



MediaRich for SharePoint User Guide



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..... Welcome to MediaRich for SharePoint

Equilibrium MediaRich is a leading-edge media server that brings digital asset management to Microsoft SharePoint Server, SharePoint Services and SharePoint Foundation the collaboration foundation for Microsoft Office System. With MediaRich, organizations can control high-quality digital assets, create derivatives on demand, and deliver consistent branding materials for the Web, print, wireless and Microsoft Office applications.

This solution enables information workers to easily manage, modify and deploy digital assets in a secure, self-service portal. Businesses can create graphics for use across all media, delivering accurate, personalized images while reducing production and storage expenditure.

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Workgroup Image Collaboration

MediaRich enables businesses to manage digital media assets within SharePoint products. The collaboration enabled by SharePoint Server, SharePoint Services and SharePoint Foundation provides many advantages.

- Establish approval workflows to streamline production and delivery of media assets
- Provide access to digital content within a familiar user interface
- Increase user productivity with powerful search tools including image-specific metadata

MediaRich extends SharePoint Server, SharePoint Services and SharePoint Foundation so that organizations can manage all brand assets in a secure environment. Businesses can protect brand asset integrity while providing an environment for both partners and internal users to access and use brand assets within corporate guidelines.

Image Production Workflows and Best Practices

Adoption of Digital Asset Management (DAM) systems promotes communication and strengthens business relations. This is particularly true of the Equilibrium MediaRich for SharePoint solution because the same workflow and processes an organization uses to manage their business documents can be applied to their visual assets — ensuring successful adoption by information workers within the organization.

Digital asset management should not be a specialized document-sharing and collaboration solution entirely separate from the rest of a business platform. MediaRich for SharePoint allows information professionals to break down the traditional walls between the creative team and the business users, allowing them to work within a single, familiar framework.

This type of DAM system greatly increases your efficiency, allowing users to find existing assets quickly, avoiding the need to reproduce or relicense an image because the original cannot be found. The system can also be used to automate image-production workflow, helping track the work process and allowing users to seamlessly forward the assets to the next person in the processing phase.

Sharing assets with customers and suppliers improves cooperation and enables you to increase business, or even enter new business fields such as e-commerce. A DAM system also supports cooperation and communication within your organization, because different departments as well as customers are able to track a job's progress as it flows through the system.

Automate Corporate Branding

A digital asset management solution enables enterprises to implement a set of best practices for:

- Synchronizing brand messages and product delivery across global markets
- Customizing brand messages and products for channels, localized markets, and customer groups
- Measuring the results and correlation between branding expenses and revenue
- Controlling access to the high-value rich media files of the enterprise

MediaRich for SharePoint Features

File Format Support MediaRich for SharePoint goes beyond SharePoint's standard picture library to provide previews of CMYK images, vector images, and layered Photoshop® files and related metadata. MediaRich reads and writes all popular file formats for Web, print and wireless use, including BMP, WBMP, GIF, JPG, JPEG 2000, PNG, raw camera and DNG, PCT, TIFF, PDF, TGA, Adobe Illustrator® and Photoshop PSD or EPS files.

MediaRich for SharePoint recognizes video formats MPEG-4, Windows Media, AVI, DivX, and QuickTime. Thumbnails are of a single non-black frame near the start. Movies cannot be processed, so Export and MediaCart operations will not apply. Supported extensions are: .mpr, .m4v, .wmv, .avi, .dv, and .mov.

For a complete list of the supported file formats, refer to the *MediaRich CORE Administration Guide*.

Workflow & Collaboration Ensure that the most current, approved brand asset is being used by taking advantage of SharePoint's routing and approval process, version control and check-in/check-out system.

Search & Browse Search from within SharePoint sites. Regardless of original file format, view a thumbnail preview or zoom in for detailed inspection. Information workers can browse a hierarchical view of all available document and picture libraries from a single Web Part.

Metadata Support Metadata is automatically stored when images are uploaded into the system, allowing users to view image properties, XMP and IPTC and EXIF industry-standard information. These fields can be updated and stored in SharePoint. The SharePoint Search also search MediaRich metadata fields.

Image Transformations Provide comprehensive image editing for image creation, modification, and delivery. Transform your images using corporate guidelines or provide the flexibility to select the file format, size, and resolution before downloading.

