Take Full Control of Your Digital Assets

Arkki EVO™

Data-centric Digital Asset Manager

In this digital age, where the sheer amount and demand for content are unprecedented, and content access requires ubiquity, every organization faces the challenge of addressing explosive content growth while effectively managing libraries and adding value to their digital assets by making them available anywhere. Simply put, the proliferation of content necessitates better ways to store and manage digital content—whether that be media files, branded materials, or documentation.

MediaPower takes asset management to new heights with Arkki EVO, a powerful and innovative digital asset manager that enables you to store, catalog, share, edit, retrieve, and distribute digital assets quickly and efficiently. Arkki EVO is a global content platform that lets you manage all types of assets and asset correlations effectively.

Built on a dynamic and scalable architecture, Arkki EVO lets you take control of your digital content through its data-driven and user-centered features, so that you can focus on your core business and less time on searching and managing the right digital asset.

Key features

- Graph database that uses graph structures for semantic queries with nodes, edges and properties to represent and store data
- Link Object to create correlation between assets
- Different storage spaces and tiers
- Standalone "DAM-in-a-box" or scalable cloud-based infrastructure
- Wide array of digital asset types (media, images, documents)
- Powerful semantic search engine
- Built-in video editing and transcoding
- Multi-user administration and policy management
- Sharing and multi-tenancy tools
- Built-in Rights Management tool
- Collaboration and automation tools
- Smart resource optimization
- GDPR compliant
- OTT delivery tools
- A.I. Integration
- Highly configurable
- Deep learning system with powerful AI engine

Key benefits

- Centralize all your content
- Search for assets easily
- Access anywhere, anytime
- Streamline your workflows
- Transcode or Edit videos on-the-fly
- Protect valuable content
- Share content easily

Arkki EVO provides an online proxy library of digital content with enterprise-level features and powerful tools accessible from any web browser or mobile device. Users can upload, process, edit, download and share multiple assets and projects, proofed with version history that enables monitoring and analysis of a digital asset's updates and duplications.

Asset Collections
With Arkki EVO asset collections, you can easily create, edit, and share collections of assets between users. You can create dynamic data connected silos based on search criteria or static catalogs of assets, folders, and collections, and share them to multiple users while ensuring access levels and editing privileges.

File Types Supported
Arkki EVO supports a full range of multimedia files, images, and documents. It also provides an OCR feature for PDFs and Images:
   • Video and Audio
   • JPG, PNG, TIFF, GIF, and other image file types (OCR supported)
   • InDesign, Photoshop, and Illustrator
   • PDFs - raster and vector (OCR supported)
   • Microsoft Office - Word and Excel

Graph Database and Link Object
Arkki EVO uses a NoSQL graph database to manage infinite collections, documents and custom fields. This provides ultimate flexibility in managing custom metadata, categories, nested subcategories, and cascading objects. Combined with this, Arkki EVO features an innovative element—the Link Object, a particular type of data used to bond an asset to a network of objects inside the platform, creating dynamic and deep graph networks.

Storage Management
Arkki EVO supports heterogeneous disk spaces. Assets can be stored and managed in different storage and archive tiers for optimal balance of usage and performance requirements.

Standalone or Cloud-based
Arkki EVO orchestrates a number of distributed services following a true Service Orientated Architecture (SOA) that is simple to integrate with external ecosystems via API. Arkki EVO is developed to be hosted onto a single Virtual Machine— giving it the flexibility to be used as a standalone DAM-in-a-box" or forming part of a complex cloud infrastructure that features both horizontal and vertical scalability.

Semantic Search Engine
Arkki EVO incorporates a powerful search engine to find any asset imported into the system quickly. It features an Elastic Graph engine that uses a semantic algorithm to contextualize data stored into the Arkki EVO platform and find correlations between assets.

Built-in Video Editing and Transcoding
Arkki EVO incorporates various video editing functions that help users handle and process raw video material. These include mark in/out, single frame extraction, sub-clips generation, adding metadata information to clips/sub-clips, uploading sub-clips as main clips, exporting to or downloading low-res or high-res, merging clips to single videos, exporting video frames as images, and even sending video clips to FTP of Public Cloud services.

