M@RSX

M@RS X organizes the exchange of media files, so-called Media assets and supports the work processes of the most diverse Users, such as marketing/PR departments, agencies, archives or publishers. The system optimizes access to digital information and thus guarantees the efficient use of media objects that have already been created.

Several MediaPortals can be configured. each with different designs and workflows.

The MediaPortal is adaptive/responsive and is configured according to the customer's requirements. It can function as a newsroom, a content hub, an archive, a distribution platform for marketing materials, a brand portal and even a website.

The basis are the flexible structures and metadata management. The thesaurus optimizes the search behavior. It goes without saying that IPTC/XMP is supported for images. Video transcoding and streaming as well. Subtitles etc. complete the services.

First installation: First installation: 2006 - meanwhile in the 3rd generation! 2022 release X.8

Provider

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Updated on: 2022-02-17

Reference customers

Daimler Truck AG, Deutsche Bahn AG, Mercedes-Benz Group, WILO SE, Richemont S.A., OMV AG, Österreischische Verkehrsbüro Group, Kapsch AG, Cartier, Piaget, MB Formula 1, Continentale Krankenversicherung a.G., Bistum Münster, Katholische Nachrichtenagentur

Application

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- X Consumer-to-Consumer

Operator

- ✓ Media service providers
- Companies

× Publishers

Integrations

✓ Standard API

- ✓ Converter
- ✓ Connector, Plug-in
- ✓ Data Hub

Products

- Advertising material, office equipment
- X Books, teaching aids
- × Mercandises, promotional items
- × Catalogues, price lists
- X Packaging



X Large formats

- × Technical documentation
- × Newspapers, magazines

Media channels (internal / external)

X	1	Print
	•	1 11111

✓ ✓ Website, webshop

× × Online, Mobile

× × Out-of-Home

× × E-paper

× ✓ Apps

× × E-books

✓ ✓ Video/Audio

✓ ✓ E-mail

✓ ✓ Social media

× × Messenger

✓ Office applications

✓ ✓ Search engines

✓ ✓ Online marketplaces



Features

Closed shop

X Open shop

✓ E-shop in-house development

X E-shop standard system

✓ Printed file upload

X Print on demand

✓ Individualisation

✓ Personalisation

× Creation of publications

X Database publishing

× Online data check

× Correction workflow

Technical workflowCommercial workflow

Media asset management

✓ Product information management ✓

✓ Web content management

✓ Text database

Editorial system

× Translation management

Marketing management

X Media planning, media booking

Customer relationship management

Cross-media management

Content marketing management

× Communication

Modules

Video Post Production

Supplementing videos with multilingual subtitles, chapter marks, inserts or text panels, etc., with a simple approval workflow for internationalization

Similarity search for pictures

Recognition and classification of structures, color distribution, etc. and indexing of similarity parameters.

Base module

Unlimited users, unlimited media assets, including MediaPortal, MediaManager, Thesaurus and much more. CMS for structured content objects included.

Standalone applicable

System basis

Frontend devices Browser - thus desktop and adaptive/responsive for mobile devices

Frontend operating systems Windows, Mac, Linux, iOS, Android Frontend web browsers Windows, Mac, Linux, iOS, Android

Frontend technology XHTML
Server operation systems Windows

Server technology Embedded DB, Wildfly AS, Apache

Webserver Apache
PDF engine Aspose, Callas
Database system Oracle (embedded)

Operating On provider server or On customer server

Interfaces

Pre-press and printing

Order systems Databases Other Elanders

Adobe CC PlugIns

Eyepin - Newsletter - Marketing

MARMIND Hootsuite

Typo3, Drupal, WordPress, First Spirit

Active Directory und LDAP Akamai, Jet Stream, CDN77



Azure, AWS Sonix

Licence models

Costs for system setup Workshops to evaluate the requirements

Configuration on the integration system

Corporate design adjustments

Integration into the IT environment (DNS, SSO etc.)

data transfer rollout support

(from a few PD to XX)

Buying license ✓ Unlimited users

Unlimited assets Media portal(s) Tenant(s)

Rental license

As above - but incl. operation, M&S



mediamid digital services GmbH

mediamid digital services GmbH is a specialist for professional digital and media asset management (DAM/MAM). The name mediamid not only stands for extensive software solutions and services in the field of media management, but also for service, flexibility and reliability at a fair price.

Provider information

Founding year 2003
Total number of employees 22
Number of employees in Germany, 22

Austria and Switzerland

Locations Vienna
Industry specialisation DAM
MAM

Certificates

Systems and services

M@RS X