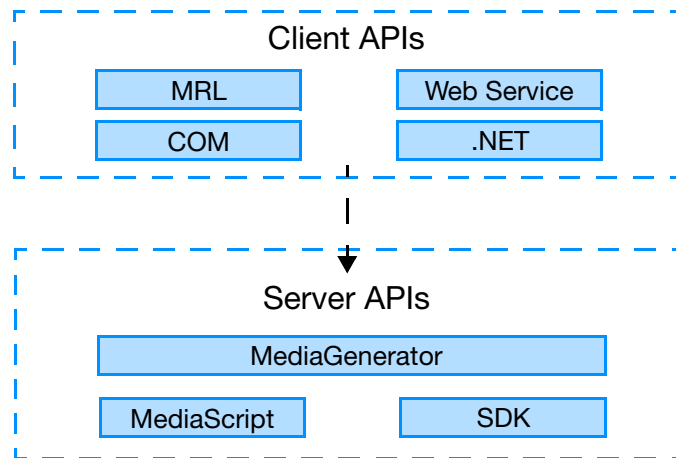
Batch Processing Any modification made to a single image can also be applied to a batch of images. Administration tools allow users to view current job items and their status. The results can be returned back to SharePoint, sent to an FTP site, or sent via email as a compressed ZIP file.

Microsoft Office Support Thumbnail previews of the first page of Microsoft Office® documents ensure that you find the asset required. This helps to reduce time and bandwidth load from unnecessary downloads, and enables information workers to access individual slides to add to a presentation, for example.



MediaRich for SharePoint Deployment

MediaRich Server is an application server designed to make it easy to create media from flexible and efficient script operations. It requires Microsoft Windows SharePoint Services and Microsoft Windows Server 2003.



Integrating with SharePoint

The MediaRich for SharePoint Connector interfaces directly with SharePoint to add advanced imaging capabilities to SharePoint. MediaRich for SharePoint provides site templates, a MediaRich image library, search capability, and batch-image processing and administration.

MediaRich for SharePoint Components

The MediaRich components within SharePoint provide tools to access and manage MediaRich features. The users and groups must be set up from within SharePoint. See Microsoft's SharePoint documentation for details.

Some components are Web Parts within SharePoint and can be modified by administrators or users with advanced SharePoint expertise.

- MediaRich Image Browser - Provides access to view and modify items within document and image libraries
- MediaRich Document Libraries - Provides organization of documents and images within SharePoint, and allows actions on images
- Export Image - Allows users to save an image in the size and format needed
- MediaCart - Provides access to managing batch processing of image files submitted to MediaRich
- MediaRich Batch Results - Enables users to set up storage locations for shared processed images
- Metadata and Search - Allows users to search using image-specific data
- MediaScript - MediaRich image operations can be customized using this ECMAScript-compliant language within MediaRich for SharePoint
- Batch Status - Displays the status of submitted jobs

..... Using the MediaRich Workspace

MediaRich for SharePoint installs site templates that provide layout and design for the MediaRich imaging workspace. Your organization can use these templates as installed, or implement programming resources to customize the templates according to its own needs and workflows. See Microsoft's SharePoint documentation for more information.

This chapter describes the out-of-the-box implementation of MediaRich for SharePoint.

