

# Escenic Multimedia Integration

Making Web content live!

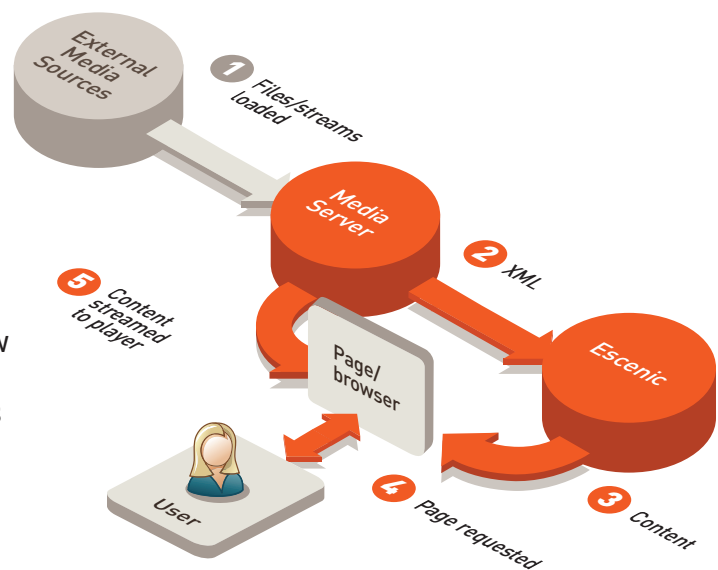
**Escenic's video integration solution provides enhanced multimedia capabilities to our customers, enabling them to quickly and easily upload and embed videos on their websites.**

Escenic Video Integration Solution provides the necessary tools to do this by:

**Features include:**

- Video metadata stored in Escenic Content Engine
- Preview video from Escenic Content Studio
- Set start and stop offsets during preview
- Video objects branded with special icons in the GUI

Escenic's Video Integration Solution is integrated with Escenic Content Engine.



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## Fast Multimedia Filter – Rich multimedia search and analysis

Escenic has integrated Fast's professional Multimedia filter to provide our customers with access to the latest rich multimedia search and pattern recognition technology.

Escenic's integration with Fast enables us to provide high-end search and text analysis tools to our customers, putting the user in control when searching for and downloading multimedia content; images, video, audio and maps.

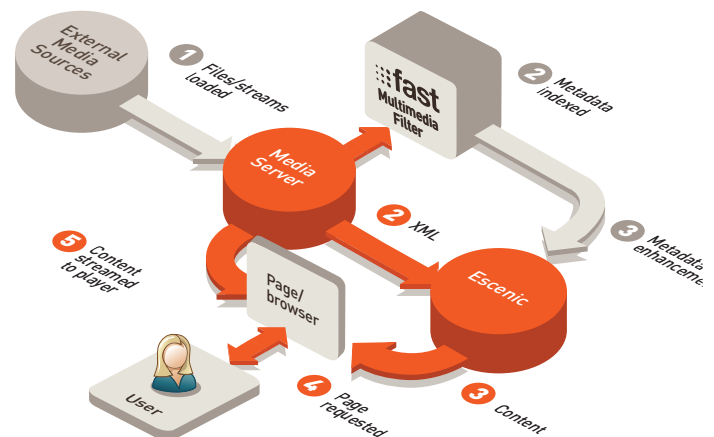
## Two main points of integration:

### Back-end:

- Automatic categorization/tagging
- Finding similar content to the one being created, internal or external sources
- Automatic creation of links inside Escenic articles (e.g. names of people, companies, places or hot topics) to internal or external sources

### Front-end:

- Enriching stories with collections of content from internal and external sources
- Scraping, indexing, categorization



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