It also features a built-in transcoding engine that accepts any standard video format (such as MPEG-2, XDCAM, DV, DNxHD, AVC-Intra, IMX, MPEG4, ApplePro Res, WMV wrapped MXF, MOV, and AVI, including MOV or MXF-wrapped 4K files), automatically generates low-resolution proxies in MPEG4, and allows users to create different file formats with optional watermarks.

Digital Asset Management Workflows
Arkki EVO streamlines your digital asset workflows – from importing, organizing, classifying, to delivering your digital assets, and even enabling triggers that automate workflow functions.

Collaboration Tools
Arkki EVO provides a full set of tools that allow different teams and user groups to work collaboratively on asset creation, licensing, marketing, down to distribution. These tools include rating and commenting, email and social media sharing, overlay video commenting, advanced tagging, and much more.

Multi-user and Sharing-friendly
Arkki EVO provides a complete user management system that allows administrators to define users and groups and assign different roles and access rights. Users also get their own user pages for tracking their activities (such as uploads, edits, creation of groups or projects). Asset and project categories can also be assigned to certain users to control access to specific material.

Arkki EVO can also organize different assets into projects that can be made private, made available to selected users, and be assigned searchable metadata information. It can also generate public links to projects and to individual assets making them shareable over the Internet. These links allow recipients to view and download low-res copies or for registered users, work directly on the linked project and its contents.

Rights Management Plugin
Ensuring control to copyrighted/licensed material is made easy with Arkki EVO's Rights Management plugin. It lets you maintain control over assets and their data rights and enforce rules automatically from a single interface. Plugin features include:

- Ownership, permissions, restrictions
- Retention and expiration
- Licensing
- Status and Notification triggers

Multi-tenancy
Sharing your digital assets outside your organization could be a tedious process, but that is made easy with Arkki EVO's support for multi-tenancy. Arkki EVO lets you selectively share or distribute digital assets (or even collections) to user groups and external organizations (such as teams, subsidiaries, related companies, reseller networks, agency partners) while ensuring security and protecting confidential information.

Resource Optimization
Arkki EVO smartly utilizes the computing resources available to the system. Resource-intensive transcoding and processing tasks generally employ 100% of all CPU cores, rendering other functions virtually unusable. To combat this issue, Arkki EVO ensures that CPU and RAM resources are available for other services, providing a consistently fast response from the system to users. Moreover, Arkki can also work in virtualized environments, significantly increasing its adaptability.

