



## **Innovation in Media Asset Management with full Adobe Flex and AIR client**

### **dutchsoftware.com releases elvis 1.0**

**Amsterdam, June 26<sup>th</sup>, 2008 – dutchsoftware.com, known for developing innovative software solutions for the media industry releases their all new platform for media content management, elvis.**

elvis is a new solution for centralizing, finding and utilizing media content. A true Media Content Repository which is designed to centralize video, xml, images, docs and more into an enterprise-wide server platform, while users benefit from an innovative Flex / AIR client with an intuitive interface.

The elvis server delivers innovative search engine technology for high performance and elaborate searching features, making elvis go beyond the performance and searching limitations of traditional systems.

The refined media processing engine creates light weight previews and thumbnails of all media formats. Existing file structures can simply be copied and indexed into elvis, maintaining the file structure. Easy-to-configure storage and access rights management provides maximum control.

„We are very excited about elvis“ says Bastiaan Born, Commercial Director of dutchsoftware.com. „The scalability in technology and pricing allows us to serve small to very large environments and it’s amazing, how the user interface benefits from Flex and AIR. We have done technology preview sessions with some of the leading players in the media industry and response has been unanimously enthusiastic. Express Newspapers decided to go for elvis right on the spot“, Born adds.

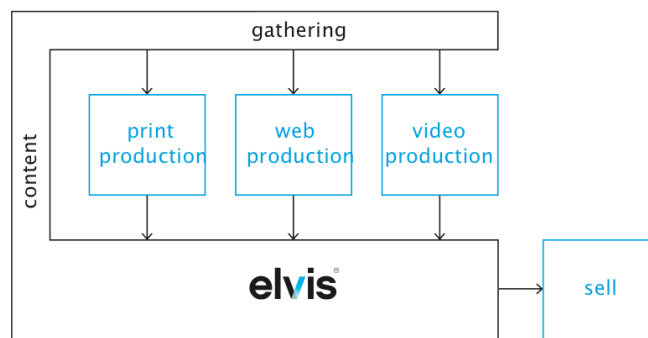
### **Integration with print production systems and web CMS**

elvis provides web services technology for easy and complete integration with print production systems or web CMS environments. All produced content is archived automatically into elvis, in the meantime elvis serves as the central repository for content to be used in print or web publishing.

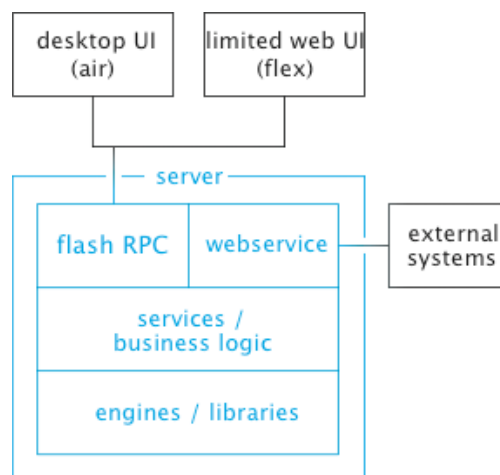
elvis users benefit from an innovative Flex/AIR client that is desktop connected. The intuitive interface is highly visual, previewing video, images, xml, text, pdf and office docs in their most natural way. Users can drag and drop content into collection baskets to create and share collections. They can export these collections to print or web production, or email them to internal or external users. Or simply drag and drop digital content into desktop applications like Adobe InDesign, and from the desktop into elvis to upload.

### High scalability, low maintenance

All elvis server components are scalable, which means organizations can run multiple processing or search engines to meet performance requirements. The AIR client is installed by a simple download and can be automatically updated from server side. Both server and AIR client are multi-platform.



**elvis positioning**



**elvis technology**

## **Overview about the technology behind elvis**

### **Search Engine**

elvis has a powerful search engine which indexes all imported content. The main advantages over a traditional database search method are high performance, semantic searching, dynamic filtering and scalability.

### **Media Processing Engine**

elvis has a built in Media Processing Engine for processing media files. It takes care of extracting metadata and generating thumbnails/previews. The Media Processing Engine generates previews and thumbnails like JPG for images and Flash movies for video files.

### **Storage Engine**

The Storage Engine can take different import channels. It can import and index existing Filestore structures, can use a hotfolder or an automated importing process from print or web production systems. The import keeps existing relations like folder structures or publication structures, so hierarchical structures are available within Elvis. The high resolution originals are in a read only share. This means items that are dragged out are a copy.

### **Security and User Rights**

Within elvis storage zones can be configured. Specific users and usergroups can be granted access to one or more zones. Through a clear administration interface, zones, users and read/write/edit/delete rights are configured.

### **Integration**

A SOAP web service interface is available with Elvis. This web service allows performing all basic tasks like searching, retrieving details, adding and removing content and relations and updating metadata. The web service makes it easy to set up a two-way integration with print or web production channels.

### **AIR Client**

The desktop client is based on Adobe AIR technology. It makes the client cross platform and allows it to be fully integrated into the desktop while at the same time offering extensive connectivity to web based applications. Installation of the client can be performed by browsing to the Elvis web application and can be started with a single click.

### **Flex-based Web-Interface**

For communication with limited bandwidth or to the public a web interface is available. Without AIR and desktop interaction it still has all full client features like importing, searching and collecting. Based on rights retrieval happens through single or multiple item download.

**About dutchsoftware.com**

dutchsoftware.com was founded in 2001 and is active worldwide through a channel of dedicated and professional partners. Recent customers include Harian Kontan (Indonesia), Express Newspapers and Dennis Publishing (United Kingdom) and De Pers (Netherlands).

For more information on elvis see: [www.elvisready.com](http://www.elvisready.com)

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