



# Avid Active ContentManager v.2.1

Avid Active™ ContentManager lets you manage and publish video, audio, graphics, and text to Web, wireless, ITV, and other IP-based distribution points. Get news content to your Web site quickly and cost-effectively—at the same time that it's produced for the newscast—with standard Web authoring tools, and without adding resources.

## Product highlights

### Creating customized applications with the SDK

With Java-based APIs, a visual Object Modeling interface, and a strong content hierarchy, the Avid Active ContentManager developer edition enables customers to build customized content solutions and add-ons with near-limitless functional flexibility.



- Java standards and the flexibility of an open architecture allow rapid application customization and the quick management and deployment of content.
- Uses your current content production process to efficiently address multiple distribution channels with existing personnel, Web infrastructure and authoring tools.
- Minimizes costs and staff by integrating custom applications directly into existing workflow without compromising core production.
- Opens new revenue opportunities for the distribution of rich content to multiple points.

## New audiences. New revenue. Same staff. One tool.

### Added revenue streams

By adding distribution channels such as the Web and opening up subscription opportunities such as news stories published to mobile phones, Avid Active ContentManager allows broadcasters to maximize their revenue opportunities through the cost-efficient re-use of their content.

### Standards based

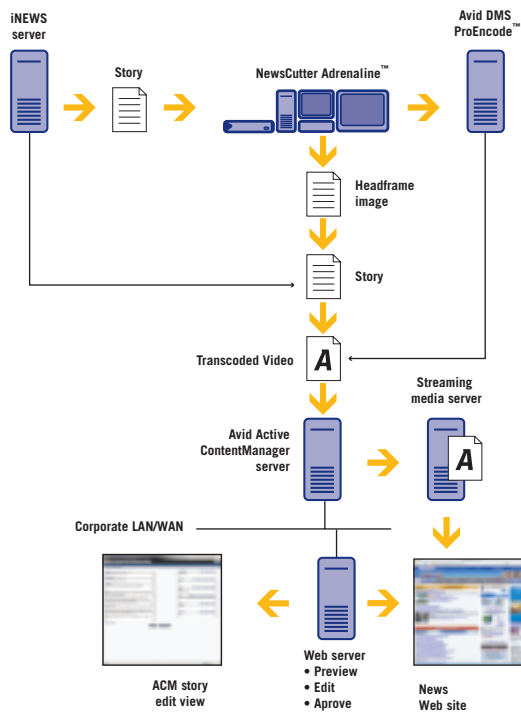
The ease of use and non-proprietary nature of Avid Active ContentManager provide the right framework for the management and distribution of media content. Open and documented interfaces mean that deployed applications can be easily customized to meet the individual needs of a customer's content creation workflow environment.

### Ease of implementation—no matter the existing environment

Avid Active ContentManager is designed to be adaptable to any environment, able to interoperate with existing platforms and content management systems. Other content management solutions have been built as standalone islands, requiring expensive and labor-intensive customized coding, rigid interfaces, often requiring custom content drop-off/pickup interfaces to work around limitations in the application's structure.

### Easy to use

Avid Active ContentManager is customizable by the administrator in a platform that can be quickly integrated and deployed for non-technical users, such as journalists and producers, to produce rich content without extensive setup, training, or labor. The power is in the management behind the scenes, but the user sees an easy, approachable, logical interface.



Web production occurs in parallel with newscast production, right at the journalist's or editor's desktop: NewsCutter® for Web stories with video, and iNEWS® NRCS for breaking stories that don't have a corresponding video produced.

What's the problem?	Active ContentManager solves it.	System specifications
I can't hire an entirely new IT staff to keep my station's Web site updated.	<b>Template-based production, rather than Web page development from scratch, and dynamic publishing capabilities combine to let broadcasters add fewer new resources for a complete Web operation.</b>	<b>Intel platform</b> <b>Application server</b> <ul style="list-style-type: none"> <li>• Model: PIII 800 2 GHz</li> <li>• Processor: single CPU or higher</li> <li>• Memory: 2 GB RAM</li> <li>• Storage space: 30 GB</li> </ul>
I don't want to train my professional news staff on how to develop Web sites.	<b>All heavy-lifting development work is performed behind the scenes by Avid Active ContentManager in combination with the NRCS, nonlinear editor, and Avid Unity™ networking environment. End users see only the Web-based front-end. Its simplified interface makes for a very short training cycle for newsroom users to get the news to the Web.</b>	<ul style="list-style-type: none"> <li>• Operating system: Windows XP, Windows 2000 server, Windows 2003</li> <li>• IIS Disabled</li> </ul>
My reporters and producers are already too busy. They can't be bothered to update all the different pages that are affected when a new story breaks.	<b>Avid Active ContentManager provides built-in story ranking, different page or section assignment, and updating across an entire site within a single UI, to enable rapid updating and instant publication—while sharpening broadcasters' competitive edge.</b>	<b>Web server</b> <ul style="list-style-type: none"> <li>• Model: PIII 2 GHz</li> <li>• Processor: Dual CPU or higher</li> <li>• Memory: 500 MB RAM</li> <li>• Storage space: 30 GB</li> <li>• Operating system: Windows NT or Windows 2000 server, or Windows 2003</li> <li>• IIS enabled, or Apache or Tomcat as Web server</li> </ul>
I don't want Web production getting in the way of my core business, on-air news production.	<b>The direct integration of simultaneous Web production with the on-air newscast production process gives your online presence consistency, accuracy, and quick turnaround—without interrupting the newscast.</b>	<b>Sun platform</b> <b>Application server and Web server</b> <ul style="list-style-type: none"> <li>• Model: E-450</li> <li>• Processor: Quad CPU or higher</li> <li>• Memory: 2 GB RAM</li> <li>• Storage space: 60 GB</li> <li>• Operating system: Sun Solaris 8.0</li> </ul>

## Features

### Story ranking

Create rules for "top stories" or breaking news and how these stories appear within a Web page, their scheduling, and their expiration

### Event-driven content

Define conditions for user access depending upon their profiles, interactions, or content rules—such as targeting weather content to zip codes

### Story management

Flexible assignment of news story components to fields including Headline, Abstract, Body, Categories, Authors, Approval

### Category management

Create, modify, rank, delete, and manage categories (and the stories applied to them) such as Breaking News, Top Stories, Weather, Sports, Features

### Instant multi-version preview

Apply any template to a story before it's published

### Spell-check

Auto spell-check of all text entry fields

### Template management

Render Stories plus Categories, Assets, Links, Sources, Authors, design and layout into a publishable Web page designed in any common Web authoring program

### User management

Define user roles and access privileges; create, modify, assign, and delete users per project

### Format support

Wide support for:

- Streaming formats
- Image formats
- MS Office docs
- PDFs
- Text

### XML support

Allows aggregation of all content from any XML, pre-formatted content source such as newswire feeds, syndication, etc.

### Simple, dynamic workflow

News stories published online simultaneously while being produced for on-air

## Software requirements

### Application server

- Oracle 8i or 9i Enterprise or Standard Edition
- BEA - WebLogic 7.x or 8.x (included)
- Avid Active ContentManager Platform
- Web server
- Avid Active ContentManager Suite

*System specifications subject to change.*

## Avid services, support, and training

Avid Broadcast Assurance including training, professional services, and 24-hour support helps to ensure your facility keeps to the production schedule—and puts the news on the air—every time.

To learn more—visit [www.avid.com/ActiveContentManager](http://www.avid.com/ActiveContentManager)

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