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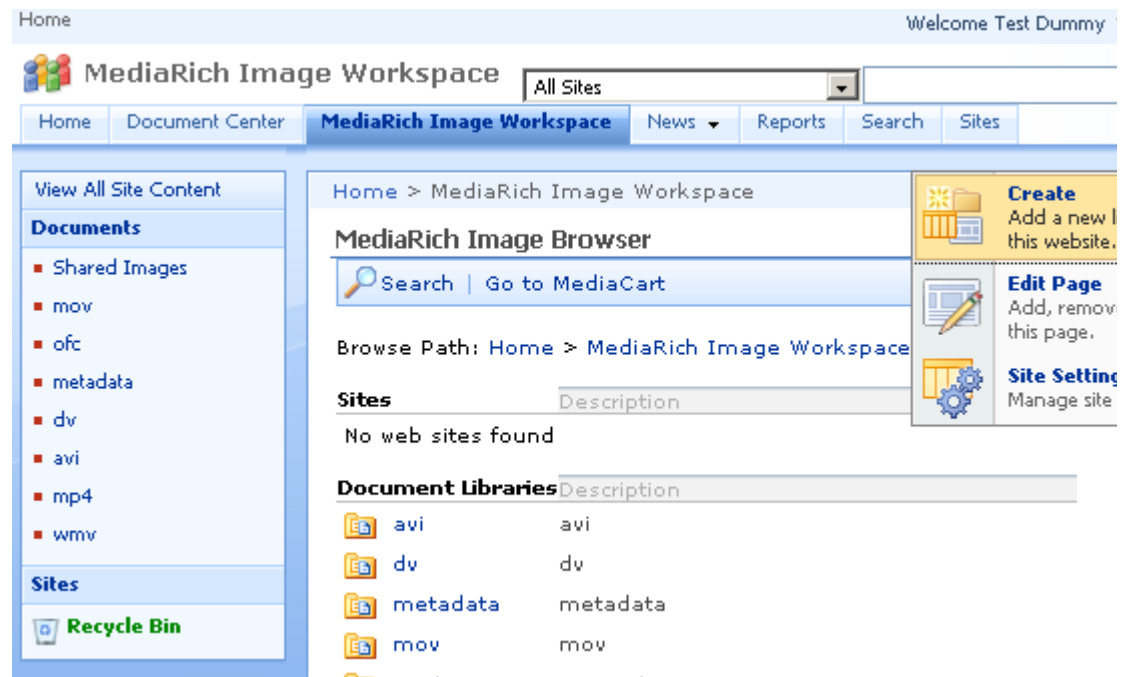
Components of the MediaRich Workspace

The components of the MediaRich Workspace include:

- MediaRich Image Browser
- MediaRich Document Libraries
- Export Image
- MediaRich MediaCart
- MediaRich Batch Results
- Metadata and Search
- MediaScript
- Batch Status

MediaRich Image Browser

The MediaRich Image Browser is a stand-alone SharePoint Web Part that provides access to document and image libraries.



To access this view of the Image Browser, go to the top level of the MediaRich Image Workspace. The name and location of this workspace is defined by your system administrator, as are the actions you can perform.

The internal links within the page, under Document Libraries, provide access to MediaRich functions, including MediaRich Advanced Search features and options to select and add images to the MediaCart.

In order to see the Documents and Document Libraries links, MediaRich Document Libraries must be available. One should be installed by default: to create a MediaRich Document Library, click on Site Actions > Create from the Image Browser view.

To access MediaRich Document Libraries, click on a link under Document Libraries within the MediaRich workspace.

Create a MediaRich Document Library

Using the MediaRich Image Library type provides features beyond SharePoint defaults; Microsoft Office documents will display a thumbnail of their first page when viewed in these libraries, and digital assets can be managed by MediaRich.



At the next step in creating a library, you must choose the MediaRich Image Library type, under Libraries, in order to use MediaRich. In the next screen you can name and enter details for the library

When populating the library, use categories to name and organize documents into a hierarchy of topics and subtopics, providing easy access to users.



MediaRich Document Library

Storing documents in MediaRich enables users to organize information in the workspace. The view and available options depend on the method used to access the libraries.

Microsoft SharePoint Features: Uploading Images

Home Welcome Test

MediaRich Image Workspace All Sites

Home Document Center **MediaRich Image Workspace** News Reports Search Sites Team Site

Home > MediaRich Image Workspace > Shared Images

Shared Images

Share a document with the team by adding it to this document library.

New Upload Actions Settings **MediaBatch™ Uploader**

Thumbnail	Name	Image Type	Image Size	M
	1stPolitician	JPEG	394 x 284	9/11
	1vitruvius	BMP	894 x 1250	9/11

Once you have opened a Document Library, the links on the lefthand navigation pane under **Documents** provide access to the library view with standard Microsoft SharePoint features, including options to customize libraries and upload documents.

The thumbnail representations are a feature of MediaRich for SharePoint.

Users who *upload* images to MediaRich will use the lefthand navigation and this view.

NOTE: Equilibrium recommends folders of less than 1,000 images.

Click on the MediaBatch Uploader to upload multiple files.

