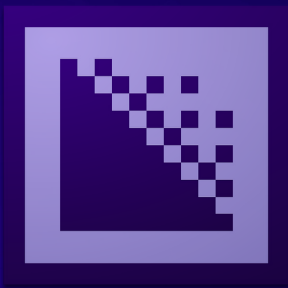


**EMAM**  
Leveraging Content



Powerful integrated  
transcoding with  
Adobe Media Encoder CC

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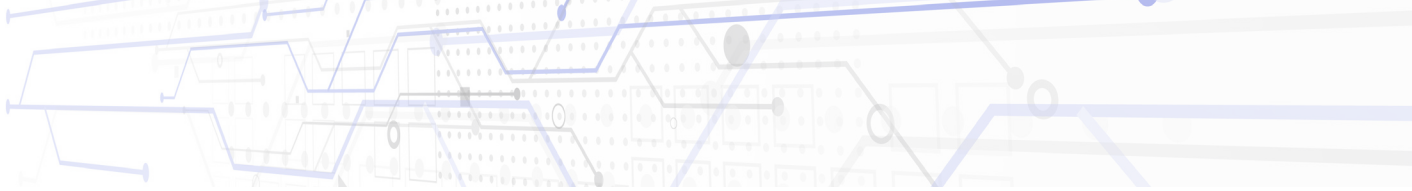




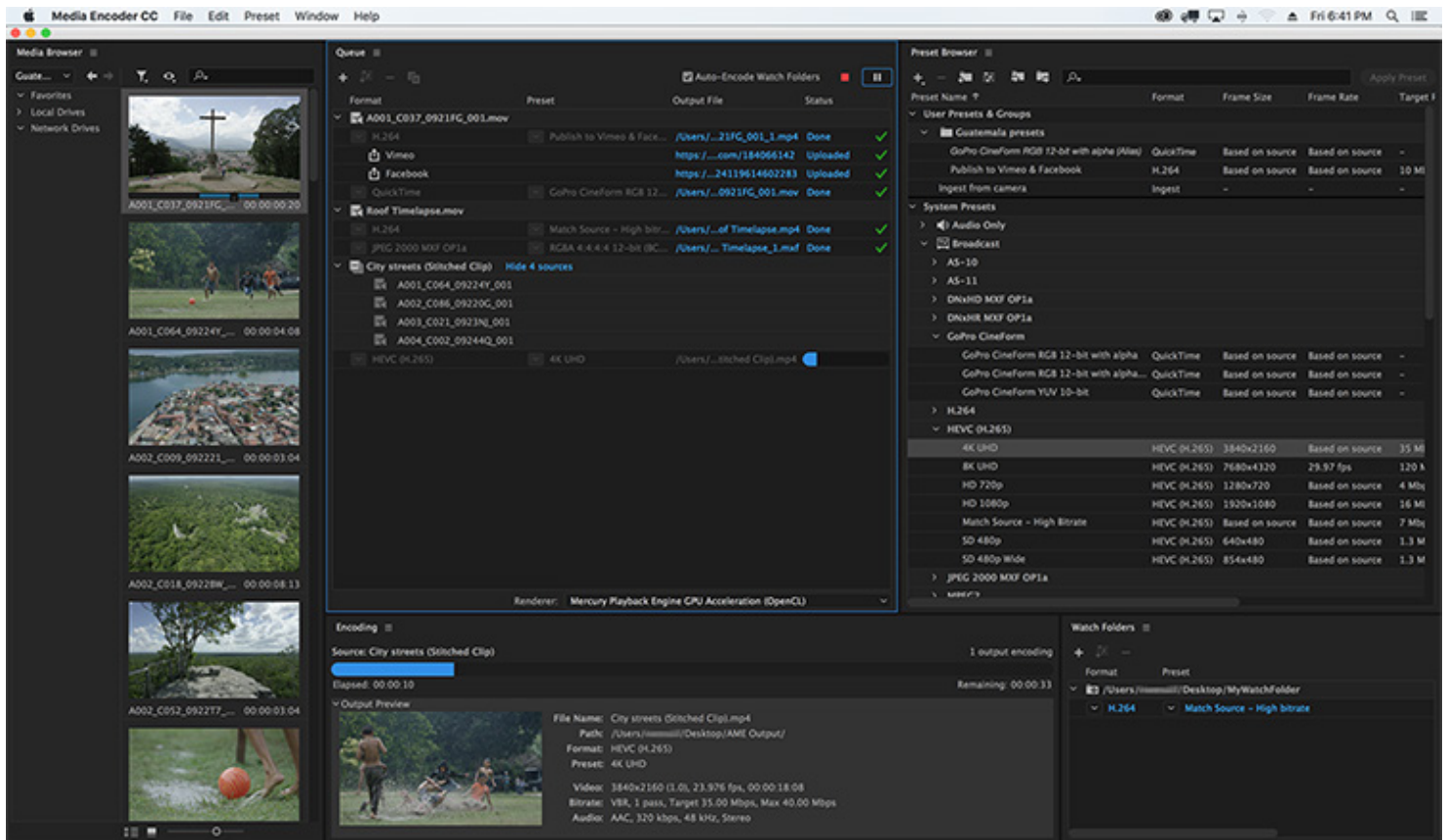
### **Adobe Media Encoder CC: a powerhouse for media processing**

