

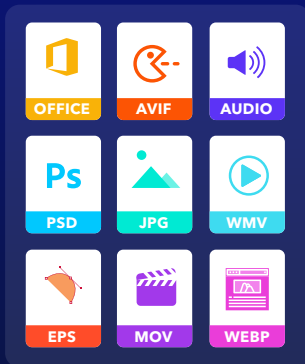
MediaRich 6 is a breakthrough 64bit native content processor

When you need automatic editing of content at scale, MediaRich Server is the de-facto standard for on-the-fly asset generation from any original content source.

MediaRich® is the original on-premise or virtual hosted dynamic content processor for any high availability or content self-service applications. MediaRich Server streamlines production workflows by enabling delivery to virtually any Web site, app, or device from inside your digital, web, video, media, or enterprise asset management system.

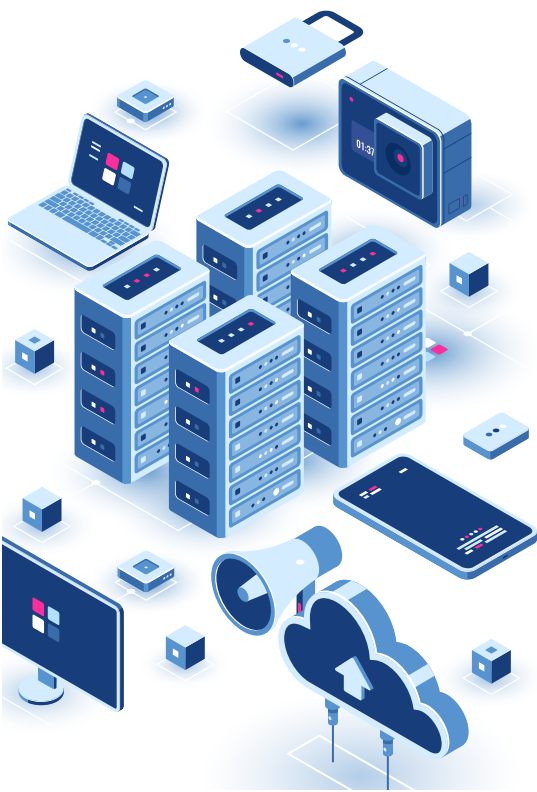
MediaRich complements existing technologies and interfaces with any existing infrastructure accelerating time-to-market for publishing rich visual content. Now with OneViewer™ Mobile/AEC, MediaRich enables next-generation, view everywhere dynamic mobile experiences for all content. This provides high-quality viewing with low bandwidth for any kind of media, automatically.

MediaRich 64bit is now Azure , Amazon EC2 or other data center ready.



450+ DOC/IMAGE/VIDEO FILE FORMATS

- All content server - high availability - fault tolerant
- Advanced 4k/8k AV batch processing, auto edit enables self-service
- Direct-to-web, device app delivery
- Automatic renditions management



Key Features

For Creatives, Marketing, and IT Professionals

- 450+ camera, image, Office, drawing, and video formats
- Multi-Page zoom & pan support enables view everywhere
- Full Audio/Video support including 4k/8k HD & Broadcast
- High-speed parallel video transcoding and auto-assembly
- CMYK with ICC profile color management for any OS
- Fast loading without sacrificing image quality
- Dynamically generate beautiful text from TT & PS fonts
- Dynamically generate charts and graphs from databases
- Dynamically change colors of images/ layers in RGB, CMYK, hex
- Customize with MediaScripts to fit your IT infrastructure & production environments
- Integrates with Sharepoint 2013/2016/2019, North Plains, NetXposure, Censhare, HP Portal Services, Drupal, Be the Brand Experience and other DAM's
- Digimarc® pre-integrated forensic watermarking
- Full metadata support for IPTC, Exif & XMP Standards
- APIs for web services, .NET C#, COM & cross-platform Java
- Available for Windows, OS X, and Linux
- Certified with Azure and Amazon virtual instances

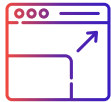
Solutions

Creative, development, and IT professionals working on the biggest B2B portals, eTail sites, media and entertainment companies, and corporate communications rely on MediaRich to automate pdf, image, video processing, streamlining their workflows, and enabling instant mobility experiences.



