



## Multi-client workflow automation

Flexible. Controllable. Collaborative. Secure.

ERA MediaFlow is an enterprise-class workflow automation appliance that allows broadcasters and post-production companies to effectively control media assets, projects and both human and technical resources – all through a single platform.

Resilient, reliable, scalable and feature-rich, ERA MediaFlow helps companies gain real strategic advantage, enabling them to handle **more jobs, more effectively, with more speed and less error** – freeing up valuable creative and technical resources to do what they do best.

### Benefits:

- Supports multiple clients for secure collaborative work and greater production capacity.
- Automates repetitive tasks, to eliminate bottlenecks and errors, freeing up valuable resources and standardising best practice.
- Offers five workflows pre-configured to your needs, making it easy and cost-effective to deploy.
- Supports simultaneous production processes and multiple workflows, to drive productivity and cost-efficiencies.
- File-based ingest and distribution for most sources and formats to make your business competitive.
- Web-based interface for secure remote access and customer interaction, speeding up the review/approval process.
- Robust enterprise-class single server platform, offering resilience and reliability.
- Integrates with legacy and third-party products, maximizing the productivity of existing resources.
- 24/7 technical support from ERA for peace of mind.

## Simplifying complex workflows

ERA MediaFlow provides an efficient event-driven automation system that simplifies processes, automates repetitive tasks and helps identify and eliminate bottlenecks in even the most complex workflow. Pre-configured to your specific requirements, it automatically follows all the relevant technical and administrative processes, from ingest, transcoding and QC, to revisions, approvals and distribution.

## Efficient job allocation

Through a powerful and convenient web interface, workflows are presented and controlled by a node-diagram showing each activity to be performed. Tasks and duties are assigned to appropriate resources, triggering input only when required, allowing even complex workflows to be managed by simple operator decisions – in real-time.

## Multiple clients, multiple workflows

ERA MediaFlow supports three clients as standard (with additional client licences available) and five different workflows running simultaneously, enabling greater productivity and driving cost-efficiencies across the business.

## Empowering secure collaboration

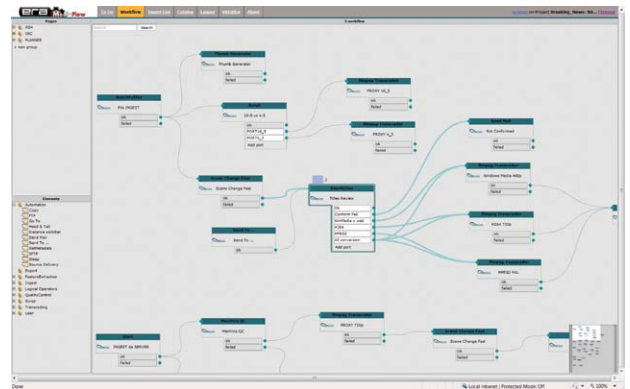
ERA MediaFlow's web-based interface lets users access their content, invoke workflows and interact with each other and directly with customers, in review and approvals - from wherever they are. Security is granted by a powerful and versatile permission management system that defines access rights according to the company's permission policies.

## Enterprise-class platform. Proven technology

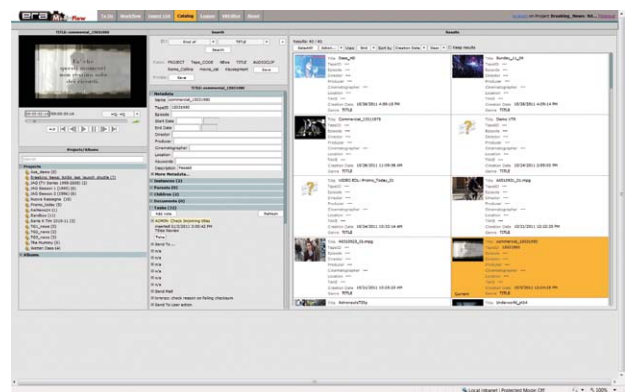
ERA MediaFlow is an enterprise-class single-server solution, featuring an Oracle database at its core – robust, resilient and industry-standard tools for the most demanding of environments. It is based on technology from Mantrics Digital Video, whose powerful media-asset-management and workflow platform uses advanced XML-based standards and is deployed by broadcasters and media companies worldwide. For further information on Mantrics, visit [www.mantrics.com](http://www.mantrics.com)

