

# Interplay | MAM Foundation

Interplay | MAM Foundation is a solution that utilizes Interplay MAM technology to deliver key workflows covering the most common access, media operations, and asset protection needs of your organization. Comprised of the Interplay MAM software, workflow automation, and partner products along with Avid professional services and support, the Interplay MAM Foundation is an efficient and economical way to streamline your essential media operations and archive.



## Faster start

Interplay | MAM Foundation provides an efficient and focused approach to implementing file-based media asset workflows that help businesses meet budget and logistical constraints under tight deadlines. This complete quick start solution utilizes the power of Interplay MAM technology to deliver key workflows linked to a core archive capability. It also offers Avid professional services, training, support and partner products in an efficient solution that simplifies and improves media operations.

## Manage, protect, access

Media asset management needs to manage, protect, and provide full access to media through the ability to browse, select, edit, and annotate. Built on a flexible service oriented architecture, the Interplay | MAM Foundation solution offers a, standards-compliant data model with over 350 pre-defined metadata fields. The Interplay MAM Desktop web application provides local or remote users easy access using a comprehensive tool with a professional-grade frame-accurate media player to find, view, shot-list, and collaborate through an array of views.

## Key function support

Interplay | MAM Foundation improves and accelerates your workflows by connecting with your systems and managing media processes. Interplay MAM Foundation workflow support spans the key functions of file import, proxy creation, and transcoding between formats, automated media movement to and from archive or nearline storage, and file export operations. Unique interoperation with Interplay Production workgroups enables richer, time-saving workflows with central archiving capabilities.

## Automated workflow

The Interplay | MAM Foundation solution offers automated workflows for import and export between XDCAM and P2 media devices and other file-based formats, with optional Interplay Production and iNews integration. Telestream Vantage or Harmonic WFS/ProMedia Carbon transcoding technology handles the creation of H.264 proxies that can be viewed over a LAN or WAN connection, as well as a wide range of other format conversion tasks. The system works with data tape or nearline disk storage systems through SGL FlashNet or Front Porch Diva archive management software, with optional support for other vendors.

## No limits

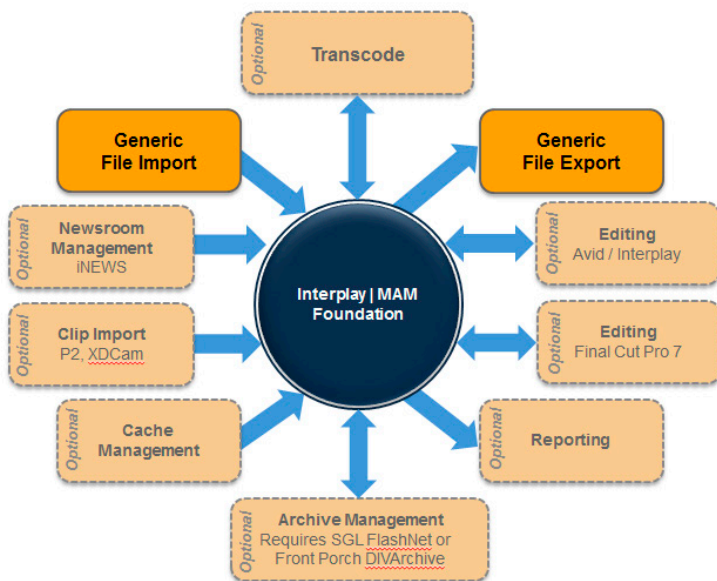
Designed to grow and adapt with you, every industry-leading Interplay | MAM capability is available. As your needs expand, you can add clients, integrations, workflows and services to adapt to market demands and changes. Seamlessly interoperate with Interplay production workgroups and log, edit, search and administer the system with powerful user tools. Optional integration with Avid iNEWS

## State-of-the-industry expertise

The Interplay | MAM Foundation solution is supported throughout every phase of planning, management, training, and implementation. With over 2,100 completed engagements, the Avid Professional Services and 24x7 Avid Advantage support teams ensure you always have the state-of-the-industry expertise you need close at hand.

For more information visit [avid.com/interplay-mam](http://avid.com/interplay-mam)

# Interplay | MAM Foundation solution



## Key benefits

### Efficient media hub

Creates an automated central media operations hub that connects and speeds processes, organizes and protects media, and lowers the unit cost of storage

### Expands collaboration

Unites contributors across divisional and geographic boundaries to plan, select, shot-list, annotate, and review and approve swiftly with optimal intelligence about video assets

### Integration with Interplay | Production (optional)

Automated movement of media and metadata between Interplay Production workgroups and Interplay | MAM Foundation, enables richer, time-saving workflows with centralized archive capabilities, and optional iNews integration

### Grows with you

As your needs expand, Interplay | MAM Foundation is designed to grow and adapt with you

### Expertise included

Includes Avid Professional Service and Avid Advantage Elite support to ensure you always have the expertise you need close at hand

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## The Interplay | MAM Foundation base package includes:

- 10 Client licenses (5 Full, 5 Browse)
- Interplay | MAM Server base licenses for up to 50 concurrent users
- MAM Service installation on up to 4 host servers or virtual machines
- Delivery of Professional Services
- Hardware and software integration
- Standard installation, test, and integration

## Additional Avid professional services

- Training
- Avid Advantage Support
- Project Management
- Workflow Analysis

## Customer supplied components

- Interplay | MAM File server hardware & server OS licenses
- SGL FlashNet or Front Porch DIVArchive software and servers
- SQL database license
- Data tape library
- NAS hardware for proxies and hi-res media
- Telestream Vantage or Harmonic WFS/ProMedia Carbon license

## Key features

### Pre-defined, complete solution

Solution that offers software, professional services, and support for the most common file-based asset management and central archive needs

### Improves and speeds workflow

Delivers workflows to support import, proxy creation, on-line storage, archiving, and export operations, saving time and optimizing resources by automating non-creative tasks

### Powerful, intuitive media tools

Local or remote access to media through a flexible Web-based application with professional frame-accurate media player, layered timeline annotation

### Data model

Includes comprehensive standardized data model that can be expanded or modified at any time

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