Adobe Media Encoder CC is a media processing application that lets users encode audio and video in a variety of formats. Utilizing a rich feature set, this makes Media Encoder one of the most powerful options for processing rich media:

- Ingest and transcoding functionality
- Support for 8K H.264 export
- Export XAVC QFHD Long GOP 4:2:2 formats
- Hardware-accelerated HEVC/H.264 encoding
- RED camera format decoding
- Sony RAW/X-OCN camera format decoding
- Support for importing Canon C200 camera formats
- Support for importing Sony Venice camera formats
- RED camera Image Processing Pipeline [IPP2] support
- Animated GIF export
- Format support for RF64 WAV Decode/Encode, decode for Sony X-OCN, and QuickTime DNx Smart Rendering
- Streamlined bit depth and alpha channel settings (QuickTime only) Export support for ambisonic audio (H.264 only)
- Support for Hybrid LOG Gamma (HLG)
- Support for HDR in HEVC (H.265) Export support for Panasonic AVC-Long GOP Op1b



The Media Encoder interface is divided into four panels: Media Browser, Queue, Pre-set Browser, and Encoding. The Media Browser allows users to browse media stored in various formats on an attached storage. The Queue is the heart of the application, listing the encoding jobs. The Encoding Panel monitors the progress of current jobs running. In the pre-set Browser, users can set up ingest pre-sets for use with other applications and choose output settings from a large array of supported formats and codecs.



