

Calamares Video Management

Add Value to Video



Social Media embeds

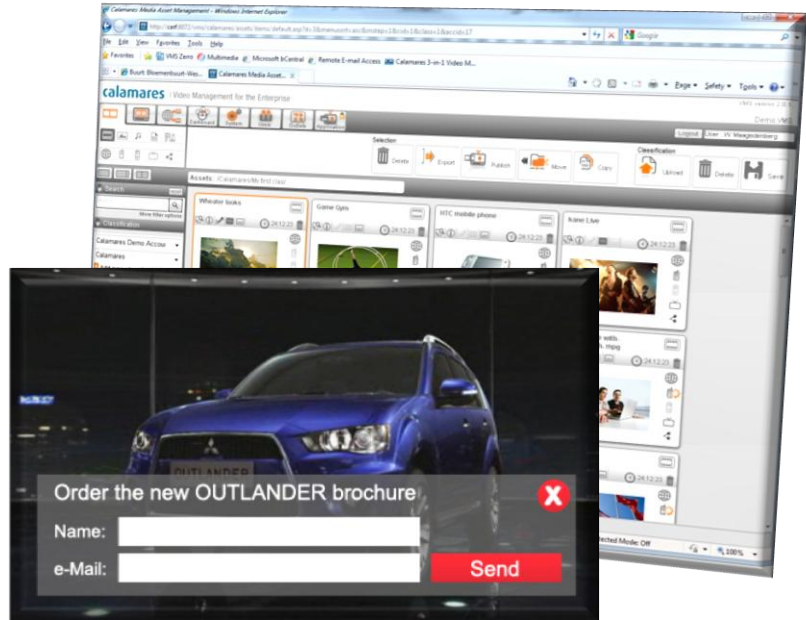
| | |
|--|---|
|  | <pre><embed src='http://calamares.tv/remote/swfplayer.swf?uid={CB0E25BE-C57-490F-B6DB-976018093A73}' width='424' height='260' menu='false'></pre> |
|  | <pre><embed src='http://calamares.tv/remote/swfplayer.swf?uid={CB0E25BE-C57-490F-B6DB-976018093A73}' width='424' height='260' menu='false'></pre> |
|  | <pre><embed src='http://calamares.tv/remote/swfplayer.swf?uid={CB0E25BE-C57-490F-B6DB-976018093A73}' width='424' height='260' menu='false'></pre> |
|  | <pre><embed src='http://calamares.tv/remote/swfplayer.swf?uid={CB0E25BE-C57-490F-B6DB-976018093A73}' width='424' height='260' menu='false'></pre> |

<http://www.calamares.com>



Agenda

- What is CALAMARES?
 - Media Management
 - Video Communications
 - (Viral) Media Distribution
- How does CALAMARES work?
 - In cooperation with WCM/CMS
 - Infrastructure
 - SaaS, Hosted or In-house?



Calamares Media Management

What is Calamares?

Calamares makes cross media communications possible based on Rich Media Assets

CALAMARES:

1. Publishes → upload, encode & distribute
2. Enriches → In-screen & player applications.
3. Reports → Statistics & conversion ratio's.



