

# Your Data-Centric Digital Asset Manager

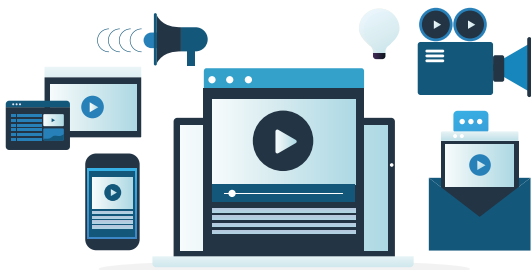
## Arkki EVO MAM

### Your Data-Centric Digital Asset Manager

Arkki EVO by MediaPower is a powerful global content management platform that enables you to store, catalogue, organize, edit, retrieve, share, and distribute your digital assets quickly and efficiently. Arkki EVO is dynamic and scalable—able to adapt to your company's varying needs. Do away with confusing, time-consuming platforms, take full control of your digital content with Arkki EVO.

### The Arkki EVO Advantage:

- Easy asset search and retrieval with local, distributed, and cloud repositories
- Access what you need anytime, anywhere
- Enjoy streamlined workflows
- Transcode or edit videos on-the-go
- Enhanced data security protects your content
- Share content quickly and easily



### Key features:

- A powerful graph database stores nodes and relationships instead of tables or documents. Data is stored just like you might sketch ideas on a whiteboard.
- Your data is stored without restricting it to a pre-defined model, allowing a very flexible way of thinking about and using it.
- Link Object to create correlation between assets
- Different storage spaces and tiers
- Standalone “DAM-in-a-box” or scalable distributed/ cloud-based infrastructure on Azure, AWS and Google Cloud
- Wide array of digital asset types (media, images, documents)
- Powerful full-text search engine
- Built-in video editing and transcoding
- Multi-user administration and policy management
- Sharing and multi-tenancy tools
- Built-in Rights Management tool
- Collaboration and automation tools
- Smart resource optimization
- GDPR compliant
- Integration with 3rd party OTT platforms and websites
- 3rd party A.I. integration
- Signiant and Telestream Vantage integration

**Arkki EVO provides ultimate access to all your digital content anywhere, at any time, and on any platform. Easily upload, process, edit, download, and share multiple assets. Keep tabs on all your digital assets' updates and duplications when you need it with constantly updated version history.**

## **Your Asset Collections Organized**

Easily create, edit, and share vast collections of assets between multiple users—with fine control over access levels and editing privileges. Build dynamic and fluid data-connected silos based on your specified search criteria or static catalogs of assets, folders, and collections.

## **The Most Popular File Types Supported**

Whatever your media format, Arkki EVO supports it—from multimedia files to images (all common image types), Adobe Files, and even documents. We also provide an OCR feature for PDFs and images.

## **Document-oriented Database and Link Object**

Arkki EVO uses MongoDB as NoSQL graph database to manage infinite collections of mixed media, documents, and custom fields. You have complete control and flexibility managing meta data, categories, nested subcategories, and cascading objects

## **Storage Management and Deep Archive**

Your storage, your preferences. Store assets with different storage options and archive tiers to meet your unique usage pattern and performance preferences, from Sony ODA and AWS online file storage services.

## **Cloud oriented**

Arkki EVO orchestrates a number of distributed nodes and services following a true Service Orientated Architecture (SOA) that is simple to integrate with external ecosystems via API. Arkki EVO has the flexibility to be used as a standalone “DAM-in-a-box” or forming part of a complex cloud infrastructure that features unlimited horizontal scalability.

## **Smart Search Engine**

Find any asset in the system hassle-free with Arkki EVO's intelligent search engine. Arkki EVO's powerful search engine allows you to contextualize data stored on the platform and find connections between assets.

## **Intuitive Built-In Video Editing and Transcoding**

Handle, process, and edit raw video material on one platform. Arkki EVO has robust video editing functions including marks in/out, single-frame extraction, sub-clip generation, metadata revision, uploading sub-clips as main clips, export and download via any resolution, clip merging, export frames as images, and even sending of clips to SFTP/FTPS. All standard formats are accepted.

## **Your Workflows Organized and Automated**

Streamline your digital asset workflows with powerful scripting (JavaScript and Python) and create triggers that automate and optimize key functions for maximum interoperability with 3rd party applications.

## Work Better Together

Arkki EVO lets your teams work more effectively together with rating and commenting tools, e-mail, and social media sharing, overlay video commenting, advanced tagging, video sequences and so much more.

## Powerful, Seamless AI Integration

Connect to Google, AWS, and Microsoft AI Services to enjoy face recognition, brand presence, advanced OCR, speech-to-text, sensitive information detection, content classification and so much more.

## Detailed User Management

Arkki EVO lets you easily designate system access where needed as needed. Assign roles and access rights, regulate control, and let your teams track their own activities through a complete Identity Access Management System (IAM).

## Carefully Control and Protect What's Yours

Define your assets and enforce your rules easily from a single interface on Arkki EVO. You have complete control over ownership, permissions, restrictions, retention and expiration, licensing, status and notification triggers, Adobe Sign integration, and much more.

