

Open Text Web Media Management

Optimizing Web Asset Management

Rich media editing

As a leader in content management, Open Text understands that the content needs of your customers are changing. Your customers demand an engaging Web site experience that seamlessly integrates rich media to enrich the interaction. The amount of rich media and content types being used across multiple sites and devices is growing exponentially. This large amount of content is the backbone to creating a great online experience for your customers. Individuals responsible for keeping track of and managing rich media day in and day out are seeking technology solutions that will allow them to manage multiple formats and sizes of media which are used to create rich consumer experiences across any device.

Open Text Web Media Management is a Web asset manager of images, video metadata, podcasts, and Adobe® Flash®/ Rich Internet Application (RIA) components. It is a lightweight Digital Asset Management (DAM) solution that focuses on managing Web assets—within the context of a Web page—really well. Web Media Management is a core component of

Open Text Web Experience Management, which provides a solid management foundation that helps some of the world's premier Web authors manage and deliver their rich media assets.

Web Media Management use cases:

Web Media Management is designed to easily allow content authors to manage digital assets in the following scenarios:

- Companies who have a lot of imagery or Flash on their Web sites and need to manage these Web assets across many sites efficiently
- Businesses that have lightweight Web media management needs.
- Companies who want to manage all the Web assets delivered by their creative agencies such as Flash, Images, etc. with a simple interface
- Organizations who understand how difficult it is to maintain Web media assets which reside in a different repository than the content management system
- Businesses who want to introduce new richer media to their Web sites such as podcasts or Flash
- Companies that have manual upload and editing procedures of their media

Effective management of rich media

Web Media Management provides enhanced features specific to handling a variety of Web assets that editors need to streamline: the management of libraries, approval, metadata tagging, and publishing of these assets. To help with the growing volume

Benefits

- Offers easy-to-manage rich media libraries
- Delivers content to customers seamlessly
- Creates rich user experiences in various sizes and formats
- Enriches Web sites using rich media
- Offers easy content management
- Allows personalized themes and preferences

Name of product

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of content, multiple files can be uploaded at once and tagged with default metadata in the same process. Upon upload, Web Media Management automatically extracts embedded metadata and generates further automated metadata and a thumbnail image for images that is then stored alongside any user-specified metadata. Additionally, editors are able to manipulate image assets by performing operations such as cropping, resizing, rotation, color, and brightness either from the Web browser or directly from the desktop using the optional desktop client leveraging Adobe AIR® technology.



Optimized user interface features

Editors may spend much of their day using a management console to work with their Web assets. Web Media Management therefore provides an adaptive user interface, which is tightly integrated into Open Text Web Experience Management, allowing editors to set personal preferences or choose from one of two themes or interface styles. In addition, specialized features such as the Personal Media Shelf allow easier retrieval and management for favorite or most recently modified or uploaded assets by the user. Web Media Management provides optimized full-text search or filtering and query options using specific attributes, and allows editors to customize the user interface to meet their default preferences for search results display, default view styles, and theme.

Manage multiple image sizes and device formats as one

Web Media Management allows the reuse and sharing of digital assets across multiple sites and user-experience channels such as PC, set-top box, mobile devices, and thick client applications. These assets can be shared at the discretion of the editor. However, they are stored and published only once leveraging the integrated workflow, approval, and publishing from Web Experience Management. Web Media Management provides the ability to group multiple size or device specific formats as one rich media asset. Images, as an example, often require different sizes or formats across Web sites or mobile devices. These are managed as one item, allowing the entire group to enter a workflow to be approved, managed, and

published or deleted as one item, one operation. The ability to easily reuse rich media assets across multiple channels or devices and to manage those assets as one item makes for a consistent user experience.

Desktop client provides enhanced usability

Enhanced capabilities are available with the optional desktop client, providing a seamless desktop integration. The client provides enhanced upload capabilities such as the ability to drag and drop local files directly from the desktop for upload and manipulation. Common steps or activities can be automated by configuring Web Media Management to generate image variations and automatically pre-assign specific metadata. The desktop integration's management capabilities allow for rapid searching, previewing, and metadata assignment after upload. Preferences specific to the desktop integration can also be set, creating a customized user experience for the upload and management process from the desktop. These enhanced features are all available directly on the desktop even before upload, and reduce the number of steps to complete a given task, making media editors immediately more productive.

Features

Web Media Management includes the following features:

Rich Media Libraries

Manage libraries of Images, Video Metadata, Podcasts, Flash and other RIA components. Manage multiple formats, sizes

and device specific media as one object. The download view provides a single screen to download any media asset as well as showing metadata and all associated or generated formats of that asset.

Automated Thumbnail/ Metadata Generation & Extraction

Extract and generate media metadata upon upload, including embedded image data in the EXIF and IPTC formats as well as map known fields such as caption, publisher, copyright and image description. Automatically generate thumbnails from gif, png, jpeg, bmp and tiff formats, or override with a custom thumbnail. Automatically generate various image formats including .png and .jpeg with preset fixed metadata and upload location.

Image Manipulation

Perform common manipulation of images for the web such as resize, rotate, crop, contrast, color and brightness adjustments. Image manipulations can be performed from the web browser, or offline using the desktop client before images are uploaded.

AJAX-based User Interface

Thanks to a fast and responsive UI, many operations can be performed without full page reloads.

Full-Text Search & Rapid Filtering

Rapidly filter media objects on attributes. Perform in-context actions against items in 1 click, such as Edit, View info, Preview and Add to Shelf.



Inline View & Quick Edit

View and edit metadata inline on list and thumbnail results pages. Visually browse through media items and easily edit summary metadata directly from the desktop without launching the web interface.

Personal Media Shelf

Personal shelf allows quick access to chosen rich media assets. Access personal items tagged as favorites, recently uploaded items, and recently modified items.

Advanced Multi-file Upload

Drag and drop multiple media objects from the desktop with bulk upload and progress indicators including the ability to specify default batch metadata or override each item with a specific title, caption or upload folder.

Personal Themes and Preferences

Specify personal preferences, and choose a between themes such as the Media theme or Blue theme. Additionally, set upload preferences for each media type for default tags, media class and upload folders.

Enhanced Localization Support

All screen text in Rich Media can now be localized, including administrative reference data. Open Text Web Media Management includes a dedicated theme to support right-to-left languages.

Desktop Integration

Manage rich media assets directly from the desktop. Drag and drop multiple images and other web assets directly from the desktop to the client for seamless editing and upload. The client uses Adobe AIR technology and is able to run on both Microsoft Windows and Apple OSX desktops.

Offline Automations

Create and configure automations to script any number of steps. Automations can pre-assign metadata and generate multiple image sizes or formats, saving hundreds of clicks.

Offline Image Editing

Edit and manipulate images or generated image formats directly on the desktop prior to upload, saving time by avoid costly round trips to the server. A full web based editor is

available on the desktop providing crop, resize, rotate and color/brightness manipulation.

Create an engaging Web environment

Listen to your customers and fill their needs with a Web environment enriched with rich media. With Web Media Management, your images, video, podcasts, and RIA components can be managed and delivered to your customers seamlessly and easily. Start creating rich user experiences in any format or size and easily access it on any user device with Web Media Management.

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