VSN**EXPLORER**

Your platform to manage the
entire media lifecycle

MAM · PAM · BPM · BI

VSNEXPLORER, the cutting-edge technology adapted to your specific needs that allows you to optimize any media challenge and to focus on what truly matters: **content creation.**

The growing complexity of the Media & Entertainment industry, focused on offering users more and more original content in the fastest possible way and through various platforms, has made media and content management a vital process for companies. VSNExplorer, through its four modules, offers you the key to correctly manage your media, control your processes and automate all kinds of tasks, in order to increase the efficiency of your daily operations.
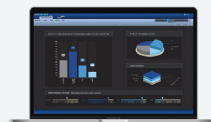
VSNExplorer MAM   **VSNExplorer PAM**   **VSNExplorer BPM**   **VSNExplorer BI**

Características Generales de VSNExplorer

Máxima integración e interoperabilidad

El sistema está construido sobre la arquitectura abierta **VSNSpider**, una plataforma de software orientada a servicios (SOA) que simplifica enormemente la integración de VSNExplorer con software de terceros e instalaciones preexistentes.

Escalable

VSNExplorer es totalmente escalable, tanto en hardware como en software. Incluso desde la configuración más básica, el sistema puede ampliarse tanto como se necesite en un futuro.

Máxima seguridad

VSNExplorer incluye la gestión completa de permisos de usuarios que puede ser totalmente integrada con AD o LDAP, entre otras. Todo acceso al sistema se realiza a través de protocolos de seguridad avanzada HTTPS.

Editor de vídeo web integrado

Incluye su herramienta de edición **Wedit**, un editor de vídeo web **HTML5** que permite a los usuarios realizar rápidas ediciones al corte para emisión desde la propia interfaz del MAM. Ahora también con voiceover y efectos básicos.

Multiplataforma y Cloud-ready

Su interfaz basada en web lo convierte en un sistema genuinamente multiplataforma, permitiendo acceder a él desde cualquier navegador y sistema operativo. Además, el sistema está 100% preparado para operar en entornos Cloud y ofrece todas sus funcionalidades bajo modelo SaaS, lo que aporta gran flexibilidad y reduce drásticamente el time-to-market.

Gestión inteligente de transferencias

VSNExplorer cuenta con un protocolo propio para aceleración de transferencias de archivos, diseñado para transferir grandes ficheros de forma encriptada (AES-256). Permite un gran ahorro de tiempo y recursos.

Platform Modules of
VSNExplorer

MAM

The Media Asset Management module offers all the necessary **tools for the content management** of any Broadcast company and media company or large corporation, covering the entire media lifecycle, from ingest to archive.

- Complex metadata structures .

- Deep archive functionalities.

- Thesaurus management to achieve terminological coherence.

- 100% Cloud ready system. HTML-Web based interface.

- Multi-storage management (online, HSMs, Cloud, video servers, etc.)

- Integration with social media (Facebook, Youtube, Twitter, etc.) for instant publication.

PAM

This specific module for **content production environments** increases the efficiency of users and teams alike, allowing them to quickly find, manage and organize media files throughout the entire creative process to ensure the maximum optimization of workflows and simplification of processes.

- Multiple custom views (table, list or Kanban).

- Control of the status, progress and needs of all production tasks.

- File ingest from any terminal and source.

- Hierarchical structure of content categories.

- Integration with most NLEs. It includes also the Wedit tool for quick video editings by cut.

BPM

The BPM module has been specifically created to **orchestrate all workflows** that take place in any broadcast or media company. Companies manage to increase the productivity of their employees, detect and properly manage bottlenecks, define and automate their processes, and improve interoperability between systems and departments.

- Real-time monitoring of workflow status for greater visibility and control.

- Immediate detection of bottlenecks to reduce them.

- Custom panels to monitor and control the workflow' status .

- Maximum workflow customization with the new BP editor.

BI

The **VSNExplorer Business Intelligence tool**, specifically created for media management environments, is capable of extracting information both from VSN's applications and third-party systems, and presenting it in a great variety of graphs and analytical reports.

- Complete customization of analytical reports.

- Advanced management of permissions by user and/or department.

- Export to digital documents (PDF, Word, Excel, etc.)

- Create your own dashboards by combining reports.

Advanced Functionalities

The power of Artificial Intelligence at your fingertips

VSNExplorer integrates with various Artificial Intelligence services (IBM Watson, Google Cloud, Microsoft Azure, ETIQMEDIA, etc.) to offer users powerful tools for automatic metadata detection, automatic content cataloging and more advanced content searches than ever. Now, with the possibility of having your own AI engine installed on-premise to train the system by your own.

- Content cataloguing by segment

- Advanced image processing: facial recognition, objects, brands, logos, OCR, etc.

- Recognition and analysis of audio layers

- Image sentiment and speakers' emotion analysis

- Speech-to-text and automatic audio transcription in any language

- Semantic analysis to extract entities, organizations, keywords, concepts, etc. from the audio.

Enhanced workflow orchestration for an absolute control

Companies' daily work and operations are increasingly complex, with multiple departments, tasks and workflows whose performance must be coordinated efficiently and productively. In this context, it is more necessary than ever to have process orchestration modules such as **VSNExplorer BPM** to have a greater control over the company's internal processes. This will allow correcting weaknesses and maximizing the company's performance, while ensuring that the right information always reaches the right person.

- Intuitive structuring and editing tool with parametric variables to connect tasks from start to finish.

- BP editor to create, modify and customize any workflow. More autonomy to implement own workflows.

- Platform ready for collaborative work. Follow up on pending, ongoing and completed tasks.

- Easy workflow management with the Kanban methodology that allows to visualize all the different tasks, the assigned users and their progress / status at a glance.

Create your own content hub in the Cloud

Designed specifically for work environments in which all types of content (news, sports, advertising, programs, news and TV series) need to be exchanged, managed and available in more than one location, the VSN Media Exchange solution, based on the VSNExplorer platform, allows for the automatic movement of files and file transfers' optimization according to the subscription profile of each user / entity.

- Centralized management of all communications and workflows of one or several companies

- It provides content forecasts to plan the production needs in advance

- Analytical reports and dashboards to monitor the activity of each company and /or office

- Flexible and customizable solution, capable of adapting to the specific requirements of any organization

Use Cases

Content Marketplace

VSNExplorer allows you to integrate with an online content marketplace, as well as to work directly with other platforms for content broadcasting and distribution.

Documentary archive

VSNExplorer works as an archive of content and media, both on-premise and in hybrid solutions or 100% cloud installations, either for specific and punctual needs or even to act as a permanent archive.

Workflow Orchestration

Management of all the necessary workflows in any company that regularly works with media, including the processes of media ingest, trans-coding, automatic quality control or publishing

Contribution and distribution

Integrated with the UMP acceleration protocol, it is the perfect tool to create a reliable content delivery system with endless organizational possibilities.

Production

VSNExplorer is prepared to manage all produc-tion tasks, both in news and programs, including content ingest, editing and distribution.

Enterprise Content Management

The platform allows the management of promotional material, product videos, training videos and educational content or even for the management of recordings of meetings and various types of sessions. It is specially designed to meet the needs of large corporations.

Let's talk!

www.vsn-tv.com/contact