Corporate control - meets self-service

MediaRich is a critical component of successful Enterprise Content Management. MediaRich integrates easily with custom and commercial digital and media asset management systems creating a brand asset management solution



Derivatives that work - one image to any size, format or resolution

From a single original image or video file, MediaRich Processes derivatives - in any size, format, or resolution - in a significantly shorter time and at a lower cost compared to a manual workflows.



Print on demand/email on demand

MediaRich can be used as a core component to create a Web-accessible variable content composition and distribution engine that combines integrated page layout, font generation, and image editing capabilities for a "distribute and print" solution. Directly integrate real-time data to segment, create, preview and publish to any email solution or printer.



Reduce, reuse, repurpose

Dramatically reduce the production and development costs of creating visually rich, compelling content. No need to store multiple versions for Web, print, and mobile. Create your self-service organization.



Make your brand work harder, not your art department

Leverage your brand assets more effectively when your team can access and perform repetitive tasks without hammering your art department. Modify & distribute advertising, tradeshow graphics, and collateral while maintaining brand consistency



Cut production time and file system maintenance

Save time by pre-processing derivative images and videos. Decrease file system maintenance by the Web Department. MediaRich increases the quantity and speed at which images and videos can be made available to internal customers, affiliate partners, and advertising agencies online.



Syndication simplified

For companies that syndicate their product information through multiple channels and across affiliate, supplier, and partner Websites, MediaRich provides unlimited control over the display of images for all Web sites. Companies can simply match the specific design requirements for the deployment.



Images, media and video - meet batch automation

By automating the "mass customization" process of creating templates for images and videos, customers have dramatically reduced both the time and costs associated with image and video production and distribution.



Repurposing on demand

MediaRich automates image and video processing, enabling syndication of rich media assets across an entire organization and beyond to any device, anywhere. MediaRich enables businesses to dynamically repurpose marketing collateral and promotional materials for use in online catalogs, print, or multimedia, and mobile devices, as well as for use on affiliate Web sites, intranets, extranets, and portals.



Shrink the workflow path

Automate communication processes with corporate-approved media and templates by integrating MediaRich & your Digital Asset Management System. MediaRich loads images, video & media right from your DAM.



Say good-bye to old-school workflows

Generate and serve images and videos for Web, print, or device apps. MediaRich® replaces traditional image and video processing methods by automating media processing workflow operations. This significantly reduces costs and dramatically improves scalability.



MediaRich Under the Hood

MediaRich's key differentiating features include:

Automatically manages all your renditions and keeps track so you don't have to!

