MEDIAFLUX®
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DAMS

POWERED BY MEDIAFLUX

Transforming Digital Asset Management for the Cultural Sector

Reimagining How Cultural Institutions Manage and Share Their Collections

Museums, galleries, and cultural institutions are undergoing a profound shift. Once reliant on siloed, inflexible, or bespoke systems, these organizations are now facing explosive growth in digitized assets, rising expectations for public access, and increasing demands for long-term preservation, research integration, collaboration, and monetization.

Legacy systems—often built for smaller collections or simpler workflows—are struggling to keep up. They lack the scalability, customizability, and metadata depth required to support complex, evolving digital ecosystems. As institutions embark on major digitization programs and reimagine how they engage the public and partners, they require infrastructure that can adapt with them—not hold them back.

Mediaflux DAMS meets this moment.

Built on the powerful and flexible Mediaflux platform, Mediaflux DAMS offers a modern, metadata-driven solution for managing, describing, and distributing digital assets at any scale. It empowers cultural institutions to preserve heritage, enable research, and create compelling digital experiences—without compromising on control, security, or performance.

ARCITECTA®
OPERATING SYSTEMS FOR META+DATA

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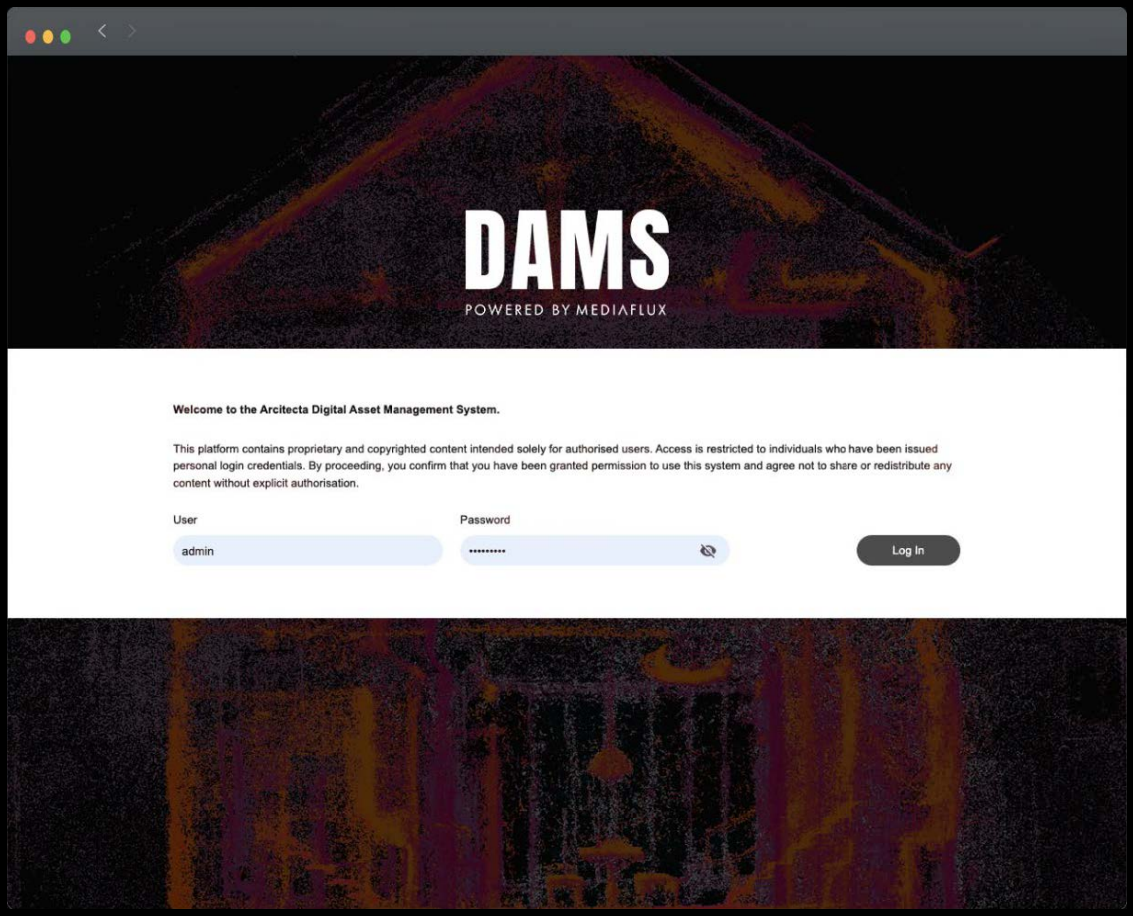
Mediaflux DAMS is a powerful digital asset management solution designed for institutions managing complex, metadata-rich datasets. It provides an intuitive, fully customizable interface for storing, describing, and accessing digital assets at scale—ideal for research infrastructures, cultural archives, and other data-intensive environments.