## Open architecture improves ROI.

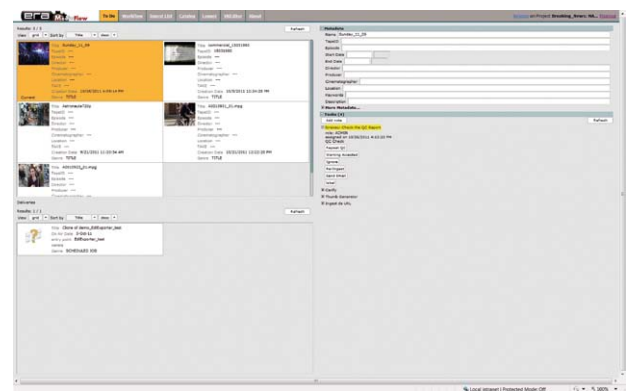
ERA MediaFlow provides efficient integration and control of third party applications and hardware devices, enabling you to improve and maximize the productivity of existing resources and avoid costly downtime during deployment.



Workflows controlled by a node-diagram



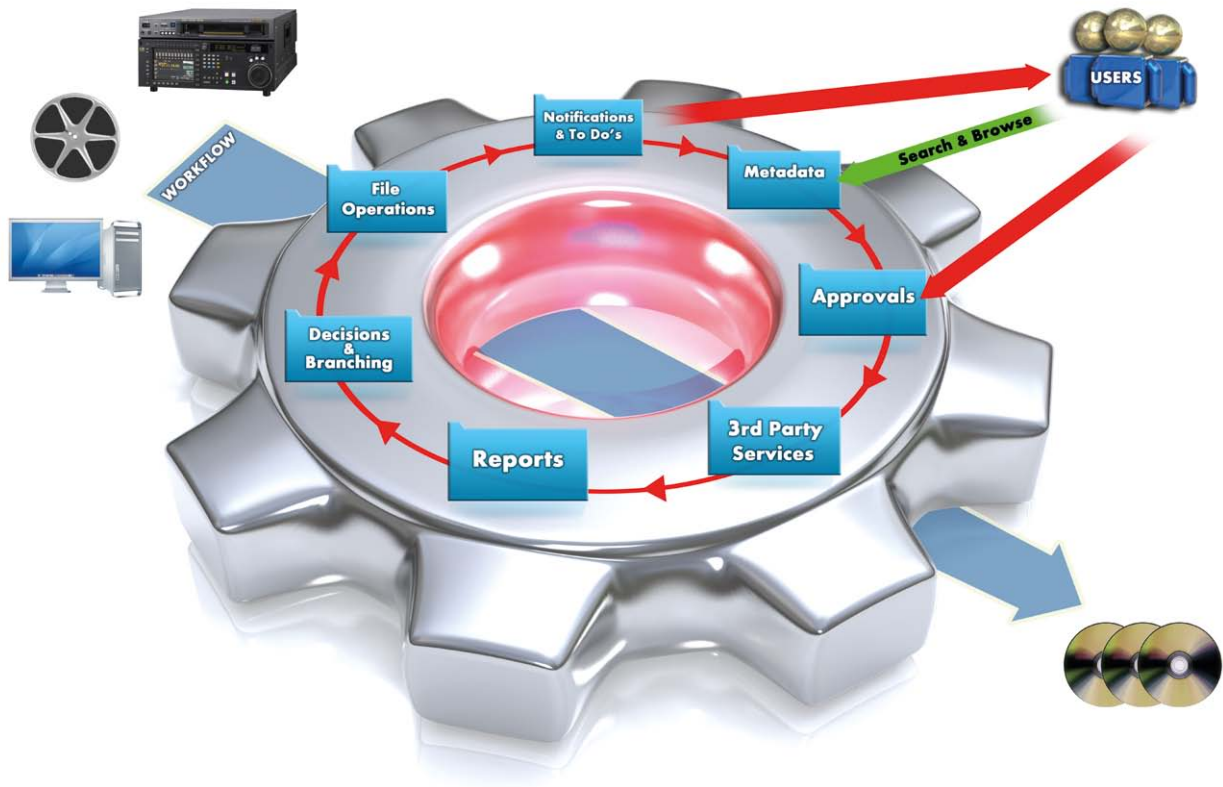
Powerful search and browse interface



Tasks assigned automatically through the To Do page

## Optimise your resources

From editor, operator to administrative staff, ERA MediaFlow helps keep the focus on core business, freeing up users' time once spent on repetitive, unskilled tasks; enhancing creativity and performance and standardising best practice. Content is made more accessible, resources more efficiently allocated and operational costs reduced. ERA MediaFlow provides real-time reporting to give a complete and transparent picture of work in progress and a higher level of control to run projects efficiently – giving you a real strategic advantage in today's competitive market.



## Features:

- IBM enterprise-class single server with embedded Oracle database.
- Supports multiple clients.
- Offers five workflows pre-configured to customer requirements that can run simultaneously.
- Automatically controls a wide range of third-party devices and services including transcode, File QC, FPA and archive.
- FFmpeg Transcoder included as standard.
- File-based import from any supported source and in any supported format (or baseband ingest with video encoder card module option).
- File-based conversion from any format to any other format (using the included FFmpeg transcoder or additional transcoders as optional modules).
- A web-based interface and multi-user environment for media-file cataloguing, faster content distribution and secure remote access.
- Standard metadata compliance and processing, with user-configurable schemas.
- Powerful search and browse.
- Manual file import.
- Watch-folder automated file import.
- Logger - catalogue your content with searchable descriptive text and key words.