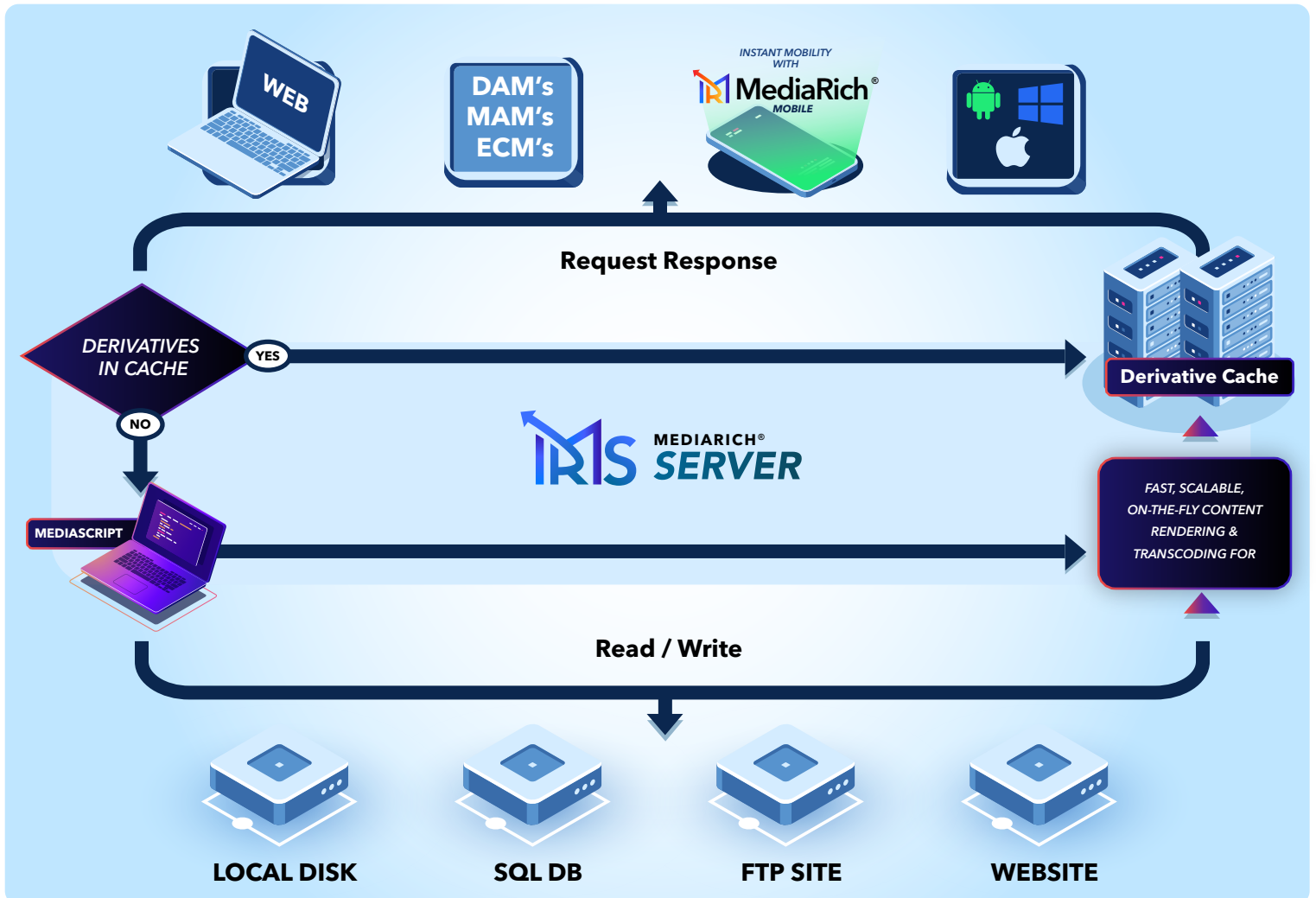
MediaRich includes an intelligent caching mechanism that creates and saves dynamically generated content making it available for subsequent requests. At the first request for a specific asset, MediaRich generates the requested item. Additional requests are served out of the cache with no new processing required and are equivalent to serving the digital content as a static file from a normal Web server. This enables a host of new capabilities such as instant resizing of visuals, low bandwidth high-quality zoom and pan, dynamic experience creation, automatic branded video creation, or wherever your imagination can take you.

MediaScript Language

MediaRich includes an intelligent caching mechanism that creates and saves dynamically generated content making it available for subsequent requests. At the first request for a specific asset, MediaRich generates the requested item. Additional requests are served out of the cache with no new processing required and are equivalent to serving the digital content as a static file from a normal Web server. This enables a host of new capabilities such as instant resizing of visuals, low bandwidth high quality-zoom and pan, dynamic experience creation, automatic branded video creation, or wherever your imagination can take you.



