

CENTRAL MEDIA POOL FOR MIELE ADVERTISING INTERNATIONAL

Miele Advertising International was in need of a central and high-performance media asset management (MAM) system, that was able to store, to manage and to edit the complete multimedia material and dispatch it to the subsidiaries in the different countries. The challenge was to digitalize and to reliably archive the complex tasks of the whole multimedia production (film production and copying, 3D-Animation and cover production). With the implementation of a central media pool a long-term storage and archiving should be ensured. discovery sysko was entitled to realize the implementation.

SCENARIO

Miele is a German manufacturer of high quality domestic appliances and machines for commercial applications.

The company, founded 110 years ago, has always been a family-owned, family-run company.

Miele aims to manufacture the highest-quality domestic appliances and commercial equipment in the world and to be seen by markets worldwide as providing an absolutely top-class household product.

Miele Advertising International is part of the German Miele & Cie. KG, based in Gütersloh.

MIELE'S VISION

Miele wants to offer a central and high-performance Media Pool to all subsidiaries and customers worldwide that allows searching, downloading and archiving multimedia files in different formats.

Employees of all Miele departments, Miele-Factories and Miele Sales Units get access to the worldwide system to search for and download appropriate film material and other data.

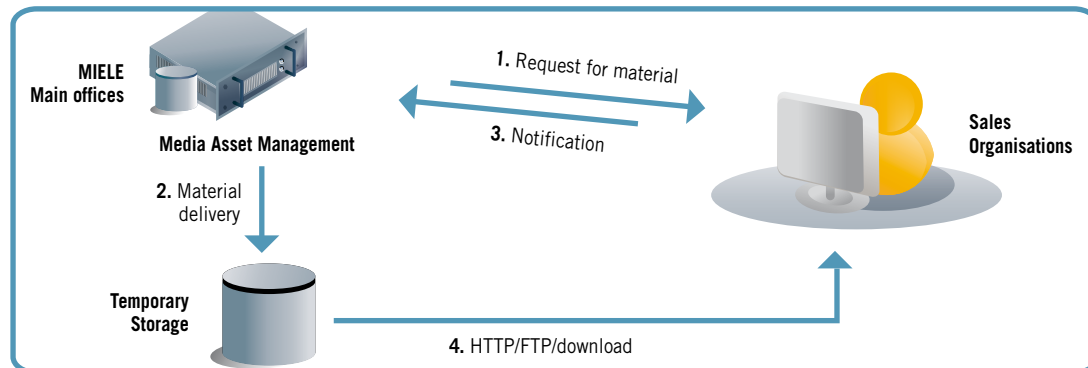
Also great data volumes can efficiently be offered by using a webshare via cloud computing.

THE PROJECT

The digital Media production requirements have different levels of complexity, beginning with new ordered productions, change of existing files (regarding length, language or TV-records), up to download of existing standard material in different formats. The new Multimedia Asset Management System (MAM), which is integrated into the existing Web-Portal of Miele Advertising International, stores all internal and worldwide Video- and Audio files centrally. Within the Mediapool Video and Audio files can be searched for. The different departments, factories and sales organizations can be supplied

with webbased files in standard formats like flash or mpeg1 in an automated process based on the basic material.

With worldwide access to the MAM system, it is possible to avoid double productions, reduce the effort for supplying standard material in the media production and send out orders for films quicker. The users get a low-res preview of each file and have the possibility to download the file or send it to a shopping cart. Also a file transfer via cloud computing is currently tested.



Discovery Reply, part of Reply, is focused on Multimedia Asset Management solutions and is specializing in large digital media digitization, archiving, cataloguing and distribution projects. Discovery Reply offer is threefold: Solutions based on Discovery Reply™; System Integration on Discovery Reply™ or 3rd parties solutions; Advisory on Digital Media Projects.. To know more, please visit: www.reply.eu

Milan
Via Ripamonti, 104
20139 Milan - Italy
Tel +39 02 535761

Rome
Viale del Giorgione, 59/A
00147 Rome - Italy
Tel +39 06 844341



discovery sysko GmbH offers IT services like consulting, software development, professional services and products for broadcast, media and industry companies, which allow total lifecycle management of digital content. The company supports media convergence processes, merging TV, radio, internet and telecommunication. This development and general digitalization processes completely melt together individual and mass communication. Another focus of business, besides Digital Asset Management, is consulting and implementation of Web2.0/ Mobile2.0 Applications and Cloud Computing Solutions..

To know more, please visit: www.discovery.sysko.de or contact info@discovery.sysko.de

Munich
Arnulfstraße 27
80335 Munich - Germany
Tel. +49 (0) 89 4111420