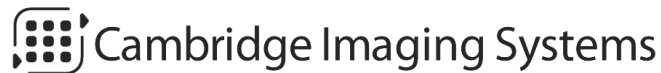


## PRESS RELEASE

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**NAB 2013, Stand SL14913**

## **Cambridge Imaging Systems Announces US Launch of ImagenCloud at NAB 2013**

*- New product is based on popular Imagen2 MAM and publishing system -*

**Cambridge, UK – 27 March 2013** – At NAB 2013 [Cambridge Imaging Systems](#) will present the US launch of [ImagenCloud](#), the cloud-based media asset management and publishing solution on Stand SL14913. The company will also demonstrate its popular Imagen2 software-based MAM and publishing system. Visitors to the stand can also win a GoPro3 Hero3 camera and six months of free ImagenCloud hosting.

ImagenCloud is a complete cloud-based MAM and publishing system that can be used for ingesting, archiving and distributing large quantities of video, stills, audio and documents in a themed web interface. It provides a convenient and cost-effective way to manage and publish video, images and audio without the need for hardware expenditure and hosting expertise. It features powerful ingest workflows and full asset management, as well as geo redundant storage and back up service.

Tom Blake, Managing Director, Cambridge Imaging Systems, said, “Many small and medium size archives do not have the internal resources nor the technical expertise needed to manage and publish their content online. ImagenCloud removes these technical and cost barriers, enabling users to simply log in and start uploading and publishing their content online.”

Cambridge Imaging Systems will also demonstrate Imagen2, its flagship MAM and publishing system that was developed to manage very large collections of media files

for libraries and museums, commercial clip libraries, photo, sound and film collections. Imagen2 users include the [British Library](#), [Channel 4](#) and the [Imperial War Museums](#).

Visitors to Cambridge Imaging Systems's stand SL14913 will also have the chance to win a GoPro3 Hero3 camera, plus their own ImagenCloud for six months. Full terms and conditions can be found at <http://www.cambridgeimaging.co.uk/terms>

ImagenCloud and Imagen2 are available to purchase from specialist distributors [Global Distribution](#) in the UK, EMEA and Asia, and [JB&A](#) in the US. Cambridge Imaging Systems works closely with these technology partners to provide customers with full end-to-end solutions.

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**About Cambridge Imaging Systems.**

Cambridge Imaging Systems has been developing software for media archive management systems since 1991. Our technology has been developed working on large-scale projects for corporate and government clients including the Ministry of Defence, The Police, The BBC, ITN, The Imperial War Museum, British Telecom and British Pathe. Our software systems have been developed over the last twenty years to provide a flexible architecture, able to interface with existing software and able to integrate with existing working practices.

Our archive management system, Imagen, contains a number of modules that are designed to work together in a coordinated way to reduce the manual intervention required to manage very large-scale media archives. It is possible to use Imagen as a complete media asset management system, with an associated website for streamed delivery and e-commerce systems.

[www.cambridgeimaging.co.uk](http://www.cambridgeimaging.co.uk)