

Escenic Content Engine

Platform for Innovation

Escenic Content Engine is the core of an Escenic installation. It is a high-performance, feature-rich platform for creating world class online experiences.

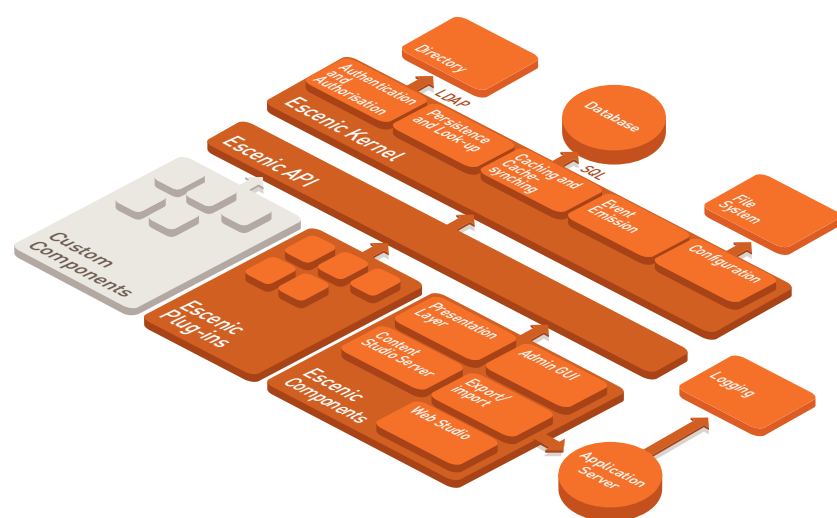
Escenic Content Engine stores all text, images, audio, video and other digital assets and provides the back-end functionality for applications such as Escenic Content Studio. Content is also made accessible through Java Server Pages tag libraries, RESTful web services and an open Java API.

Features include:

- Enterprise content management system based on 10 years of media industry experience and close cooperation with 500+ clients.
- Designed for high-volume, business critical content management.
- Multi-site and multi-channel: web, mobile, print, broadcast.
- Designed to be open and standards-compliant.
- Extremely flexible and powerful JSP presentation layer.
- Excellent support for integration with other systems.
- Wide range of plug-in modules available.

Architecture Overview

- The Escenic kernel handles persistence, low-level caching, event management, etc. – as well as communication with databases, file/storage systems, LDAP directories, etc.
- The Java API provides access to key features of the kernel and is used by both Escenic Content Studio, plug-in modules and custom components.
- Escenic Content Engine runs on several Java application server platforms, and supports a wide variety of databases.

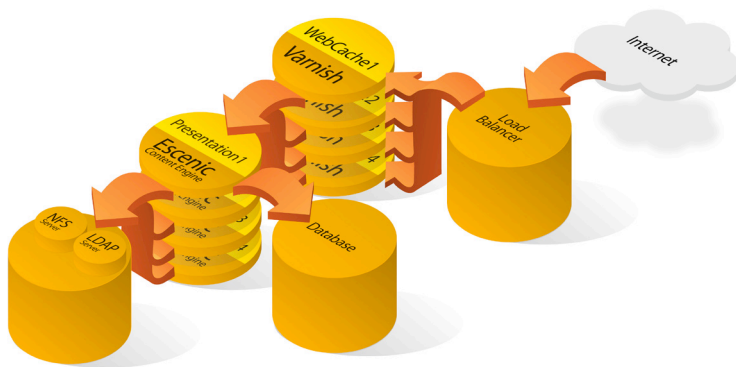


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Performance



*Architecture example:
Serving 500 million page views per month*

- Scalable search infrastructure.
- Near-linear scalability: Very predictable performance gains.
- Dynamic cache management reduces load on application servers, database systems and any other systems - the published content is instantly updated and always current on all sites and in all channels.
- Dedicated servers for presentation and publication ensure independency for content producers and site visitors – as well as automated import and exports.
- Escenic provides several tools for tuning and optimizing the JSP presentation layer, server configurations, cache management, etc.

Standards Compliance

- Escenic Content Engine is J2EE-compliant.
- EAR and WAR deployment of web applications.
- Presentation layer uses standard JSP technology: powerful, flexible and possible to extend with other JSP tag libraries.

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