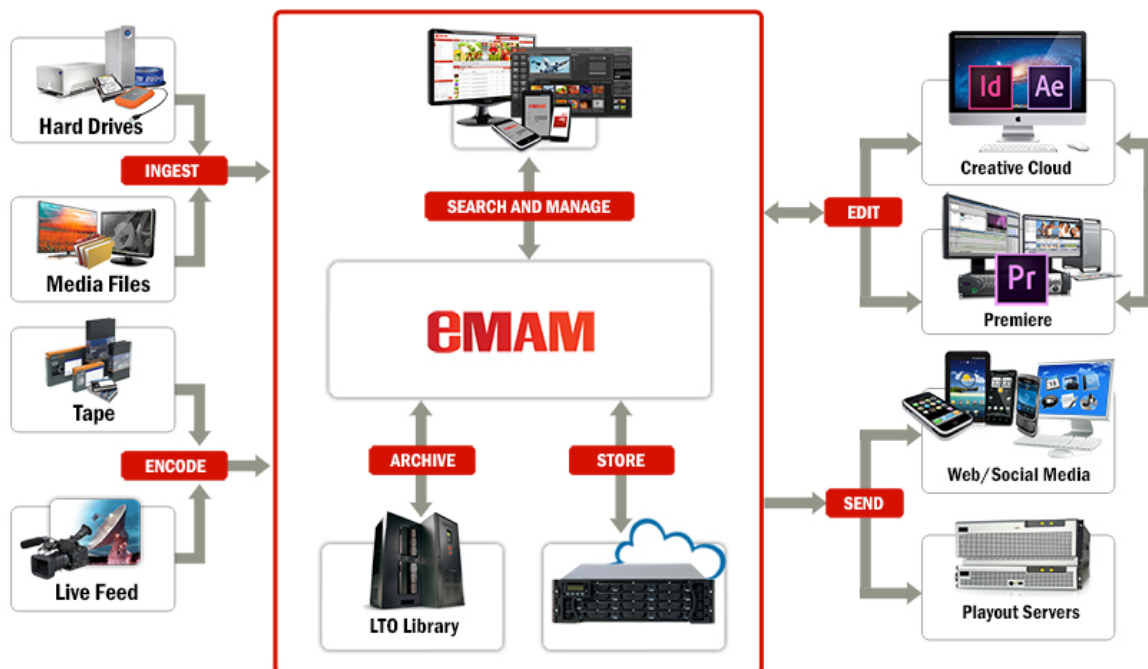
## eMAM for media management

Managing the flood of content in a digital age has become a major challenge for organizations everywhere. Companies have had to adapt ways to organize and share their media, while transitioning from tape-based workflows to digital file-based environments. In order to manage these rapidly changing dynamics, Empress Media Asset Management, LLC developed eMAM™, a powerful and flexible web-accessible media asset management system for users to easily manage digital assets throughout day-to-day workflows from any global location.

## eMAM Extension panels for Adobe Premiere Pro CC and Adobe After Effects CC

The Adobe Creative Cloud tool set makes a powerful combined offering to empower creative professionals to make the best quality productions. eMAM's extension panels in Adobe Premiere Pro CC, Adobe InDesign CC, Adobe After Effects CC, and (soon) other Creative Cloud tools, provides eMAM users with powerful production tools. This powerful integration gives Creative Cloud users seamless access to all media managed by eMAM, even if content is spread across different systems, different on-premise or cloud storage locations, and in one or more archive systems. With interoperability to 60 different technologies, eMAM provides tools for collaboration between non-technical and technical users, access control, project management (including check-in and check-out), mezzanine/proxy editing, review and approval, and storage/archive management.

With the extension panel, eMAM can power collaboration before, during, and after the editing process. To start the editing process, eMAM users can use tablets or web browsers to search all eMAM storage and archive locations using a simple search, advanced search, search filters, and AI search to select media, mark and sub clip media, build timelines, and group media into projects and bins. During the editing process, eMAM users can use a tablet, mobile phone or web browser to add media to current projects and editors can send review and approval links to staff members by email. After project completion, eMAM can send links by social media and email sharing, publish media, or deliver in desired formats and codecs to multiple locations. Finally, editors can intelligently archive projects and associated media without disrupting other ongoing projects.