From Media Assets to Cross Media Outlets

Assets, Publications & Distributions



ASSETS



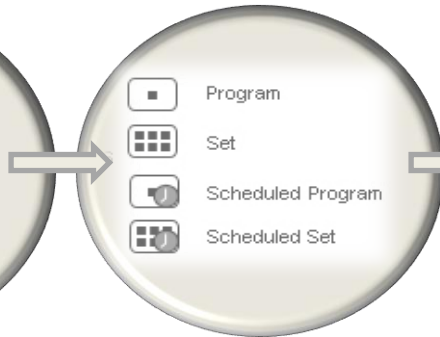
PUBLICATIONS



MEDIATYPES



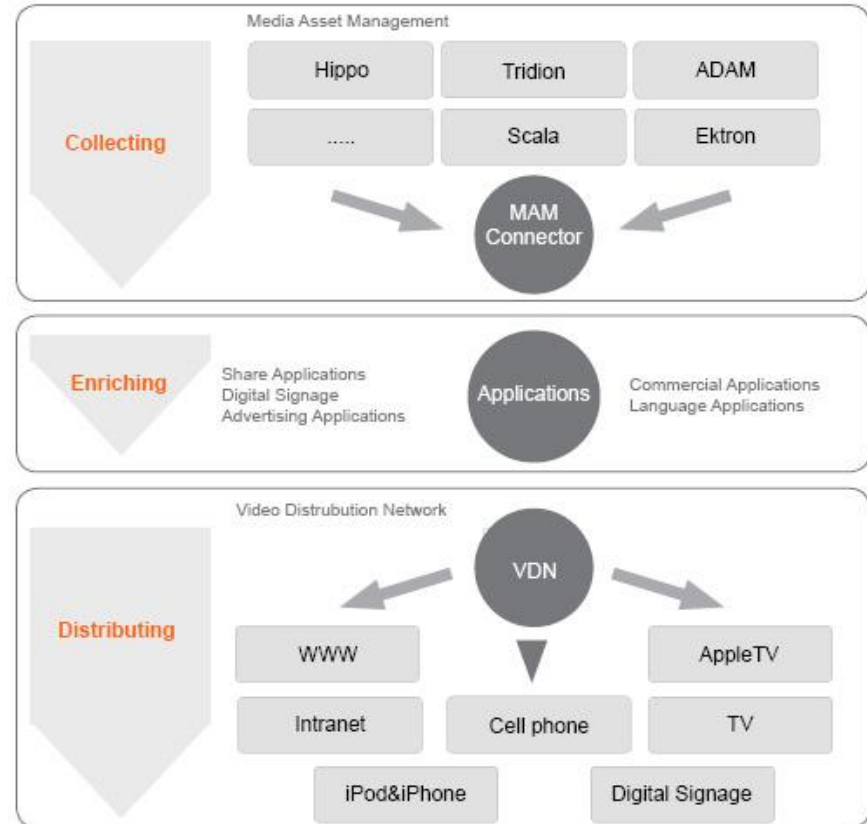
OUTLETS



The System

3-in-1

1. Media Asset Management
2. Media Applications
3. Media Distribution



Design & GUI: ASSETS

The screenshot displays the Calamares Media Asset Management web application. The browser window title is "Calamares Media Asset Management - Windows Internet Explorer". The address bar shows the URL: <http://ceff.8072/vms/calamares/assets/items/default.asp?it=3&menushort=asc&mstep=1&cid=1&class=1&accid=17>. The page header includes the Calamares logo and the text "Video Management for the Enterprise". The version is "VMS version 2.0.1" and the user is "User: W. Maagedenberg".

The main interface features a navigation bar with icons for Dashboard, System, Users, Outlets, and Application. Below this is a toolbar with actions: Selection (Delete, Export, Publish, Move, Copy) and Classification (Upload, Delete, Save). The main content area shows a grid of assets under the path "/Calamares/My first clas".

The asset grid includes:

- Wheater looks**: A landscape image of a field under a cloudy sky.
- Game Gym**: A person performing a gymnastic move on a green mat.
- HTC mobile phone**: A silver HTC mobile phone.
- kane Live**: A group of people in a dimly lit setting.
- Firstshoot_of_cellphone**: A building with a red tower.
- lookit right**: A group of people looking towards the camera.
- Thumbs**: Hands giving a thumbs up.
- Movie name with some length. mpg**: A man in a suit sitting at a desk with a laptop.
- Party**: A party scene with colorful balloons.
- Me in shopping mall**: A person in a shopping mall.
- New York**: A view of a city skyline.
- Brussel**: A view of flags in Brussels.

The left sidebar contains a search bar, classification options (Calamares Demo Account, Calamares, Add new classification), and a geography section with a grid of national flags.



