ADS EPK

When it's time to showcase your media, you need to provide easy media access to your viewers, whether it's to share final cuts of movie scenes, TV clips, previews, trailers, advertisements, or stock video. You can't let the limitations of technology get in the way. That's why ADS created ADS EPK, a comprehensive Internet-based portal designed solely for the viewing and distribution of electronic press kit materials. ADS brings new sophistication to electronic press kits, giving registered users quick access to media assets any time of the day, from any location, and on the desktop or mobile display device of their choice.

Features

- Easy-to-use navigation through active campaigns by title, content owner (studio) or keyword search.
- Video playback of streaming files in a variety of display sizes – from small to full screen.
- A campaign splash page with metadata linked specifically to each feature – including poster and studio art, synopses, above-the-line credits, release date, web links and other relative information.
- Campaign assets listed by production type, such as EPK film clip, trailer, sound bite, red carpet event and generic interview.
- Display of non-video assets, such as images, documents and audio files.
- Downloadable assets in a variety of preset file types and international standards, such as QuickTime DVCPRO 100 HD, MPEG2 SD Broadcast NTSC and H.264 Mobile. While a standard list of files is available for public assets, any file type can be added for download.
- The ability to download using a Cart or direct download of the present asset from the viewing environment.
- Accelerated download speeds utilizing a free Aspera Connect plug-in allow file delivery at speeds up to 10 times those of FTP.
- Self-registration of new users by online request form. Users are vetted by ADS personnel, and, by request, can be approved on a one-by-one basis by studio representatives.
- Distribution of selected assets globally, with restriction of secure assets to privileged users.

Unique Capabilities

- Extended metadata view provides as little or as much information as required per asset.
- Ability to download via HTTP without installing the Aspera Connect plug-in allows quick content access without any IT delays.
- Support for tablet devices, such as the iPad ™, that cannot playback Flash files.
- If selected, studio administrators can be given direct controls to create their own custom EPK usage reporting. PDF or Excel-based reports can be generated to include global or granular usage data.
- If selected, header art can be used to brand studio content.
- If selected, users and materials can be restricted to studio-based subdomains, such as studioname.ads-xpress.com, where the artwork and overall portal can be customized to reflect the studio's web presence.

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