Platform Foundation: Powered by Mediaflux

Mediaflux DAMS is built on the robust Mediaflux platform, inheriting powerful capabilities designed for demanding data environments:

- High-throughput data ingest and retrieval for efficient management of large, complex datasets
- Flexible metadata schema supporting versioning, relationships, and controlled vocabularies
- Automated workflow orchestration and lifecycle policy enforcement for streamlined data management
- Multi-protocol support including S3, NFS, WebDAV, and HTTP/S for broad interoperability
- Seamless integration across on-premise, cloud, and hybrid infrastructure
- Granular access controls and audit logging to ensure data governance, compliance, and security
- Storage-agnostic and virtualized – data can reside anywhere, with intelligent tiering and transparent access for end users.

These enterprise-grade features are delivered through a configurable, browser-based user interface, making advanced data management accessible and adaptable to institutional needs.



Logging into the Digital Asset Management System

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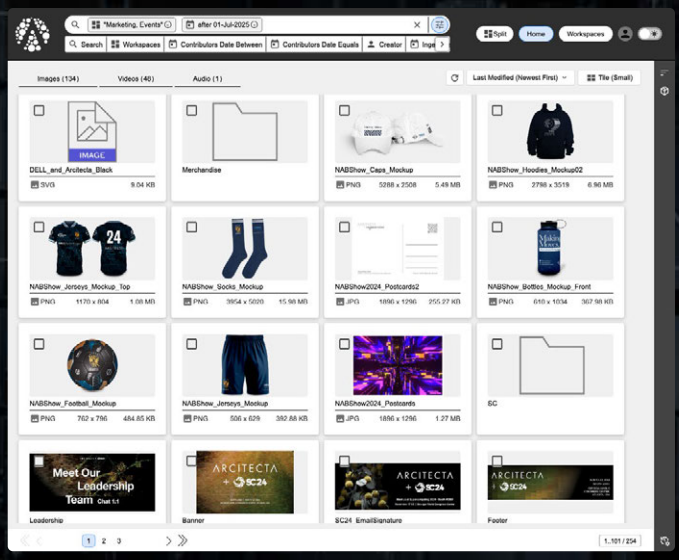
Metadata-Driven Intelligence

Metadata is at the core of Mediaflux DAMS—powering everything from discovery and automation to governance and curation. The system turns metadata into actionable intelligence, not just documentation.

Key capabilities include:

- **Schema flexibility** – define custom fields, types, vocabularies, and validation rules
- **Rich relational metadata** – link assets to people, events, instruments, research projects, and other assets
- **Advanced search** – faceted filters, saved queries, and browse views across global namespaces
- **In-place editing and batch updates** – manage metadata at scale, without moving data
- **Automated metadata capture** – from file attributes, instruments, workflows, and AI enrichment
- **Sidecar metadata model** – decouples metadata from files, enabling secure preview and discovery without exposing underlying content



Searching and Filtering on Mediaflux DAMS

AI-Based Metadata Enrichment

Mediaflux DAMS integrates with AI to enhance its metadata capabilities, enabling automated enrichment directly within the system. This integration allows AI to generate descriptive metadata at scale, reducing the need for manual input.

The AI-driven enrichment could include:

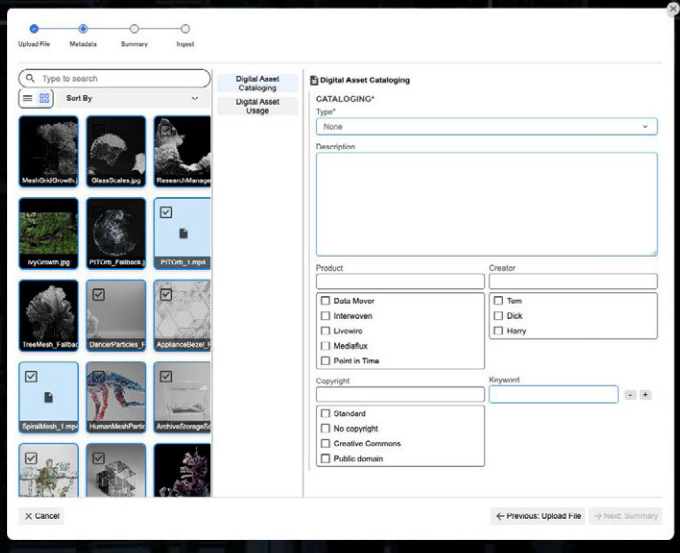
- **Optical Character Recognition (OCR):** Extracts text from images or video frames.
- **Speech-to-Text:** Transcribes spoken audio into text
- **Logo Detection:** Detects and labels brand logos in visual content
- **Natural Language Description:** Generates captions for images or video
- **Facial Detection:** Detects faces and creates vector embeddings (no recognition or naming)
- **Audio Classification:** Labels distinct sounds or events in audio recordings