- Configurable and secure user access rights.
- Asset rights management.
- Real-time reporting for a complete and transparent picture of your operation.
- Expands to a multi-server configuration with full MANTRICS capability to add more power and greater control to your workflow

## Multi-format management

### Wrappers

MPEG-2 Transport Stream, MPEG-2 Program Stream, MPEG-4 Parts 1, 14 & 15, 3GPP, MOV, ASF, GXF, MXF.

### Video

MPEG-2, IMX 30/50, D10, D11, XDCAM, MPEG-4 AVC (H.264), VC-1/WMV9, MPEG-4 Part 2, H.263, DV/DVCPRO25, DV/DVCPRO50, DVCPRO100/HD.

### Audio

MPEG 1, MPEG 2, MPEG 2 AAC, AAC-Plus (MPEG-4 AAC), HE-AAC, PCM, WMA, AC3, Dolby E.

### Formats

All frame format sizes, bit rates and resolutions for SD/HD and mixed workflows (including QCIF, CIF, D1, 720p, 1080i, 1080p)

## Third-party Support

ERA MediaFlow supports services from a range of third-party applications covering Quality Control (QC), transcoding, editing and archive, including:

- Tektronics Certify
- Telestream Flip Factory
- Anystream Agility
- Rhozet Carbon Coder
- Interra Systems Baton
- Amberfin iCr
- Venera Technologies Pulsar
- OpenCube XFConverter
- Apple Final Cut Pro
- Adobe Premiere
- Quantum StorageManager
- Front Porch Digital DIVArchive

## About ERA

ERA is an established IT infrastructure and application reseller, specialising in Post Production and Broadcast, with offices in Soho, London and MediaCityUK, Manchester. Over the last 10 years, ERA has become synonymous with the delivery of exciting, innovative and reliable technical solutions for broadcast, media and visual computing organisations. Strategic alliances with leading vendors and outstanding technical capability have made ERA an easy choice for any business looking to harness IT, video and file-based workflows. Clients include: BBC, ITV, University of Salford (MediaCityUK), Envy, Deluxe, Smoke & Mirrors, Unit Post, Prime Focus, Rushes Postproduction, Red Bee Media, Cityscape Digital, HTA Architects, Ikon Science and Paradigm Geophysical.



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