axmedis

Automating Production of Cross Media Content for Multi-channel Distribution

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Information Society Technologies

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Automated Content Tools to Manage Your Processes as You Like

AXMEDIS the perfect solution for new content models, protection solutions and processing for multi-channel management.
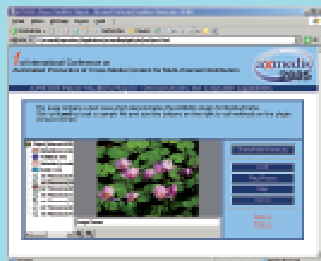**Stop working to converging technologies and let technology working for you.**
AXMEDIS provides manual and automated tools to make easy the migration towards multi-channel of your production and distribution processes.

AXMEDIS EDITOR, a tool for the
• authoring of multiple Object Identification codes: ISRC, ISAN, your personal codes, etc.
• authoring of multiple Metadata
• creation of simple and/or complex AXMEDIS objects, MPEG-21 content
• creation of nested AXMEDIS objects
• creation of objects with links/URI to other objects and/or resources
• definition of SMIL based presentation layers
• acceptance of any kind of resources and/or collections including HTML, SMIL, etc.
• application of content processing (any AXMEDIS Content Processing plug in)
• application of content protection (any AXMEDIS Protection Tool plug in)
• registration and certification of content for DRM
• protection of content for DRM
• search and query on database
• save, post on database, etc.

AXMEDIS EDITOR Tools:
• Hierarchy editor
• Metadata editor and Mapper
• Visual and behavioral editor
• Workflow editor
• Protection editor
• Java Script editor
• License editor (MPEG-21 REL)

AXMEDIS object model
• structure and packing models and formats
• metadata capabilities
• presentation and interaction model
• DRM support
• protection and security supports
• dynamic behavior support

Supported by several tools for
• manual production and protection
• automated production, protection and distribution
• workflow management
• DRM for B2B, B2C, and B2B2C
• Multi-channel distribution and convergence

Structural and Packaging Capabilities:
Any file in any format/type can be packaged
• images, video, audio, documents, animations, etc.
• from executables to games and DLL
• any presentation model and file, single and multiple
• nested AXMEDIS objects
• MPEG-21 format and ISO MEDIA Binary File format
• default AXMEDIS model: MPEG MAF CMIP (prop)
• nested Objects: nested levels of metadata are reported on the top in an AXMEDIS index
• simple and nested protection models are supported
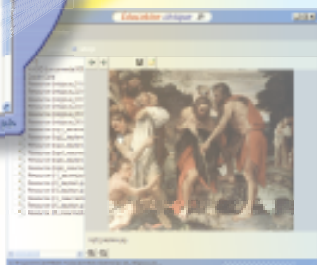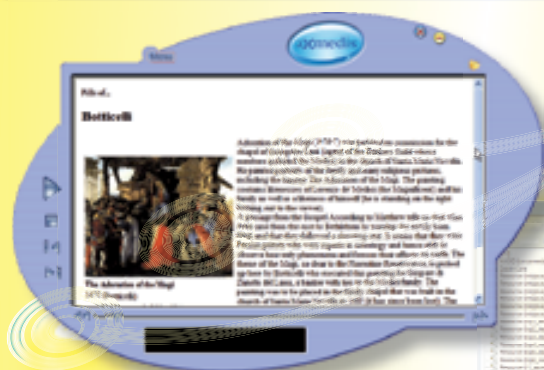• support for MXF, SCORM, OMA, etc.

Metadata Capabilities:
• any identification model, default AXOID
• any classification model, default AXInfo with Dublin Core, B2B metadata, etc..
• any descriptor, default fingerprints, plus MPEG-7
• any file can be included into the package as additional metadata or info, from RDF to ontologies, free text, XML

Presentation and interaction Capabilities:
Any presentation model/format can be included into the AXMEDIS package.
Presentation models of AXMEDIS players
• any combination of cross media content based on HTML, SMIL, MPEG-4 plus single multimedia.
    • SMIL for PC, Mobile and PDA
    • MPEG-4 for PC, STB(Linux) and PDA
    • HTML for PC and PDA
    • SCORM for PC
• any presentation/interaction paradigms depending on the presentation format used, such as:
    • Menus and collections
    • Hypermedia (internal and external links)
    • Cross media and Multimedia
    • animations
    • dynamic scripts
    • dynamic advertising integration
    • gaming, etc.