Included is a complete library of support objects such as XML, DOM Parser Generators, File and Directory Assessors, string and regular expression libraries, and many more. MediaRich includes an extensive set of operations for querying and responding to requests for media reading, manipulating and processing sound, video, image, vector, and text content. It also manages the rest of the MediaRich system.



Ingestion and dynamic mobility of content from practically any source!

MediaRich can read almost any file and can write to any storage system locally or remotely. Key auto-assembly and auto "normalization" of content enables on-demand video ingestion and preparation without human intervention or old-school batch processing techniques.

DON'T JUST MANAGE YOUR CONTENT, MEDIARICH IT!

“
MediaRich Server with the new A/V CORE had an immediate impact in server resource reduction, speed of processing, next-generation automatic mobility, simplified administration, and setup. So much so, that we decided to take it right to production with a few weeks of testing, during our busiest shopping season and will never look back.

Erik K. Schaeffer
Lead Systems Engineer

“
We looked at alternatives for deploying images and video for Cisco.com, but nothing came close to Equilibrium MediaRich Server in features, scalability, or return on investment.

Janet Starkey Wallin
Web Marketing & Strategy

“
MediaRich extends our SharePoint platform and provides all the capabilities we needed, from view anywhere technology, MediaRich's seamless visual integration along with SharePoint's version control and publishing libraries, to the MetaBatch processing and HTML5 uploader, we have been extremely happy with the team at Equilibrium and their MediaRich Server enabled products...

Walter Curtis
Sharepoint AED / SME -U.S. Dept. of Energy Office of Legacy Management



The MediaRich Platform: End-to-End Enterprise Class Content Preparation

The MediaRich Platform is a patented server-based media processing engine that automates image and video production, enabling direct delivery of media assets to Web pages, digital asset management systems, and virtually any device or app. MediaRich streamlines production workflow, complementing existing technologies while reducing costs and accelerating time-to-market and publication of rich visual content. MediaRich can interface with any system, application, and Web infrastructure.



ARCHITECTURE

CLIENT APPLICATION

CLIENT IMPLEMENTATION (WEB APP, ANY MOBILE APP, UNIZOOM MOBILE™, UNIZOOM AEC™)			HTTP REQUEST	
WEB SERVICE REQUEST	MEDIARICH API LIBRARY (.NET, COM, JAVA, C)	REST API	EQ NETWORK	AD NETWORKS



WEB CONNECTOR		WEB SERVICE CONNECTOR		MEDIARICH SERVER PROCESSES (HIGH AVAILABILITY)	
MEDIARICH API EXECUTION/ 300+ DYNAMIC FRAME CONTENT RENDERING/ A/V TRANSCODING					
SOURCE MEDIA	RESULTS CACHE	CONFIGURATION FILES	LOG FILES	SYSTEM MONITOR PROCESSES	
MEDIARICH VIRTUAL FILESYSTEM (CONNECT TO ANY MEDIA SOURCE)					
LOCAL FILESYSTEM		SQL SERVER FILESYSTEM		FTP FILESYSTEM	

Customize and integrate through MediaScript, Equilibrium's powerful procedural scripting language, compliant with the EMCA Script standard and specification, the MediaRich Platform provides templating capabilities for video and images that are as easy as text management in content management systems.

Support for 450+ Filetypes

Native Image Filetypes

.PIX, .AVIF, .BMP, .DNG, .CRW, .DCR, .KDC, .K25, .DC2, .ORF, .RAF, .RAW, .RW2, .NEF, .CR2, .MOS, .CS1, .ARW, .3FR, .ERF, .MEF, .MRW, .PEF, .SR2, .SRF, .X3F, .FFF, .RED, .IIQ, .SRW, .STI, .R3D, .ARI, .QTK, .RDC, .HDR, .IA, .EPS, .EPSF, .GIF, .HEIC, .HEIF, .HEIX, .MIF1, .AI, .INDD, .JND, .JPG, .JPE, .JPEG, .JFIF, .JP2, .JPX, .J2K, .JPF, .JPC, .J2C, .JCC, .PCX, .PDF, .PSD, .PSB, .PCT, .PICT, .PNG, .PS, .TIF, .TIFF, .TF8, .BTF, .WBMP, .WEBP, .SGI, .BW, .RGBA, .TGA, .SWFT, .PPM, .PBM, .PPMB, .PBMA, .PBMB, .RGB, .CMYK