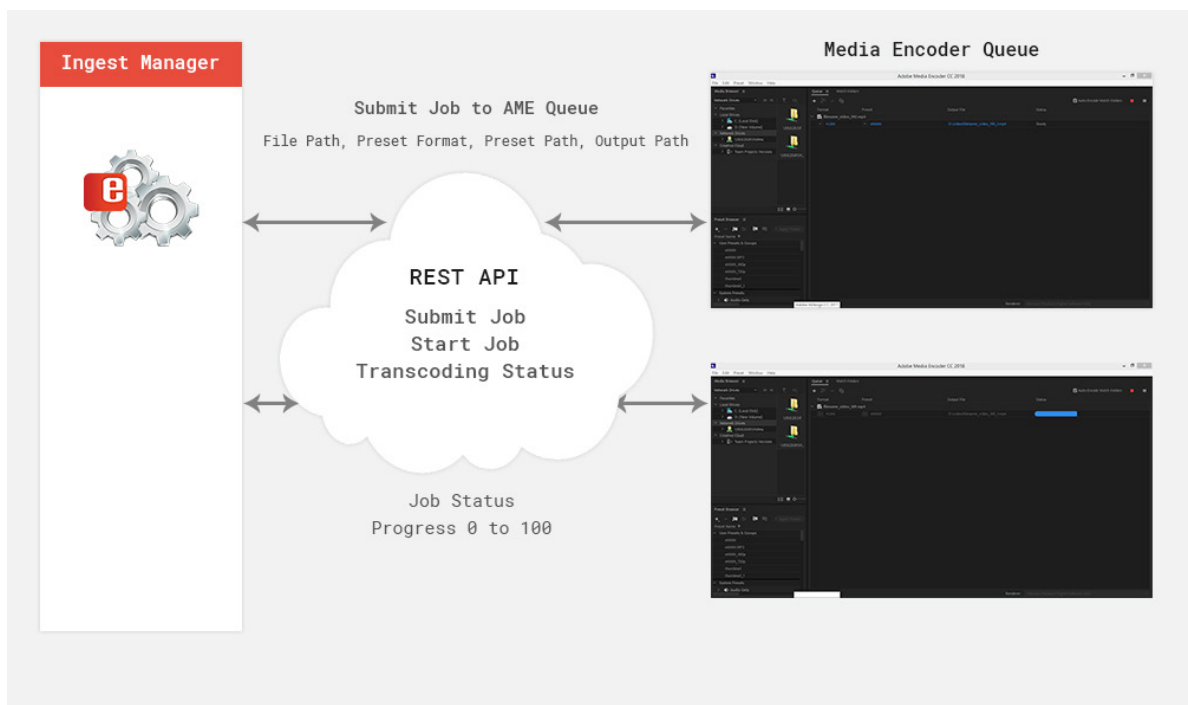


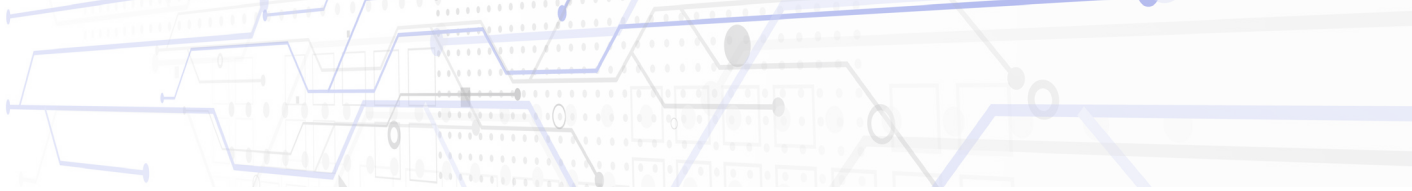
## Creative Cloud integrations leverage Adobe Media Encoder CC

Adobe Media Encoder CC is a media processing engine built into Premiere and After Effects. The eMAM panel integration allows Premiere users to ingest content using Media Browser. Users can drag and drop or import local media, adding them to a project, bin, and timeline. When a project is finished, clicking the Export button in the extension panel will move the selected media from local storage to eMAM managed storage and create an h.264 MP4 proxy file (at the desired quality) for eMAM collaboration, all processed by Media Encoder. eMAM will avoid storage duplication by only importing new media. Users may choose server-based transcoding if desired. Users can also generate mezzanine/proxy copies for remote proxy editing, all managed by eMAM.

## Stand Alone Adobe Media Encoder CC

Adobe Media Encoder CC can be used as a stand-alone application. eMAM also uses a RESTful API interface to have an integrated panel for Media Encoder. Using the Remote AME panel option, transcoding jobs can be directly submitted and tracked from Media Encoder without Premiere or After Effects. This allows the eMAM Ingest Manger to trigger transcoding on a different computer, so the processing power required is shifted away from editing workstations. This allows Adobe Creative Cloud customers to leverage the power of Media Encoder without the complexity and cost of third party transcoding systems. Organizations can now realize the potential of cloud storage for production, because eMAM users can perform local mezzanine/proxy edits, and Media Encoder can perform a final conform with original media in the cloud.





## Conclusion

Integrating eMAM with Adobe Media Encoder CC provides users with a powerful ingest and transcoding tool within the extension panels for Adobe Premiere Pro CC and Adobe After Effects nCC. With the eMAM and Media Encoder integration, organizations no longer need to purchase complex and costly transcoding systems. This allows users to realize the workflow tools of eMAM, the creative power of the Creative Cloud, and the flexibility and power of Media Encoder.

## Appendix 1.

### *Technical details for the eMAM RESTful API for Adobe Media Encoder CC*

The eMAM API interface for AME allows other applications like eMAM Ingest Manager to submit the transcode jobs to the AME queue. This API is built on latest Express.js framework and Adobe Extend Script with REST principles. This API listens to TCP port 8008 for the incoming messages from other applications.

Supported API methods include

**AME Panel Status:-** Function to check whether the AME panel API is running and listening to the port.

Sample JSON response:

```
{"status": "online"}
```

**Submit Job:-** Send the jobs details to AME. Parameters include, filepath, uui, preset format, .epr preset path and output path.