## Share Externally, Securely.

Multi-tenancy on Arkki EVO ensures that you can share or distribute your digital assets to external user groups and organizations without compromising security and confidentiality.

## Optimize Your Resources

Arkki EVO is all about efficiency. It will optimize the computing resources that you have on-hand to ensure everything flow smoothly – all through native DOCKER tools. We ensure portability, performance, agility, isolation, and scalability.

## Effective OTT Delivery

Each video asset imported into and managed by Arkki EVO can be delivered via OTT connector, a middleware which publishes VoD content to an IPTV, WebTV or over the most important social networks through Mpeg-Dash protocol, HLS, and RTSP. With the OTT connector, content is shared to a front-end website like Wordpress, Joomla or custom CMS.

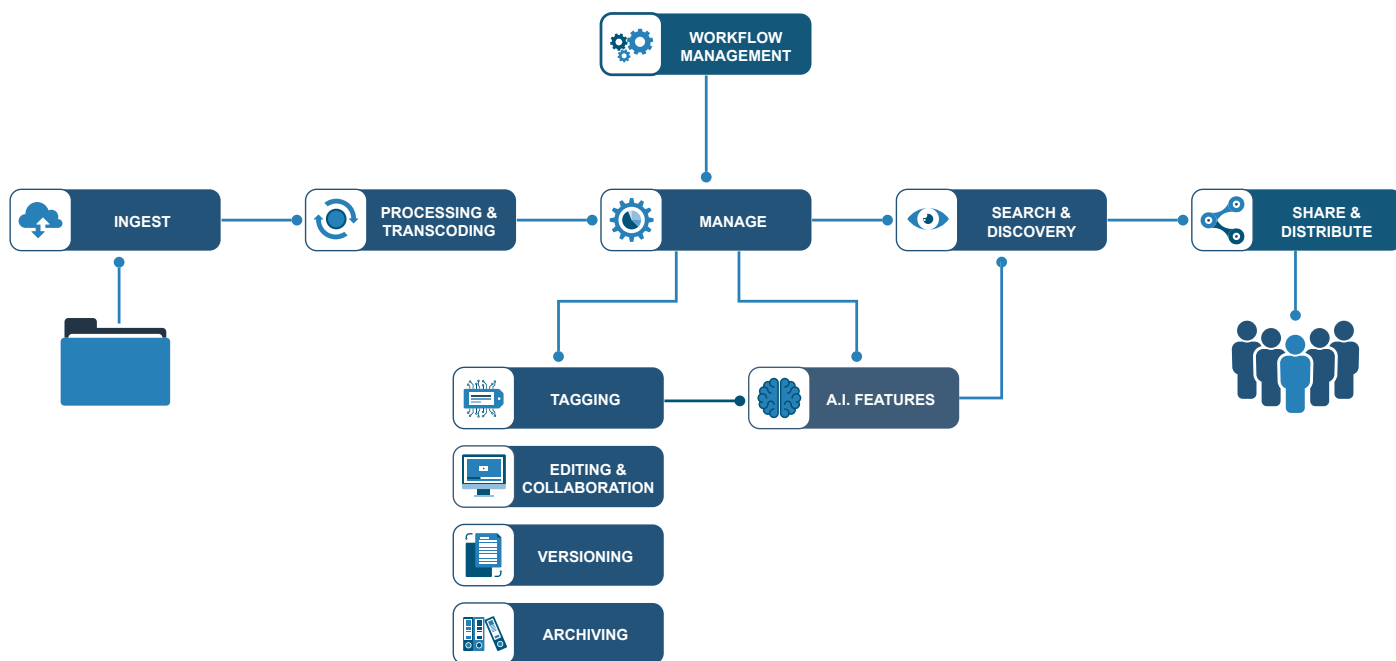
## Fully GDPR Compliant and Secure

Privacy matters to us at MediaPower so we make sure that Arkki EVO is always fully GDPR compliant! MediaPower also applies the OSWAP Secure Coding Practices and uses all methodologies and best practices to build Arkki EVO as a robust enterprise software.

## Arkki EVO is Whatever You Need it to Be

Whatever your use case, whatever your need, you can fully make Arkki EVO your own. Use it as a simple Media Asset Manager, set it up as organization-wide secure cloud storage, depend on it for archival organization.

# Arkki EVO Workflow Diagram



## About MediaPower

MediaPower started in 1993 as a networking and storage and solutions provider for the broadcast industry. Since then, we have pursued multi-disciplinary expertise in IT-based workflows, media management, content acquisition and distribution, and digital transformation. We have a presence 30-countries strong. And we're still growing.

Our suite of services and applications (ARKKI SUITE) enables organizations to produce and deliver digital content across different platforms through Multi-channel video capture and recording, Multi-channel and multi-format digital content distribution, and Digital story-telling presentation systems.

With MediaPower, you leverage over 30 years of experience and industry expertise in integrating and supporting complex play-to-air, video on-demand, media asset management, archiving, sport publication, and other media workflows.



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