MediaBatch™ Uploader

Attempting to upload to:
<http://moss07test1:80/sites/TeamSight/OuttaSITE/SharedImages/>

Upload

Click the Upload button at the left to begin your upload.
If the upload button does not appear, you may need to install the latest Java for your platform. You can download the Java Runtime Environment (JRE) from [here](#).
In certain browsers, you may need to click the Upload button twice to bring up the MediaBatch™ Uploader dialog.
MediaBatch™ Uploader enables uploading to a SharePoint Server from all Microsoft-designated Level 1 browsers and most Level 2 browsers. You may upload entire directories and/or files up to the size limit set by your Sharepoint Administrator. It is important to note that SharePoint's default multi-file uploader enforces the size limit on a per-transfer basis. The MediaBatch™ Uploader enforces a true per-file limit. This potentially allows you to transfer many more files or total megabytes in the same transfer.
When using the MediaBatch™ Uploader, the metadata from your media will be imported after the upload has completed. You can edit your metadata from within the MediaRich Image Workspace.

Files uploaded using the MediaBatch Uploader are limited by SharePoint's file size limitations as individual files, rather than by the entire upload. So if SharePoint is set to have a 50 MB limit (the default), each file uploaded using the MediaBatch Uploader is limited to 50 MB, but the total depends on how your SharePoint administrator configures these limitations.

The MediaBatch Uploader requires that you install an applet (signed by Thawte Freemail) in order to use the Uploader. If you choose not to trust the applet, the Upload button will appear but clicking it will produce an error message.

NOTE: In order to see drives or partitions on Mac OSX, you must navigate up to the hard drive directory, then choose Volumes.

NOTE: When using the MediaBatch Uploader, the progress meter does not reflect the SharePoint progress, and so there may be long delays in this display depending on the size of the files and the processing power of the server.

Equilibrium MediaRich Features: Downloading Images

To access MediaRich Document Libraries, click on a link under Document Libraries from the MediaRich Image Browser.

The screenshot displays the 'MediaRich Image Workspace' interface. The top navigation bar includes 'TeamSight', 'Welcome Test Dummy', and 'My Site'. The main header shows 'MediaRich Image Workspace' and a dropdown menu for 'This Site: MediaRich Image Wc'. The left sidebar contains navigation options like 'View All Site Content', 'Documents' (with sub-items: Shared Images, metadata, Scaredy Mages, CameraRaw, mov), and 'Sites' (with 'Recycle Bin'). The main content area shows the breadcrumb 'TeamSight > MediaRich Image Workspace' and the title 'MediaRich Image Browser'. Below the title is a search bar and a 'MediaBatch™ Uploader' button. The 'Browse Path' is 'TeamSight > MediaRich Image Workspace > CameraRaw'. Under the 'Folders' section, it states 'No folders found'. The 'Images' section features a toolbar with 'Select All', 'Add Selected to MediaCart', 'Remove Selected from MediaCart', and 'Download Selected' buttons. A single image file is listed with a checkbox, a thumbnail, and an 'Export Image' button. The file details are: Name: DSC_0014.NEF, File Size: 5514 KB, Created By: Test Dummy, and Last Modified: 10/3/2007 1:49:05 PM. At the bottom right, it indicates '(Images 1 to 1)'.

On opening a MediaRich Document Library, you have access to MediaRich processing functions, including MediaRich Advanced Search and options to select (by ticking the checkboxes) and add images to the MediaCart. Click on an image thumbnail to view the larger image, and to zoom or pan. The MediaRich Document Library also provides comprehensive tools for image editing.

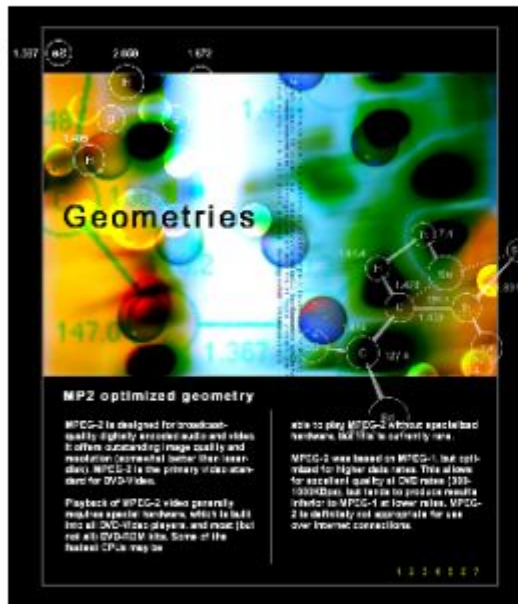
Users who *download* images from MediaRich will use this view.



Export Image

Information workers and business managers can use the Export Image feature to generate optimized images on demand without needing to involve the creative services organization.