Sample JSON request:

```
{  "filepath": "UNC_PATH-UUID.avi",  "uuid": "f53a8ec4-dd0b-461c-83b6-cdad57921b65",  "presetformat": 'H.264',  "presetpath": "http://servername/emamgateway/amepresets/uuid_mp4.epr",  "outputpath": "UNC_PATH-UUID_1.mp4"}
```



**QueueStatus :-** This method returns the current AME queue details.

Sample JSON response:

```
[{"State": "Stopped", "Status": "Done!", "Progress": 100, "OutputPath": "D:/videos/UUID_1.mp4"}]
```

Queued - Added to AME queue

Done! - Trans-coding completed

Stopped! -Trans-coding stopped

Failed! -Transcoding failed

**Pause Job: -** This function is used to pause a specific transcoding job in AME.

Response

200 OK

500 Internal server error

**Resume Job: -** This function is used to resume a transcoding job in paused state.

Response

200 OK

500 Internal server error

**Pending Job: -** Function to get all the pending jobs in AME by checking any failed or unprocessed job after the system crash or any unexpected issues with Adobe Media Encoder.

Sample JSON response:

```
[{"jobId": "f53a8ec4-dd0b-461c-83b6-cdad57921b65"}, {"jobId": "3a3a81c2-dc0b-b81c-83b6-cdad52c21b65"}]
```



## Appendix 2

### Configuring Adobe Media Encoder CC as a Transcoder in eMAM

New options are included in eMAM to configure AME as the server-based transcoder to create the proxy, mezzanine and thumbnail files. The existing or custom pre-set file (.epr) from AME can be exported and used in eMAM for the various ingest/transcode configurations. Configured ingest profiles can be selected in the eMAM Web Uploader or eMAM Feeder during the upload process. Once the files are uploaded to the ingest folder, the eMAM Ingest Manager establishes the connection with Adobe Media Encoder CC using the configured IP address and port 8008 to submit the transcode jobs and monitor the job status.

<b>Transcode Profile Name *</b>	<input type="text" value="AME 55"/>
<b>Transcode Server IP / Host Name *</b>	<input type="text" value="inhouse.emamonline.com"/>
<b>Transcode Server *</b>	<input type="text" value="EMAMSVR_LIVE_INTERNAL"/>
<b>Transcoder Type *</b>	<input type="text" value="Adobe Media Encoder(AME)"/>
<b>AME IP *</b>	<input type="text" value="10.0.1.55"/>
<b>AME Port *</b>	<input type="text" value="8008"/>
<b>Video Preset</b>	<input type="button" value="Browse..."/> H.264_MP4.epr <input type="button" value="Download"/>
<b>Audio Preset</b>	<input type="button" value="Browse..."/> AAC_MP3.epr <input type="button" value="Download"/>
<b>Thumbnail Preset</b>	<input type="button" value="Browse..."/> JPEG_Thumbnail.epr <input type="button" value="Download"/>
<b>AV ingest threads</b>	<input type="text" value="1"/>
<b>Otherfiles ingest threads</b>	<input type="text" value="1"/>

<b>Profile Name :</b> <input type="text" value="INHOUSE AME 55"/>	<b>User :</b> <input type="text" value="athomas@empresmam.com"/>
<b>eMAM Ingest Manager :</b> <input type="text" value="EMAMSVR_LIVE_INTERNAL"/>	<b>Ingest Path :</b> <input type="text" value="\\inhouse.emamonline.com\emamfolders\AMEIngest"/>
<b>Asset Folder :</b> <input type="text" value="IN-HOUSE Original"/>	<b>Ingest Login :</b> <input type="text" value="emam"/>
<b>Xcode Type :</b> <input type="text" value="ManagedTranscode"/>	<b>Ingest Password :</b> <input type="password" value="*****"/>
<b>Transcode Server :</b> <input type="text" value="AME 55"/>	<a href="#">Advanced Settings</a>

<b>Transcoding:</b> <input type="text" value="Use the server"/>	<b>Ingest Profile</b> <input type="text" value="INHOUSE AME 55"/>	<b>Priority:</b> <input type="text" value="1"/>
<b>Author:</b> <input type="text" value="athomas@empresmam.com"/>	<input type="button" value="OK"/>	<input type="button" value="Clear"/> <input type="button" value="Cancel"/>

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