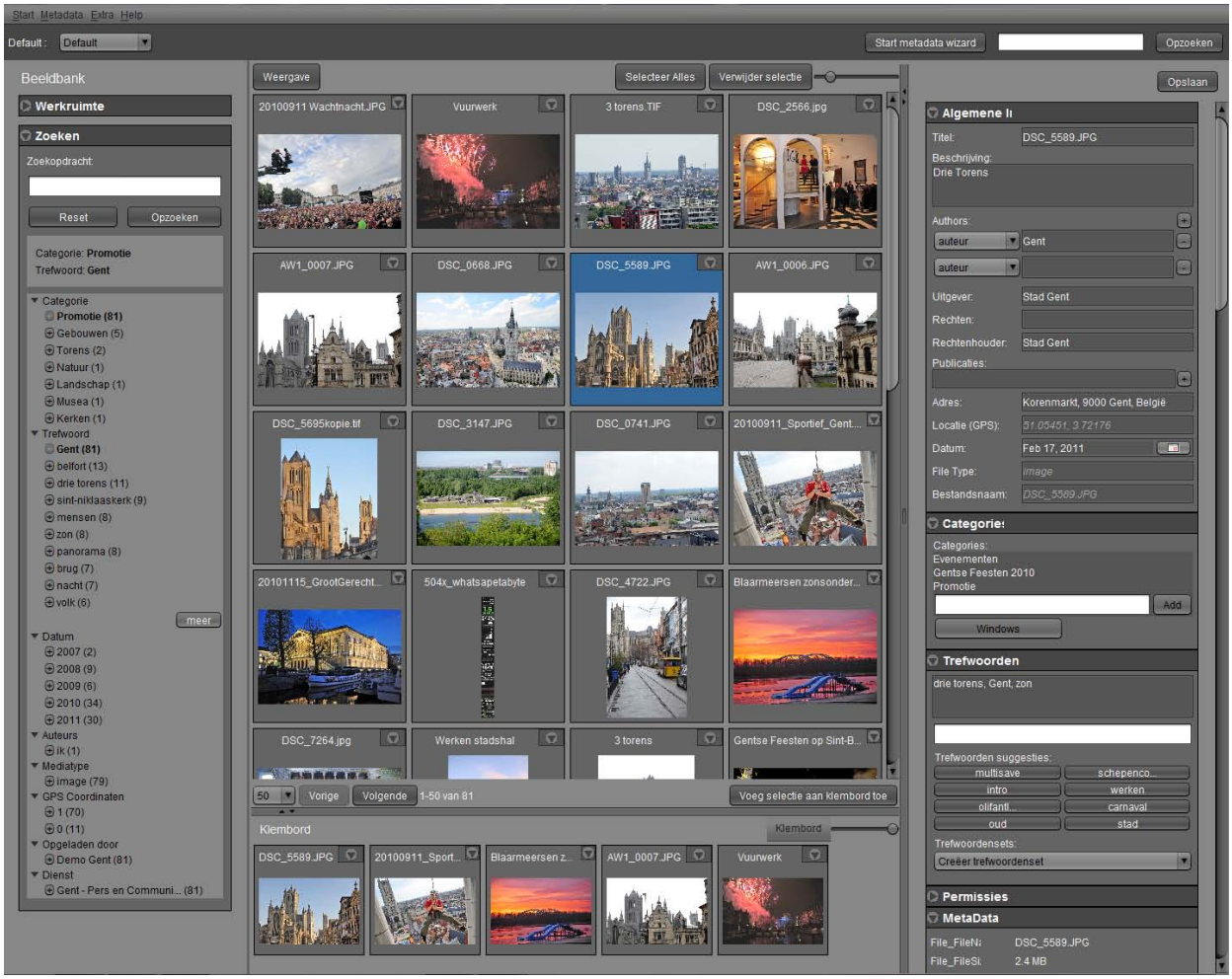
The six core components in the MediaHaven architecture are:

- the metadata database,
- the advanced facetted search engine,
- the storage pools,
- the automated ingest processing,
- the automated export engine and
- the transcoding farm for creating the lowres.

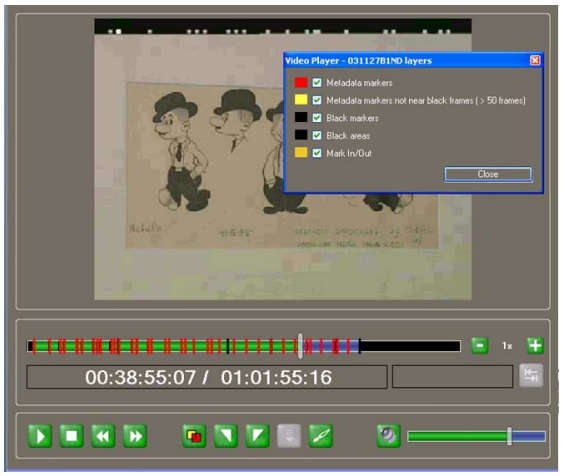
These core components are then completed by a MediaHaven Studio client aimed at broadcast professionals and a web-based MediaHaven Pro client catering to the needs of media professionals. Integration with 3rd party software and web services are also possible.

The **metadata database** contains all information and metadata of all assets in the archive and is based on Microsoft SQL server.

The **search engine** is based on the latest information retrieval techniques and offers a scalable facetted search to your data.



