

Datasheet

Interwoven® MediaBin®

Interwoven MediaBin helps organizations to deliver a more consistent customer experience by effectively managing, distributing, and publishing the thousands of customer-facing digital assets used to promote products and brands. The industry's leading Digital Asset Management (DAM) solution, MediaBin lets marketing teams give their global sales force and business partners instant, self-service access to current, approved marketing content—including photographs, logos, CAD drawings, marketing collateral, presentations, audio, video, and more! Out of the box, MediaBin delivers a rapid return on investment and supports implementations ranging from small workgroups to global enterprises.

Accelerate time-to-market

MediaBin speeds the delivery of brand-correct, current marketing content so that internal departments and external partners can get what they need—now. Marketers can speed time-to-market for marketing campaigns, product launches, and other marketing initiatives. And the more quickly sales people can get what they need, the faster they can sell and increase top-line revenue.

Control brand consistency

MediaBin helps companies increase control of their brands by providing easy access to the most up-to-date, brand-approved marketing materials. Marketing and brand managers choose which content to make available to internal employees and external partners, thereby protecting and controlling the brand more carefully.

Reduce costs through increased efficiencies

By automating the production and distribution of marketing content, MediaBin reduces costs associated with manual processes. By providing constituents with self-service access, marketing personnel no longer have to spend time fulfilling content requests from the field. For example, Presentation WorkBench makes it possible to assemble custom PowerPoint® presentations in MediaBin, using brand-approved templates. This not only saves the company money, it also



Feature-rich and easy to use, MediaBin provides secure self-service access to rich media content

freed marketing personnel to work on additional marketing activities to yield further revenue.

MediaBin architecture

While marketing professionals are drawn to MediaBin's rich functionality and ease of use, IT professionals will appreciate MediaBin's ability to fit seamlessly into their IT infrastructure. As with all Interwoven products, MediaBin connects with third-party applications through a Service Oriented Architecture (SOA). MediaBin ContentServices™ provides dozens of high-level Web service methods to rapidly add common digital asset management and distribution capabilities to new and existing applications. For example, Interwoven TeamSite® connects with MediaBin via Web Services to streamline and automate the publication of rich media content to the Web.

Additional product options

MediaBin Syndication Manager™ enables MediaBin servers around the globe to share content according to easily-defined business rules

MediaBin Deployment Agent™ automatically delivers new and updated digital assets to applications and file system locations on a set schedule

MediaBin Job Cluster Server™ enables corporations to link multiple MediaBin servers, for increased capacity and reliability

MediaBin 3D Add-on provides the ability to ingest, preview, transform, and download CAD 3D and 3D graphic files within MediaBin

Adobe Graphics Server supports the creation of advanced retrieval tasks that use Adobe Photoshop® templates to frame downloaded images, add a customized text layer, or invoke Adobe Graphics Server to execute custom scripts

MediaBin Developer Suite is a development and testing server license and SDK, which includes support for C++, COM, and Web Services (.NET and Java)

Interwoven MetaTagger® automatically scans, tags, and classifies incoming documents with metadata—accurately and consistently

Adobe InDesign Plug-in for MediaBin enables Adobe InDesign users to easily place and link images from MediaBin into InDesign documents, and also manage InDesign documents within MediaBin

MediaBin QuarkXTension for managing Quark documents within MediaBin

MediaBin Clients

Browser client: Windows: Microsoft Internet Explorer (IE) v6.0 or higher; IE 7.0 Recommended

Macintosh: Mozilla Firefox 1.5 or higher, Apple Safari browser v1.1 or higher running on OS X x

Windows client: Microsoft Windows 2000 (SP3 or higher), Microsoft Windows Server 2003, XP (for Windows client and MediaBin Enterprise Manager) or Microsoft Windows Vista

Macintosh: Mac OSX Panther v10.3 or higher (for native Mac client)

Specific hardware requirements depend on the details of your installation; contact Interwoven for more information.

Technical

Interwoven MediaBin v4.6

Operating system: Microsoft® Windows® Server 2003 (SP1, R2 SP1, SP2, R2 SP2 or greater), Standard/Enterprise Edition or Microsoft Windows 2000 Server/Advanced Server (SP3 or higher).

Database: Microsoft SQL Server 2005 & SQL Server 2000 SP4, Standard Edition required (for large repositories, the Enterprise Edition is recommended); Oracle 10g (Release 2) or greater, Oracle 9i (Oracle 9.2, Patch 5).

Other optional software: For quality previews of files, Microsoft Office 2003 or 2007, Adobe Acrobat Reader 8.0 or higher, Microsoft DirectShow®, Apple® QuickTime®, Corel Graphics suite 11, Windows Media Player version 11.

Interwoven is a global leader in content management solutions

Interwoven's software and services enable organizations to effectively leverage content to drive business growth by improving the customer experience, increasing collaboration, and streamlining business processes in dynamic environments.

Our unique approach combines user-friendly simplicity with robust IT performance and scalability to unlock the value of content.

Today, over 3,800 enterprise and professional services organizations worldwide have chosen Interwoven, including: adidas, Airbus, Avaya, Cisco, DLA Piper, the Federal Reserve Bank, FedEx, HSBC, LexisNexis, Microsoft, Samsung, Shell, Samsonite, White & Case, and Yamaha. Over 19,000 developers and over 300 partners enrich and extend Interwoven's offerings. To learn more about Interwoven, please visit www.interwoven.com.

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Key Features

Key feature	What it does
All file cataloging	Stores and catalogs all files—images, documents, layouts, audio, and video; provides high quality previews of images and documents including Microsoft® Office, Adobe® Acrobat®, and QuarkXPress®
Web interface	Provides secure, intuitive, Web-based access to all files
Presentation WorkBench	Allows users to assemble custom PowerPoint presentations from multiple PowerPoint files stored in MediaBin
Asset transformation services	Convert images to various formats including Adobe Photoshop PSD and EPS, vector EPS, TGA, TIFF, JPEG, GIF, PNG, BMP, Photos CD, and StiNG®; download images in any format, size, resolution, and color space
Advance File Format Support	Supports 2D CAD, 3D CAD and 3D Graphic file formats
Easy import/ingest services	Enable dragging and dropping of assets into MediaBin, which automatically generates asset previews, stores metadata, and preserves folder hierarchies
Efficient storage	Stores one "core image asset," creating all renditions from the source, to speed production and reduce storage requirements
E-mail assets	Create e-mail shortcuts to assets that link directly to MediaBin or e-mail attachments
Flexible metadata handling	Stores and edits metadata pertaining to assets and folders; add unlimited metadata fields; bulk metadata editing for quick updates to multiple files; copy & paste metadata between assets; support for industry standards including Adobe XMP, Dublin Core, IPTC, EXIF, and more
Multiple search methods	Searches for assets based on metadata, image content/visual similarity, or both
Version control	Manages asset updates through comprehensive version control—check-in/check-out; provides version control for metadata revisions
Detailed activity logging	Tracks who downloads what and when; tags assets derived in MediaBin for tracing back to the core asset
XML support	Shares data with other applications and systems through XML export and import routines
High-volume processing	Accommodates high-volume, complex imaging tasks from many distributed clients
Shopping cart folder	Collects needed assets in a temporary holding folder for single, more convenient download
Shopping cart folder	System login and access controls on folders, retrieval tasks and metadata fields are based on existing user and group IDs managed within Windows Domains, Active Directory, and LDAP.