imagen

IMAGEN
MEDIA CENTRE

Unified media communications and
content distribution for business

TURN CORPORATE MEDIA ASSETS INTO BRAND IMPACT

Imagen provides a superior content management and distribution
platform for businesses

ADVANCED MEDIA OPERATIONS

Best-in-class media management tools protect your media, control access, remove bottlenecks and drive efficiencies across your entire organization.

PROFESSIONAL PR & COMMS

Imagen connects your media with internal and external stakeholders – improving collaboration and corporate communications via a secure, easy to access platform.

CORPORATE NEWSROOM

Keep the world's media up to date with the ultimate newsroom – provide press and broadcasters with a superior experience, a broad choice of content and accelerated file delivery.

A PREMIUM MEDIA DISTRIBUTION PLATFORM

Imagen Media Centre provides self-service access to large libraries of HD video and corporate media assets through a branded, highly secure web-based platform with a world-class video player.

With a premium experience for your audience, elegant communications and access to high resolution video, your business can extract the greatest value from your media assets and increase the coverage of your brand and your stakeholder engagement.
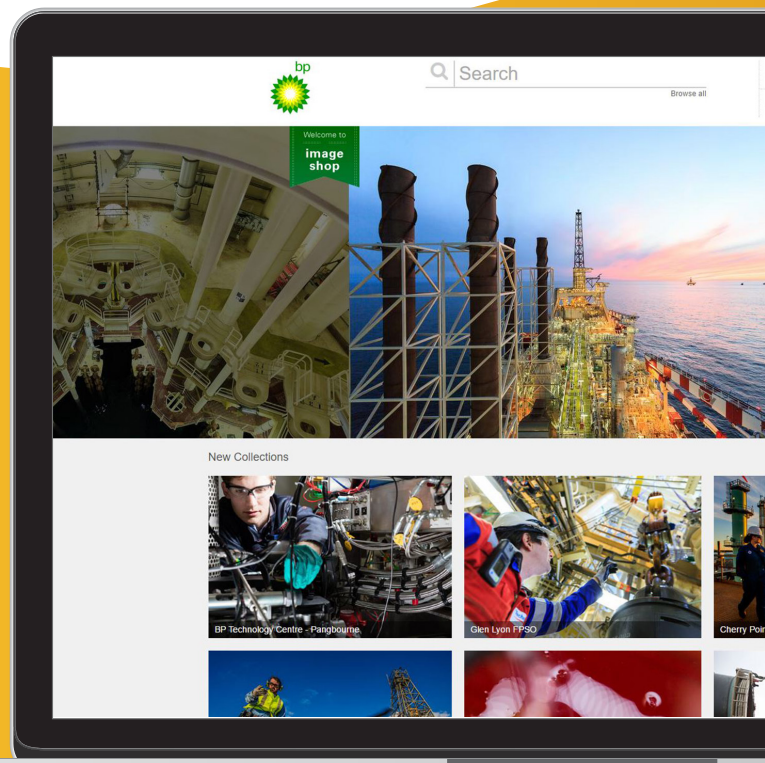
STREAMLINE MEDIA OPERATIONS

Speed to onboard, choice and ease of access are critical to maximizing the reach of your brand media assets.

Imagen saves your organization time and money through improved media operations; pin-point search and retrieval, collaborative working, reuse of marketing assets and rapid delivery of HD video.

Imagen Media Centre can even monetize assets via a range of B2B licensing and subscription options – increase ROI from your IP and high value brand assets across a global marketplace with minimum effort.

INCREASE BRAND COVERAGE

Imagen Media Centre provides a unified hub to manage and distribute all types of content – for cohesive PR and Comms and easy self-serve discovery for all types of stakeholders across media, press, investors, agencies, internal operations, supply chain and alliance partners, through to sharing on social media to reach your consumer audience.

Video dominates the way we communicate today, yet many businesses have yet to find the tools and

expertise to harness the power of their video libraries and fully exploit the value of their media.

With rapidly growing volumes of large video files and rich legacy libraries full of valuable but underutilized content, it's time for companies to take more control and demand more from their media.

FACETED SEARCHES

Powerful search and discovery tools ensure users can easily locate media content in seconds.

CLIPPING

Browser based editing tools enable permitted users to clip, share and download high-resolution media.

ACCELERATED FILE TRANSFERS

Secure, high speed access to broadcast quality files in the shortest time possible.

PLAYBACK

Rich, responsive content provides a multitude of rapid navigation and playback options.
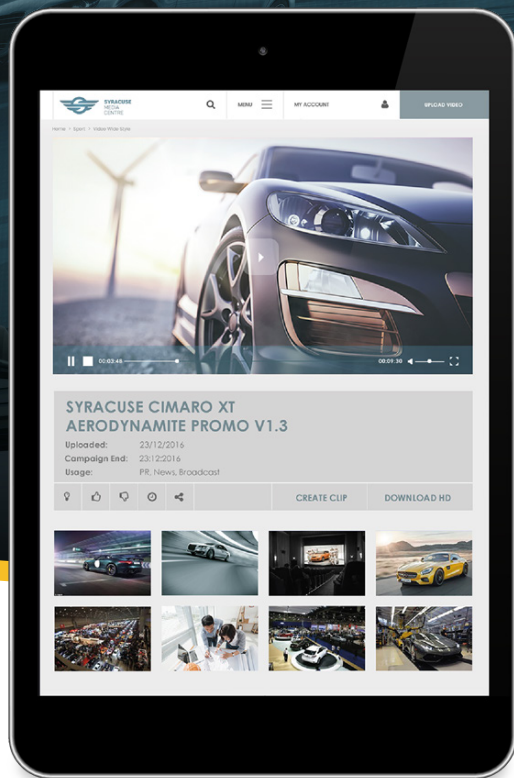
SYNDICATION & COLLABORATION

Create comments, syndicate via social media, share collections and clips with colleagues or press.

USER ACCOUNTS & WORKSPACES

Provide a personalized experience for individual users with customizable workspaces.

POWERFUL
MEDIA
MANAGEMENT
TOOLS

AUTOMATION WORKFLOWS

Automate complex tasks – take care of storage, format conversion, notifications and file distribution.

GLOBAL DISTRIBUTION NETWORK

Low latency access to large libraries of high resolution content across multiple locations.

AUTOMATED TRANSCRIPTIONS

Automatically generate searchable annotations from audio tracks to improve navigation and discoverability.

CATALOGUING TOOLS

Batch upload large volumes of media and add descriptive metadata in just a few clicks for rapid onboarding.

USER ANALYTICS

Simple to use dashboards deliver audience insight via up to the minute info on usage and engagement rates.

ACCESS CONTROL

Granular access and permissions to control who can see your media and what they can do with it.

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