Design & GUI: PUBLICATIONS

The screenshot displays the Calamares Media Asset Management (VMS) web application running in a Windows Internet Explorer browser. The browser's address bar shows the URL `http://demo.calamares.tv/vms/`. The application header includes the logo "calamares" and the tagline "Video Management for the Enterprise", along with the version "VMS version 2.0.1" and "Demo VMS". A navigation bar contains icons for Dashboard, System, Users, Outlets, and Application. A "Logout" link and the user name "User: W. Maagedenberg" are also present. Below the navigation bar is a toolbar with "Selection" and "Classification" sections, each containing icons for Delete, Export, Publish, Move, Copy, Upload, and Save. The main content area, titled "Publications: /Calamares/My first class", features a grid of 12 video thumbnails. Each thumbnail includes a title, a search icon, a refresh icon, a delete icon, a date stamp of "24-12-23", and a globe icon. The thumbnails are: "Wheater looks", "Game Gyn", "HTC mobile phone", "Kane Live", "Firstshoot_of_cellphone", "lookit right", "Thumbs", "Movie name with some length.mpg", "Party", "Me in shopping mall", "New York", and "Brussel". A left sidebar contains a search box, "More filter options", a "Classification" dropdown menu (set to "Calamares"), and a "Geography" section with a grid of national flags. The browser's status bar at the bottom indicates "Local intranet | Protected Mode: Off" and a zoom level of "100%".



Design & GUI: DISTRIBUTIONS

The screenshot displays the Calamares Media Asset Management web application running in a Windows Internet Explorer browser. The browser's address bar shows the URL `http://demo.calamares.tv/vms/`. The application's title bar reads "Calamares Media Asset Management - Windows Internet Explorer".

The application interface includes a top navigation bar with the "calamares" logo and the tagline "Video Management for the Enterprise". Below this is a secondary navigation bar with icons for "Dashboard", "System", "Users", "Outlets", and "Application". A "Logout" button and the user name "User: W. Maagedenberg" are also present.

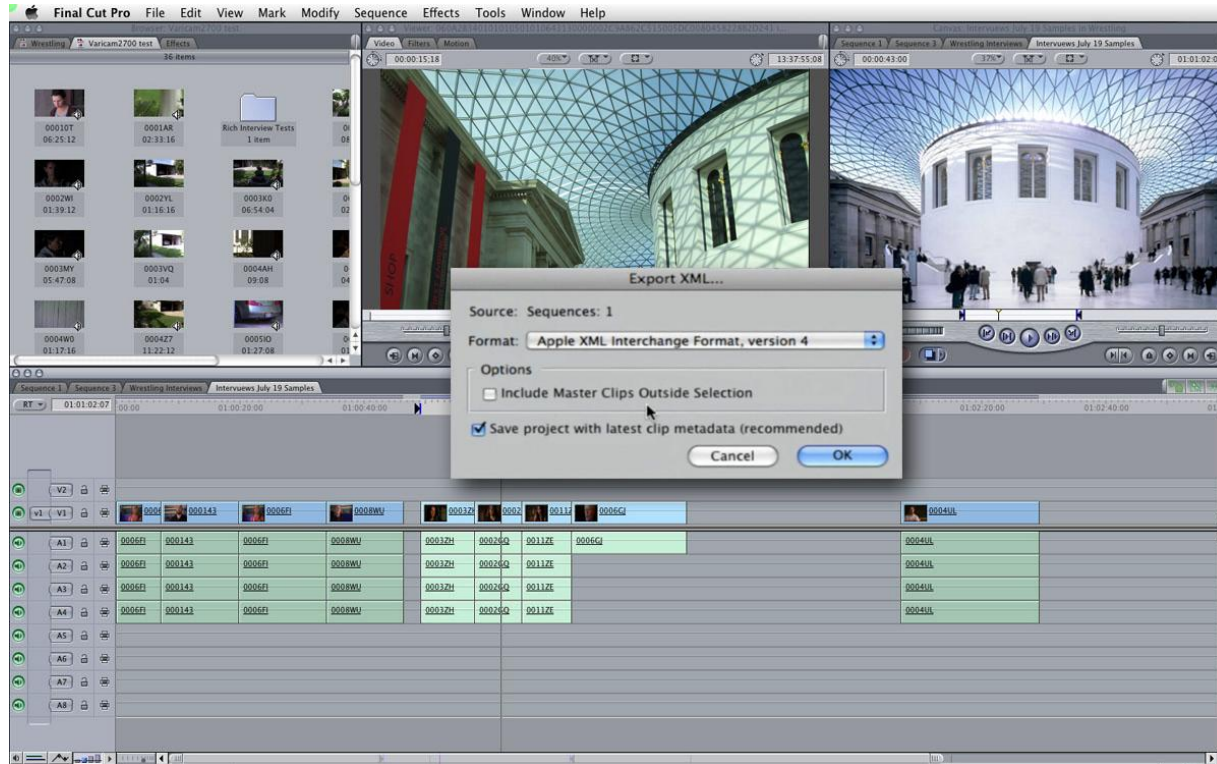
The main content area is titled "Distribution: /Calamares/My first class/". It features a search bar on the left and a grid of media asset thumbnails. Each thumbnail includes a play button, a duration, and a delete icon. A tooltip is visible over one of the thumbnails, displaying the text: "Movie name with some length name of item.mp4".