GDPR compliant
MediaPower fully respects the GDPR directives on privacy by design, and by default. Thus, Arkki EVO has been developed to support this. Tokenization, cryptography and advanced data management are core pillars in the design and development of Arkki EVO.
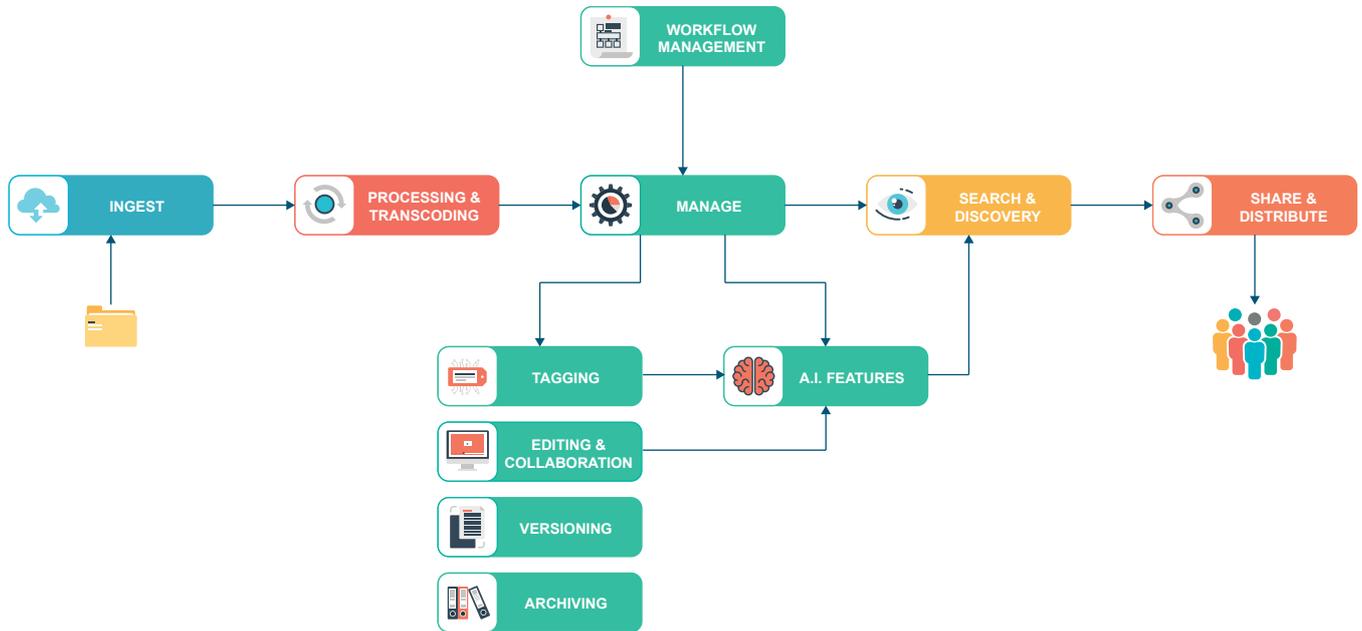
OTT Delivery
Each video asset imported into and managed by Arkki EVO can be delivered via OTT connector, a middleware which publishes VoD content to an IPTV, WebTV or over the most important social networks through Mpeg-Dash protocol, HLS, and RTSP.

A.I. Integration
Arkki EVO provides connectors to Google, Amazon Web Services, Microsoft and IBM Artificial Intelligence infrastructures which include, but not limited to, face recognition, brand presence, advanced OCR, speech-to-text, pedestrian detection, sensitive content detection, sports action classification, setting detection, and content, audio, and video classification.

Flexible and Configurable
Arkki EVO is structured to manage several types of assets and processes pipeline. Arkki EVO's graph database, Link Object, advanced tagging and the robust processing engine all work in tandem to let you create complex nested data collections, and customize and control the entire platform as appropriate—from a simple MAM, or large DAM, to archive libraries. For example, a media company can use Arkki EVO as simple Media Asset Manager, a large corporation can use the platform as personal cloud share, or a museum applies Arkki EVO as archive manager following the standard Dublin Core and EAD (Encoded Archival Description) and Berkeley Finding Aids Project (BFAP).

Arkki EVO Workflow Diagram

About MediaPower

MediaPower enables media workflows through products and services that empower organizations to create, manage, deliver, and monetize digital content. Founded in 1993, MediaPower started as an integrator of networking and storage solutions for the broadcast industry, with products from top brands like SeaChange, DDN, NetApp, and Dalet. MediaPower has since developed multidisciplinary expertise in IT-based workflows, media management, content acquisition & distribution, and digital transformation.

Having started in Italy & France, MediaPower now has established offices in Europe, Asia, and the United States, with a global presence in over 30 countries through its expansive and continually growing channels network.

While MediaPower continues to bring best-of-breed technologies from different content creation, management, and distribution brands into its offerings, it now also develops its suite of services and applications that enable the use of video throughout an organization's internal and external communications. These include NewsTouch touch-based live presentation appliance, Arkki EVO Digital Asset Manager, AirGo integrated video server, NewsApp UGC (user-generated content) sharing platform, and its own OTT delivery platform.

With the widespread use of video and digital media in many different aspects of any business or vertical industry, MediaPower aims to serve not just the traditional broadcast and media space, but also content publishers, institutions, and corporate organizations to help them shift to technology and data-driven operations that deliver value to their customers.