The enriched metadata is seamlessly incorporated into the DAMS, presented in structured, reviewable formats. Human-in-the-loop workflows allow users to validate, approve, or reject AI-generated metadata—ensuring accuracy, relevance, and oversight while accelerating content tagging and discovery.

Interface and Customization

The interface is delivered via Mediaflux Applications for Web (MAW):

- Configurable ingest forms, metadata views, search components, and dashboards
- Visibility and layout are governed by user roles and context
- UI changes can be made without developer intervention or backend reconfiguration
- Interface elements can be aligned with institutional vocabularies, branding, and workflows



Ingesting and Applying Metadata on Mediaflux DAMS

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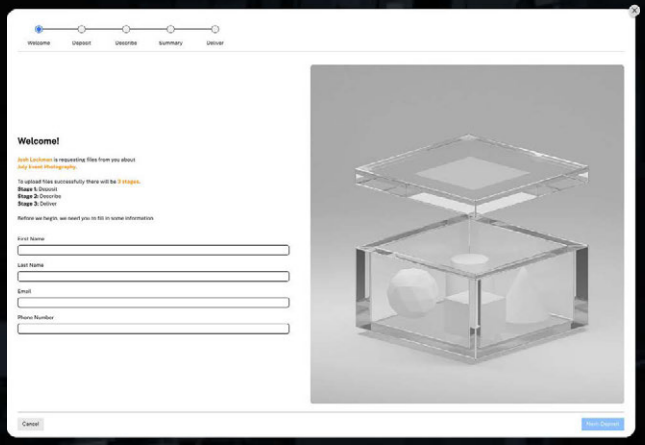
Tools for Preservation, Collaboration, Distribution, Monetization, and Public Engagement

Content Courier

Mediaflux DAMS enables institutions to expose selected collections to the public, researchers, or partner organizations, and provides controlled pathways for external contributors to upload or submit data into the system.

Key capabilities include:

- Mediaflux DAMS is an open platform with tight security and access controls driven through a simple API
- External data ingest via secure upload portals or API endpoints
- Content delivery controls: watermarked previews, timed access, and licensing
- Interoperability with CMS platforms and custom web apps



Content Courier

Collection Sets

Lightweight, user-driven collections for temporary or informal collaboration.

- Created without administrator intervention
- Assets are referenced, not duplicated
- Shared internally or with external users (via access-controlled platform accounts)
- Supports commenting, tagging, and chat
- Lists can be:
  - Promoted to Workspaces
  - Archived or deleted
  - Exported as CSV or contact sheets
  - Used to trigger workflows
  - Shared via link
  - Built from pasted asset IDs or spreadsheets

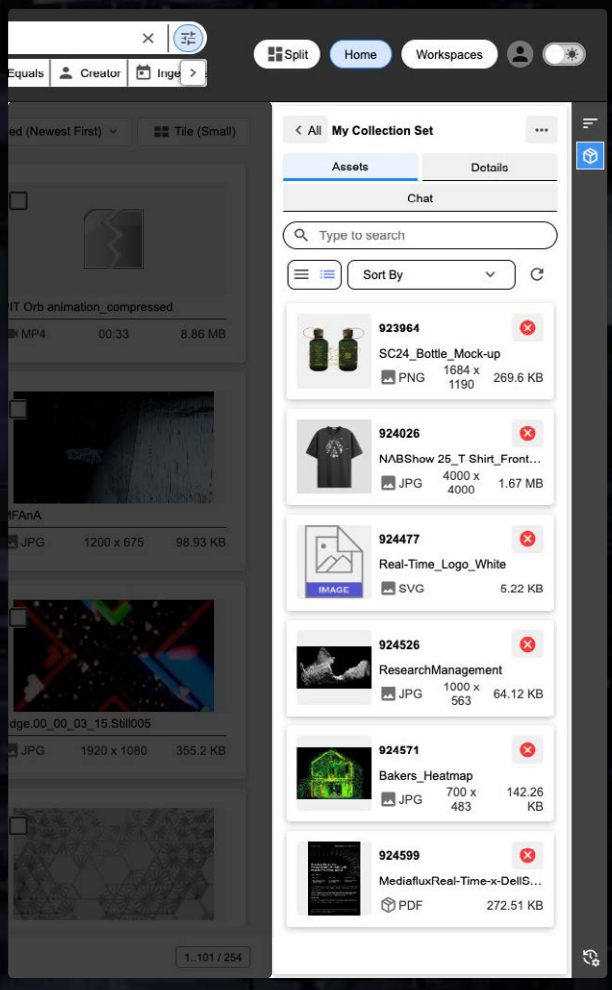
Collection Sets are suited to planning, creative review, short-term collaboration, or cross-departmental asset grouping.