On the left side of the interface, there is a sidebar with a search box, a "Classification" dropdown menu, and a "Geography" section showing a grid of national flags. The "Geography" section is currently set to "reset".

The bottom of the browser window shows the status bar with "Local intranet | Protected Mode: Off" and a zoom level of "100%".



Import & Export of Assets



Design & GUI: Extract clips of video

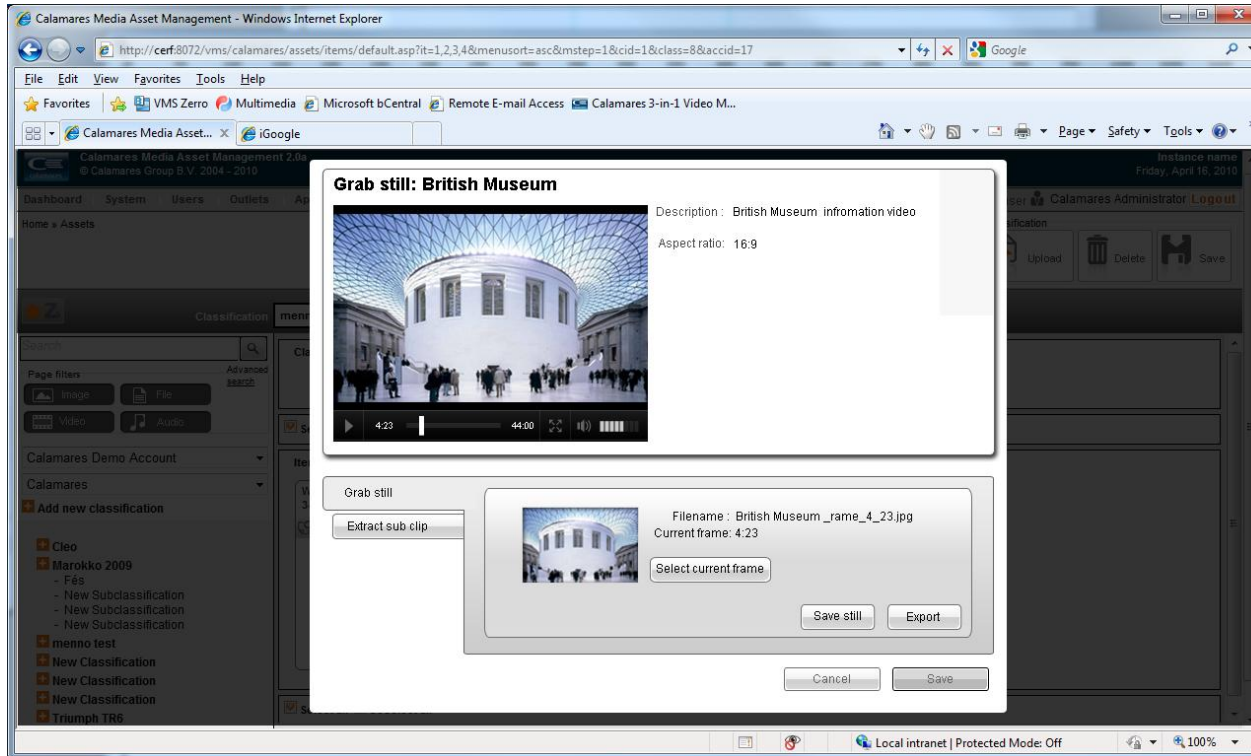
The screenshot displays the Calamares Media Asset Management interface within a Windows Internet Explorer browser window. The browser's address bar shows the URL: `http://cerf:8072/vms/calamares/assets/items/default.asp?it=1,2,3,4&menushort=asc&mstep=1&cid=1&class=8&accid=17`. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The interface features a sidebar with navigation options like Dashboard, System, Users, and Outlets. The main content area shows a video player with a thumbnail of a museum interior. A dialog box titled "Extract sub clip" is open, displaying the video player and a form for defining clip boundaries. The form includes fields for In-Point and Out-Point in hours, minutes, seconds, and milliseconds, along with "Mark in" and "Mark out" buttons. Below the form, there is a table for managing extracted clips.

