

GENUS MEDIA UPSHOT 7.0 FOR IBM ENTERPRISE CONTENT MANAGER (ECM)

Genus Technologies is pleased to announce the availability of version 7.0 of Media Upshot (MU) for IBM ECM. MU for IBM ECM provides an enhanced user experience for interacting with multimedia assets through IBM Content Navigator and IBM Case Manager. These enhancements continue Genus' focus on extending the value of IBM ECM by delivering robust multimedia services integrated tightly with IBM ECM. Media Upshot's inline player allows users to stream audio and video assets or view an image without downloading the asset to the desktop conserving bandwidth and enhancing the user experience.

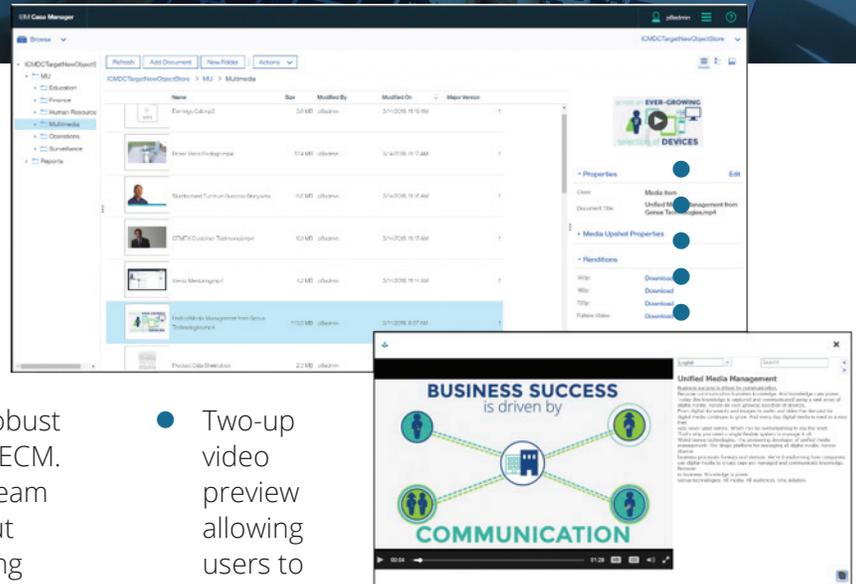
Pairing Genus Media Upshot with IBM ECM and Watson Services enables customers to leverage their video, audio, and other multimedia content within digital business applications seamlessly.

MU for ECM 7.0 is compatible with recently released versions of IBM software including IBM FileNet 5.5, IBM Content Navigator 3.0.x, and IBM Case Manager 5.3.2 while maintaining backward compatibility with previous versions of each product.

Media Upshot for ECM 7.0 is available on-premise, in the cloud as a service, or as a hybrid cloud solution.

KEY FEATURES IN 7.0

- Watson powered video enrichment capabilities including video transcript, captions, object, and scene detection
- Video edit capabilities including trimming, clip creation, and versioning



- Two-up video preview allowing users to compare and contrast two video assets
- Support for federated search capabilities for video metadata and transcribed content
- Optimized storage capabilities between Media Upshot and IBM ECM applications
- Updated REST APIs including interactive documentation

CUSTOMER BENEFITS

- Support for federated search capabilities for rich media including video metadata and transcript text, taking full advantage of ECM full-text search and IBM Watson Explorer analysis
- Expanded integration with Watson provides additional cognitive capabilities including object recognition and auto-tagging
- Centralized storage of content, minimizing the storage footprint required for deployment
- Customers can enjoy next generation REST formatted APIs. Pair these APIs with our interactive documentation to streamline development