



News Release

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New generation archive solution launches in London

Cambridge, England, February 2012 - Cambridge Imaging Systems is launching its Imagen2 digital asset management solution at the Production Show in London, 14 - 16 February. The company is also launching a service model, specially designed to help smaller archive owners reap the benefits of this advanced, industrial scale digital asset system.

Imagen2 is a powerful 'out of the box' digital asset management tool for rights holders large or small, from independent producers to national broadcasters. It enables archive sharing of media assets across a local area network or on the web. From the point of ingest, Imagen2 takes over and can transcode video and audio files to multiple formats, ideal for distribution to the wide variety of mobile platforms on which media is being consumed.

During the transcode process, watermarks, logos and time codes can be added to protect the asset. All renditions and accompanying metadata are stored in a single database location, ensuring ease of access, search, retrieval and distribution via FTP, DVD or tape. The software integrates seamlessly with the company's Orbital Enterprise Video Off-Air Recording (Orbital EVR) technology.

Tom Blake, CEO at Cambridge Imaging Systems said:

"Any archive manager or rights holder can now have access to an affordable, easy-to-use system with a uniquely designed web front end but one which they can configure themselves to fit their particular requirements. This means they can modify text, change search fields, edit featured content or update the homepage from anywhere they can log into their system.

"Quite simply it makes it easier to make money out of digital assets, cutting both capital cost and ongoing expenditure. We believe it will help open the market to new business models and expand the business opportunities for existing companies."

Cambridge Imaging Systems is exhibiting its full range of digital asset management systems on stand 514 at the event.

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Notes for Editors:

The Production Show is co-located with BVE 2012 at Earls Court, London on 14 - 16 February. Cambridge Imaging Systems has been producing archive management systems since 1991 and clients include the BBC, ITN, National Library, Imperial War Museum and National Library of Wales.