| IN | OUT | Thumbnail | Description | Actions |
|------------|------------|-----------|-------------------------|---------|
| 0:05:43.19 | 0:10:43.00 | | Sub clip British Museum | |

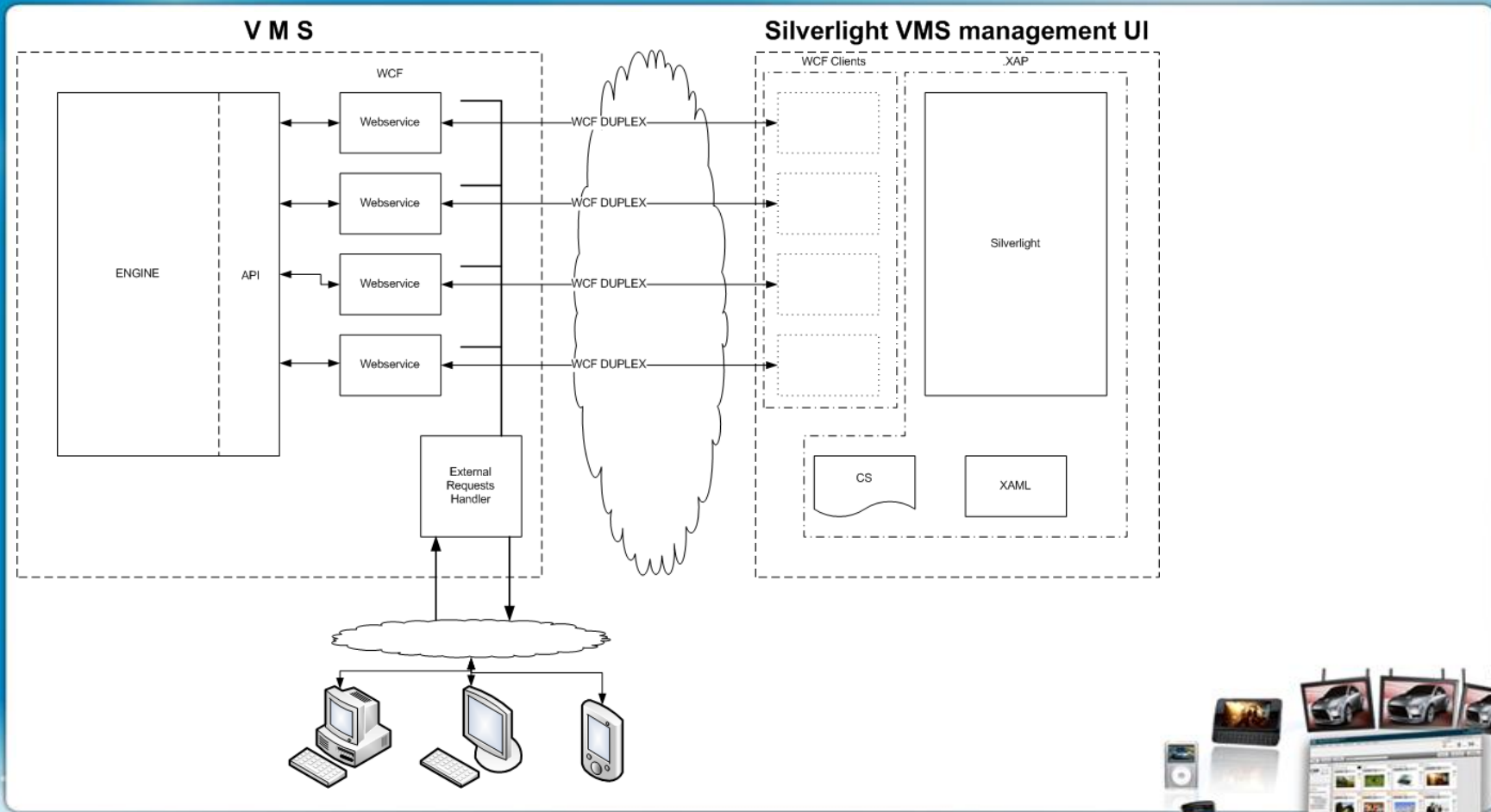
Additional details in the dialog box include a "Grab still" button, an "Add entry" button, and a "Duration: 5:00" label. The background interface shows a "Calamares Demo Account" and a list of classifications including Cleo, Marokko 2009, and Triumph TR6.