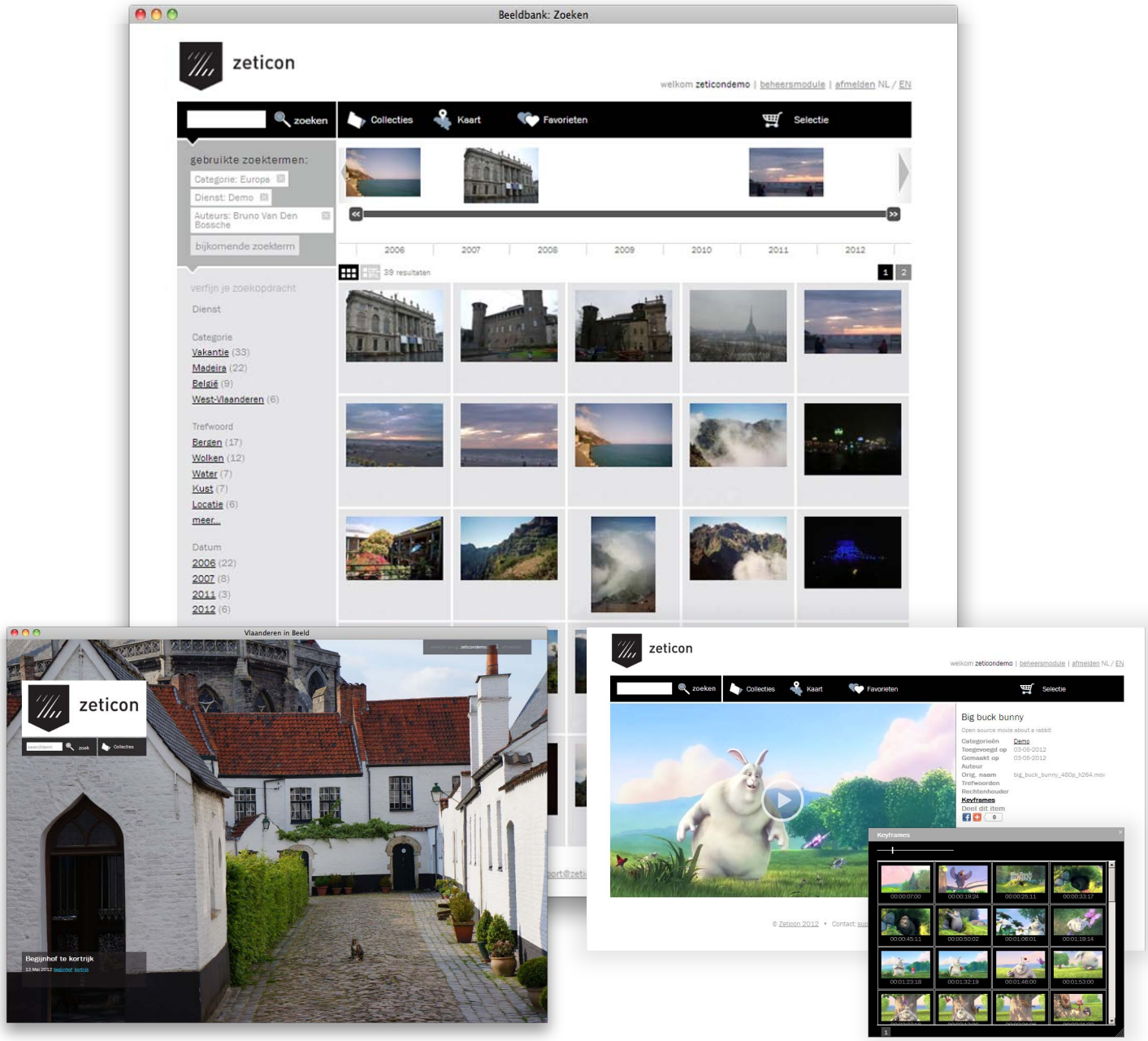
The **storage pools** are standalone storage entities which can be built out of MediaHaven SATA storage appliances or external storage solutions (e.g. tape robots). These pools are controlled by the MediaHaven hierarchical storage management or by external storage management middleware. MediaHaven can directly drive LTO robots.



The **automated ingest** runs indepently of the clients and imports automatically media objects based on watchfolders. The metadata can be provided as an XML describing the media object. If both the media object and the metadata are present in watchfolders, then ingesting in the archive can be done automatically.

The **export manager** is used as a central export server. It accepts XML job descriptions of media objects which have to be exported from MediaHaven to other locations (FTP, CIFS, NFS). It supports multiple queues (with different priorities) and a web interface for monitoring its status. It takes away the load/bandwidth from the clients and can also be driven by third party software submitting XML jobs.

The **transcoding farm** consists of servers which create the browse format and keyframes of material which is ingested in the MAM. The original file is not altered of course.



KEY STRENGTHS

By using **open standards** for metadata and filenames/ directory structure (based on unique UMIDs) and offering export of the original file and annotated metadata, the MAM is future proof and vendor lock-in is prevented. This is crucial for the owner of the material who will be able to always access his content.
By focusing on a highly scalable and fit for purpose design, MediaHaven provides a **cost effective, very reliable and future proof** solution for all your digital asset management needs. In the appliance solution cost effective building blocks such as Linux and SATA disk drives are used.
A global **security** layer is based on the UNIX security of the storage pools, while a second fine-grained security layer is implemented in the MediaHaven software. This combines high security protection with fine-grained per object and per user access.

CUSTOMER BASE

The MediaHaven products have proven their reliability and scalability at broadcasters such as Telenet (Prime and Prime Sport), SBS (VT4, VijfTV), Njam TV, Acht, and at DAM systems for the cities of Gent, Brugge, Kortrijk and Mechelen.

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