Native Audio/Video Filetypes

.AC3, .ADTS, .ADX, .AIFF, .APNG, .APTX, .APTX_HD, .ASF, .AST, .ASF_STREAM, .AU, .AVI, .AVM2, .CAF, .DAUD, .DNXHD, .DTS, .DV, .EAC3, .F4V, .FITS, .FLAC, .FLV, .G722, .G723_1, .G726, .G726LE, .GXF, .H261, .H263, .H264, .HLS, .IPOD, .ISMV, .LATM, .M4V, .MATROSKA, .MATROSKA, .MJPEG, .MMF, .MOV, .MP2, .MP3, .MP4, .MPEG, .VCD, .MPEG1VIDEO, .DVD, .SVCD, .MPEG2VIDEO, .VOB, .MPEGTS, .MPJPEG, .MXF, .MXF_D10, .NUT, .OGA, .OGG, .OGV, .OPUS, .ALAW, .MULAW, .VIDC, .PSP, .RM, .SBC, .FILM_CPK, .SPDIF, .SWF, .3G2, .3GP, .TRUEHD, .TTA, .W64, .WAV, .WEBM, .WTV

RAW Camera FileTypes

.DNG, .CRW, .DCR, .KDC, .K25, .DC2, .ORF, .RAF, .RAW, .RW2, .NEF, .CR2, .MOS, .CS1, .ARW, .3FR, .ERF, .MEF, .MRW, .PEF, .SR2, .SRF, .X3F, .FFF, .RED, .IIQ, .SRW, .STI, .R3D, .ARI, .QTK, .RDC, .HDR, .IA

Document, Drawing, and Presentation Filetype Support

.123, .CSV, .ODS, .OTS, .PXL, .XLS, .XLSX, .XLSM, .XLM, .XLC, .XLW, .XLSB, .XLTM, .XLT, .XLTX, .WK1, .WKS, .SLK, .STC, .SXC, .UOF, .UOS, .WB2, .DOC, .DOCX, .DOCM, .RTF, .HTML, .HTM, .OTH, .ODT, .OTT, .DOT, .DOTM, .DOTX, .602, .HWP, .ODM, .PDB, .STW, .SDW, .SGL, .SXG, .SXW, .WPD, .XML, .WBK, .ODG, .OTG, .PCD, .PGM, .RAS, .XBM, .XPM, .DXF, .EMF, .MET, .SGF, .SGV, .SVG, .WMF, .SXD, .STD, .THM, .PUB, .VSD, .VDX, .VSDX, .PMD, .PPT, .PPS, .PPSX, .PPTX, .PPTM, .ODP, .OTP, .CGM, .POT, .POTM, .POTX, .SDP, .SXI, .UOP



MINIMUM SYSTEM REQUIREMENTS

Minimum recommended configuration for imaging, documents, office applications (no heavy video transcoding, 4k or UHD video transcoding):

- Dual 3+ GHz Intel® Xeon Sandy Bridge and later
- 8 GB Ram
- Microsoft Windows Server 2012R2 and later
- Microsoft Internet Information Services® (IIS) and ASP.NET with Sub-components

Minimum recommended configuration when processing large HQ videos such as 4k, UHD or 1080P, images, multi-page documents (Bare metal is highly recommended for video transcoding!):

- 8 Core Intel® Xeon Sandy Bridge and later
- Dedicated MediaRich Server 8 Core License in shared cache configuration
- Dedicated cache volume 4 x 250 GB Disk 15K SAS RAID-10
- OS-Volume 2x150 GB/SAS/10K mirror
- 32 GB Ram