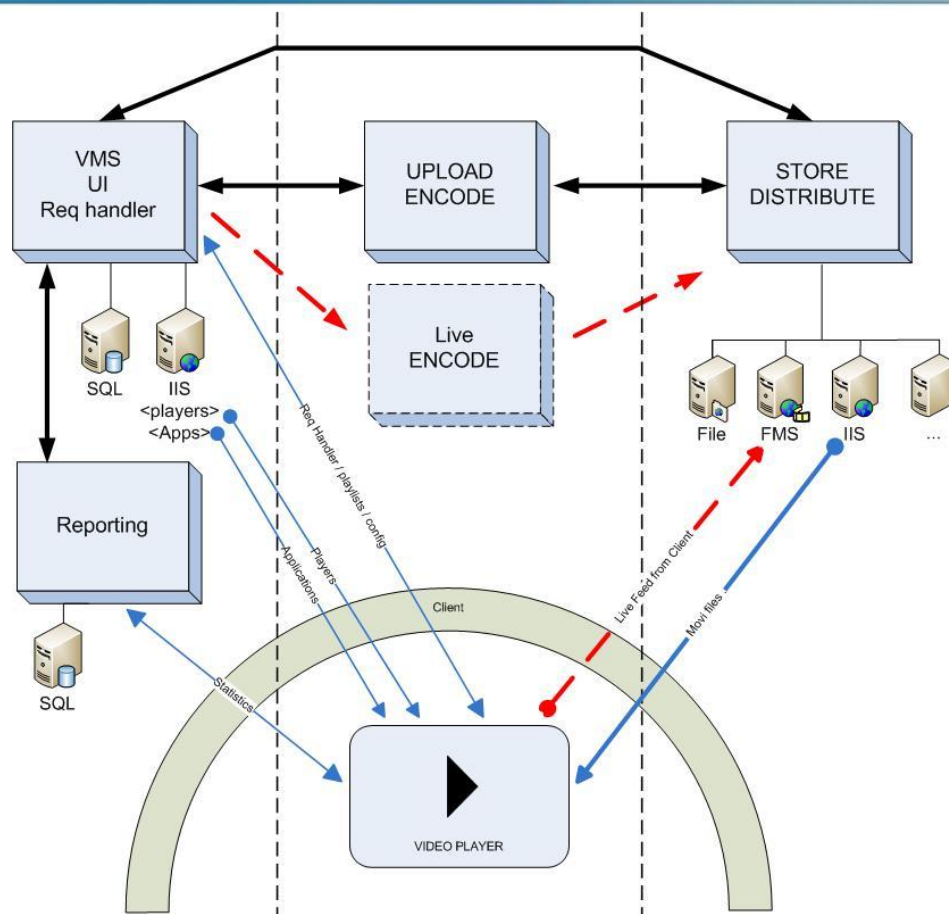
Design & GUI: Grab Stills from Video



Architecture

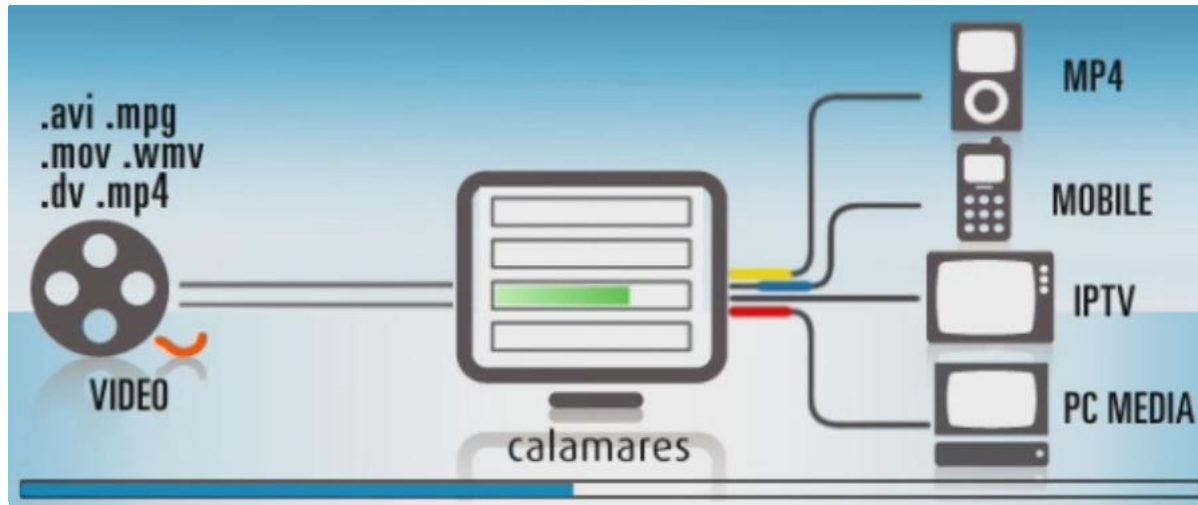


Infrastructure



1. Upload, Encode & Publish

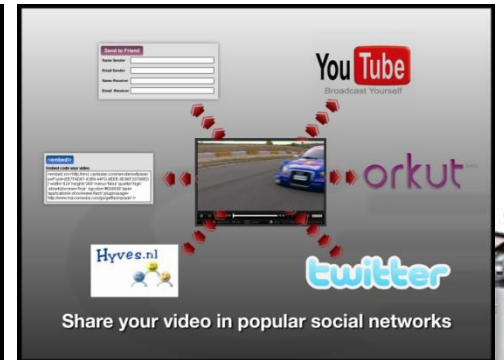
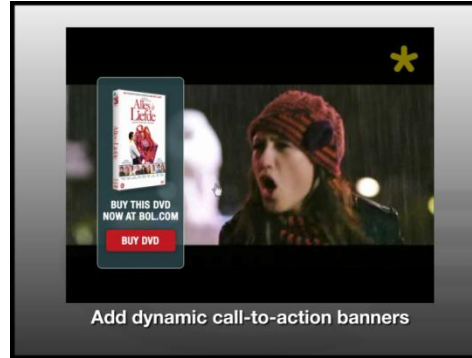
Cross Media Encoding & Publishing



2. Enrich: Add value to video

In-screen & Player Applications: 20 ways to monetize via Video

1. Sharing
 2. Digital Signage
 3. Advertising
 4. Commercial
 5. Multilingual
- Viral distribution of your content with applications.
 - Central management & reporting of conversion per embedded player.



Calamares Dynamic QR-code Conversion

calamares | How to use QR-Codes for Conversion?



[How to use QR-codes for Conversion?](#)

[From In-Store Media to Mobile.](#)



Cross Media Distribution



Smart phones



Digital Signage



iPods & iPhones



BlackBerries



WWW & Intranet



Mobile devices



TV , IPTV & AppleTV

Provide Video Solutions with Calamares

The Calamares Enterprise & Professional Services provide:

Technology for both Managed Services and SaaS, enabling:

1. **Account Management Services** → account management & provisioning of video services.
2. **Uploading processes** → user management & limitations, workflow management.
3. **Encoding services** → cross media video encoding, content optimization, fingerprinting.
4. **Storage management** → account & user limits.
5. **Distribution services** → cross media distribution: www, cell phones, iPod & iPhone, digital signage & TV.