DRM support and tools:
• MPEG-21 DRM model plus OMA interoperability
• MPEG-21 REL as licensing
   • AXMEDIS profile and OMA interoperability
   • AXMEDIS License Server (AXPMS)
• MPEG-21 Event Reporting
   • AXMEDIS Action Log extensions and
     servers
   • Statistics and reporting with CAMART and
     AII tools of AXMEDIS

Protection and security services and tools:
• AXMEDIS Protection Processor (AXPP)
   • extending and supporting MPEG-21 IPMP
   • dynamic replaceable protection tools as
     AXMEDIS Protection Tools plug ins
   • fully customizable protection tools
• AXMEDIS protection servers:
   • AXMEDIS Certifier and Supervisor (AXCS)
   • AXMEDIS Registration Service (AXRS)
   • AXMEDIS Certification Authority (AXCA)

Dynamic Behavior Capabilities:
• Java script integrated at model level
   • MPEG-21 DIP, DIM, DIBO
   • AXMEDIS extensions
• Narrative capabilities of SMIL, HTML,… plus
   JavaScripting

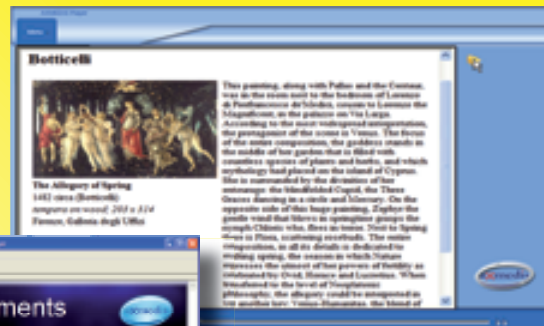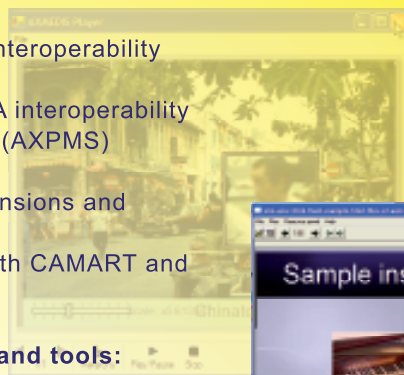## AXMEDIS players
For different devices and Operating Systems:
• PC windows
• STB/PVR and Media Centers
• PDA windows Mobile 5
• PC Apple MAC
• Pure java for mobiles
• PC windows, based on Active X, for usage into HTML
   and simple VB and .NET applications
• PC windows, based Mozilla plug in
• PC windows, based on .NET

Players Capabilities:
• fully customizable with plug ins and GUI
• DRM support (MPEG-21)
• downloading and streaming
• dynamic behavior with scripting
• metadata viewer
• presentation and interaction layers: SMIL, HTML,
   SCORM, MPEG-4, etc.
• annotation support

P2P and Final User Tools
• AXMEDIA P2P client tool
   • P2P community for content sharing
   • integrated with the players
   • version for Mobile is coming
• Content Posting Tool, COPOP
   • to involve final users in content production
   • automated packaging, protection and
     publication of AXMEDIS content of final
     users.

AXMEDIS Content Processing GRID
To automate any business solution with and without DRM such as:
• advertising (including customized and/or real time
   personalized advertising inside the package or linked
   from outside)
• personalization (including personal content inside the
   package or linked)
• DRM with transaction model depending on the MPEG-
   21 REL
• content production on the final user side
• B2B content distribution
• B2C content distribution
• B2B2C content distribution and sharing
• P2P controlled content sharing
• Super-distribution and its control
• video on Demand, VOD
• production on demand
• Multi-channel experience and distribution
• Multi-business integration: several business and
   transaction models on the same distribution channel
   with a unique AXMEDIS-based production platform/
   factory (AXCP)
• etc.

AXCP GRID as technical backoffice tool for
• content packaging: MPEG-21, OMA, MXF, SCORM, etc.
• content digital signature application
• content management system
• content processing and house keeping
• content transcoding, adaptation platform
• content fingerprinting
• content and metadata enrichment
• access to legacy CMS and Metadata
• license transcoding (MPEG-21, OMA)
• licensing platform, production of licenses on demand
• profiles management and processing
• metadata follower and integrator
• crawling resources and metadata
• valorization of legacy content and CMSs
• integration with OpenFlow and/or BizTalk workflow
   Management Systems
• recognition and channel monitoring
• etc.
See specific flyer and technical references for the AXCP.