Workspaces

Structured, persistent environments for managing assets over time.

- Defined metadata schemas per workspace
- Custom filters and search interfaces
- Ingest pipelines with optional external contribution (via Content Courier)
- Permissions and roles scoped to the workspace
- Integration with workflows and audit history

Typical use cases include departmental repositories, digitization programs, or long-term custodial projects.



A Collection Set on Mediaflux DAMS

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Tools for Preservation, Collaboration, Distribution, Monetization, and Public Engagement (continued)

Cut-Only Editing Room

A web-based, non-destructive editing tool designed for fast content preparation and export.

Users can:

- Select segments from video or audio assets without altering originals
- Compile cut lists for downstream publishing (e.g. social media, CMS, syndication)
- Export approved edits to other platforms via API or download
- Operate entirely in the browser; no need for external software

Edits are stored as metadata instructions or sidecar files, maintaining the integrity of the source material.

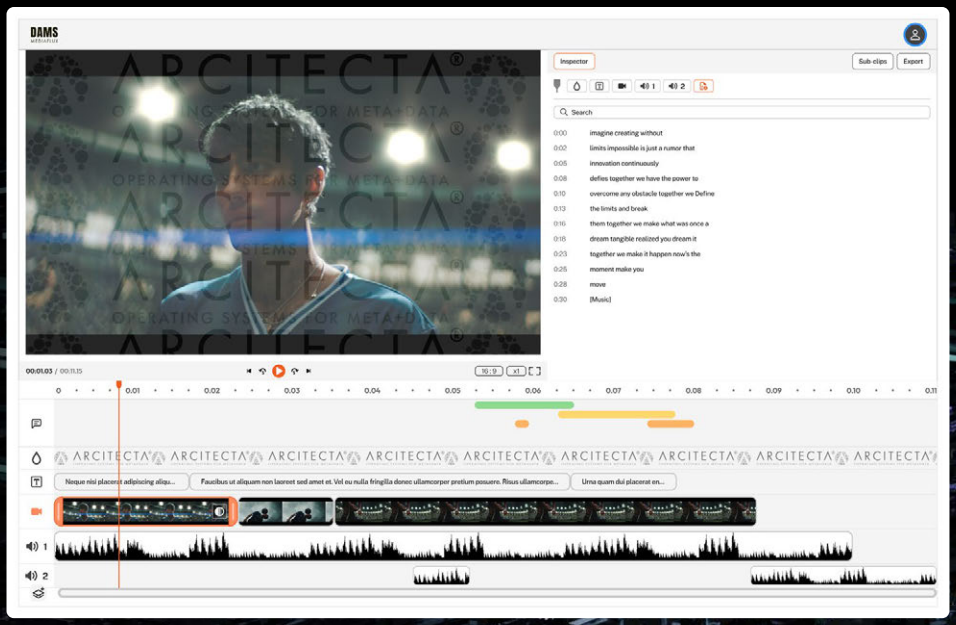
Viewing Room

A secure, curated environment for internal or public users to preview and request access to assets.

Key features:

- Create project-specific selections of assets
- Assign pricing or licensing terms where applicable
- Enable request workflows for usage approval or payment
- Track viewing history and user interactions
- Optional integration with e-commerce or licensing backends

Viewing Rooms support project-based access and can operate as internal curation tools or as public-facing environments, depending on configuration.



Cuts-Only Editing Room

About Arcitecta

Arcitecta has been crafting highly advanced platforms since 1998. Today, Arcitecta is transforming data management and backup with Mediaflux, a rich end-to-end data fabric that simplifies data-intensive workflows in petabyte-scale environments to improve business and research outcomes. Mediaflux unifies data management processes into a single platform, simplifying the administration of big data and allowing world leaders to solve some of the most challenging problems on the planet.

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