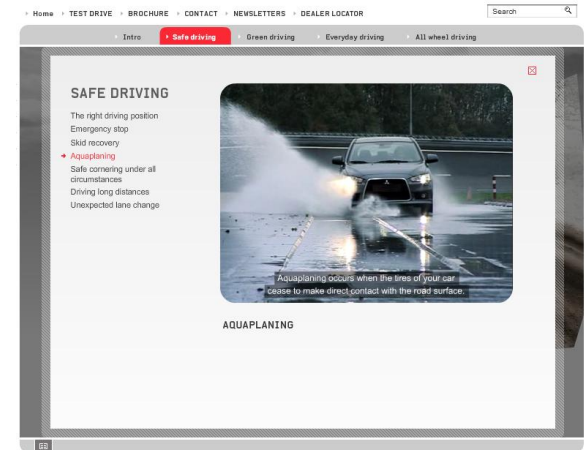
Calamares enables clients with a platform for provisioning cross media video accounts to enable prêt-a-porter video solutions. The video engine itself, player technology, APIs and SDK are also available for tailored and embedded solutions.



Client case: From Views to Sales Leads

Mitsubishi Motors Europe

1. Pan European roll-out of 3-in-1 VMS
 2. 60% savings on Multilingual video costs
 3. Increasing leads & test drive requests
 4. Company wide statistics & conversion rates
- Video communications in EU website, country websites and local dealer websites
 - Gathering usage statistics & conversion rates European wide
 - Integrated with Mitsubishi's Web Content Management Systems



Competition: Calamares USP's

Why choose Calamares above YouTube and others?

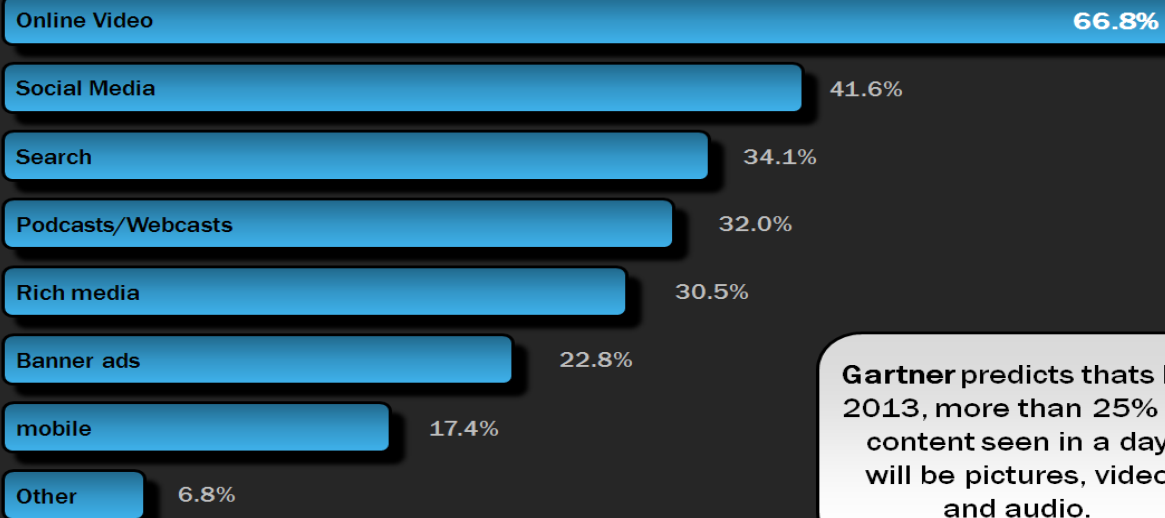
| | Calamares | Youtube |
|--|-----------|---------|
| • Publish videos to all cross media channels out of one central system | ✓ | X |
| • Adding value to video with numerous different applications | ✓ | X |
| • Full integration with your existing content systems | ✓ | X |
| • Possibility for multilevel users & user management | ✓ | X |
| • Keep the ownership of your videos | ✓ | X |
| • Save on video post production costs | ✓ | X |
| • In-depth statistical features | ✓ | X |
| • Proven technology platform | ✓ | X |



Communications Trend

eMarketer.com

Tactics on which US Marketers plan to focus their online marketing budget in 2009



Gartner predicts that by 2013, more than 25% of content seen in a day will be pictures, video and audio.



CONTACT CALAMARES

Contact

CALAMARES

Delftechpark 37b
2628 XJ Delft
The Netherlands

Wouter Maagdenberg

E-mail: wouter@calamares.com

<http://www.calamares.com>

