



# Media Asset Management Solutions

Applying imaging innovation to your media assets.



Turning 100+ years of imaging solutions and innovative product development into a tailored, end-to-end solution for your media assets.

Gain value from your catalog, manage and organize your assets digitally, and protect them for the future.

Kodak understands the importance of your images and preserving them into the future.

## KODAK Media Asset Management Solutions

Kodak offers a package of service solutions, with end-to-end tailoring to suit your needs. These services will enable you to better store, organize, search, access, secure, monetize, preserve, and protect your media assets. No two situations are the same — your solution shouldn't be either.

### Consultation

- Understanding customer needs
- Metadata taxonomy development
- Workflow development

### Conversion

- File format conversion
- Digitization
- Initial metadata
- Image quality enhancements

### Management

- Library asset management
- Asset organization
- Advanced metadata
- Secure storage

### Distribution

- Secure viewing, streaming, and downloading
- Consumer-facing website
- Monetization

### Archive

- Physical asset storage at PRO-TEK Vaults
- Digital archiving
- Write back out to Asset Protection Films

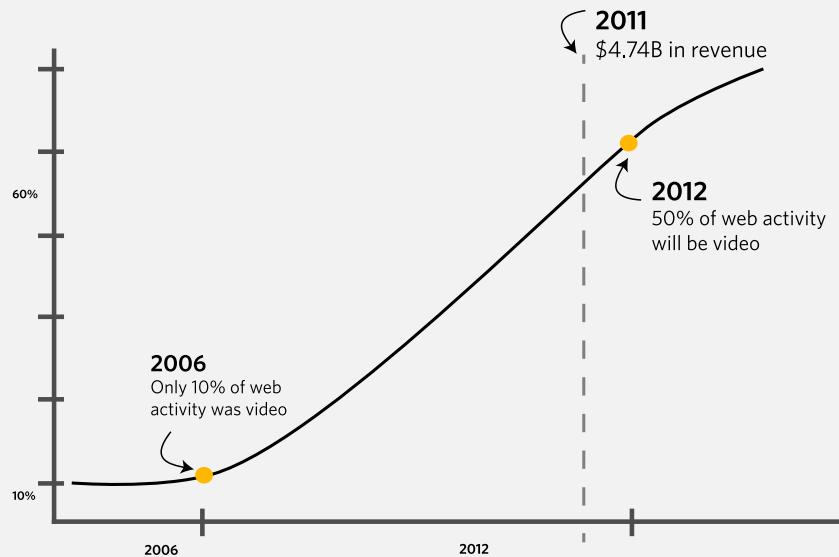
## How will you organize, distribute, monetize and future-proof your media assets?

### Online Video Statistics

2011: 75% of all data created for the media and entertainment industry is file-based.

2014: 90% of internet traffic will be video-related

2009-2015: 12-fold increase in media and entertainment industry



## Case Studies

### Independent Nonprofit Museum

- Third largest motion-picture film archive in the United States
- Thousands of films, rare and new

#### KODAK Media Asset Management Solution:

- Consultation
- Scan and Digitize Archived Content
- Library Management
- Distribution
- Web Page Design and Support

The digitization and distribution of the museum's media assets have given more national exposure, increase time visitors stay on the page, and sets them apart from similar museums. As a nonprofit, the museum hopes to gain more memberships from this venture, as well as future monetization options.

### Local News Station

- Decades of film and video assets
- Hours of new content every week
- Unorganized media assets, dated formats, in danger of deterioration

#### KODAK Media Asset Management Solution:

- Consultation
- Conversion of Content from Multiple Formats
- Library Management
- Distribution

After the digitization and library management, the news station plans to showcase the footage as a nightly news segment, taking advantage of previously untapped program content.

*Applying imaging innovation to your media assets.  
Contact your local sales representative for more information.*



[www.kodak.com/go/motion](http://www.kodak.com/go/motion)

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