To access this functionality, click the **Export Image** link from within a MediaRich Document Library. This walks users through simple steps to export an image.



Instructions

1. Select image region to export
2. Select format and size options
3. Save exported image to disk

Rotate Image

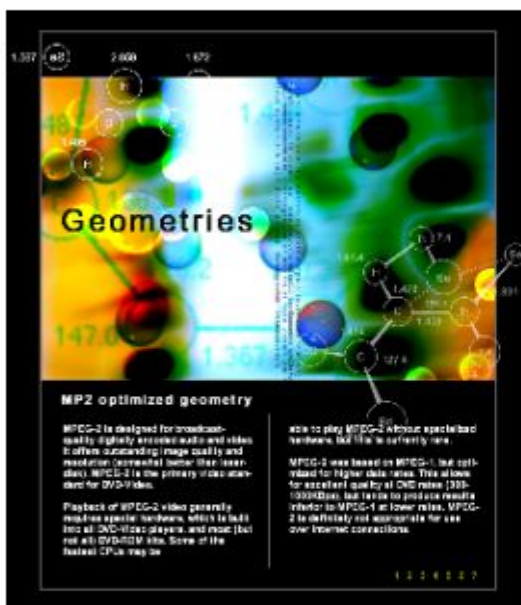
- No Rotation
- 90° Clockwise
- 90° Counterclockwise
- 180°

Crop Options

- Use Full Image Size
- Use Crop Image Region

Users can rotate or specify a cropping region for an image in this step. “Use full image size” is the active setting by default. Choose “Use crop image region” and select a rotation parameter to use these tools in this step.

The next page in the wizard enables the user to adjust basic settings.



<< Previous Next >> Finish

Instructions

1. Select image region to export
2. **Select format and size options**
3. Save exported image to disk

Select Operation

no action

Choose Format

original format

Define Size

Scale to specified size:

Width: pixels

Height: pixels

Resolution: pixels/inch

Constrain Proportions

Select Operation Choose from a list of pre-determined imaging tasks. Using a preset task list gives control to the creative department while allowing more advanced users to change these settings. Image operations can include saving a generated image in the CMYK color mode for print, or an optimized image for a PowerPoint presentation or Web site.

Choose Format Choose from a list of output formats supported by MediaRich for SharePoint.


If no format is selected, MediaRich will attempt to save files in the same format as the originals. If the original format is not supported, JPEGs will be written.

Define Size Use this option to scale the output image, either protecting the aspect ratio or adjusting to specific parameters. A drop-down menu allows users to choose inches, pixels, or centimeters as the measurement unit. Users can also specify the DPI of the output image. To embed the DPI without scaling the image, deselect the checkbox for Scale to specified size.

MediaRich MediaCart

MediaRich allows users to add single or multiple images to the MediaCart, in order to apply operations to one or more images.

MediaRich Welcome > MediaRich MediaCart

 MediaRich MediaCart

[Home](#)

[View All Site Content](#)


Documents

- MediaRich Batch Results

Sites

- [Recycle Bin](#)

MediaRich Batch Submit

 [Submit Batch Job](#) | [Back to Image Workspace](#)

Operation:

Output:

Process All Cart Items Process Selected Cart Items

Output Parameters

Batch Name:


Create A Zip File: Yes No




Overwrite Previous Results: Yes No

Send Email Notification: Yes No

Email Recipient List:

MediaCart Contents

Hide Contents | Select All | Remove Selected | 



[Dali_Atomicus_gr.jpg](#) [greatest_american_hero.jpg](#) [his_masters.jpg](#)

Users can view current job items and their status, and results can be returned back to SharePoint, sent to a shared network location, or sent via email.

Scripts are available that can be applied to the MediaCart contents. Each user has a personal MediaCart, which can be used as a lightbox to store images from multiple MediaRich libraries. Images can then be selected for processing at any time.

Click **Show Contents** under MediaCart Contents to display available images.

Note: It is recommended that when you want to upload a large number of small files, batch upload can be faster than uploading multiple files.

Submitting a Batch

The MediaCart contains images selected for batch processing. Users can apply image manipulations, color optimization, or file translation from the drop-down menu to multiple files using batch processing.

To process all selected images:

- 1 Select an operation from the drop-down menu.
- 2 Select an option for saving the batch results (file system, email, or SharePoint).
- 3 Type an alphanumeric name for the output directory.
- 4 Select the radio buttons to include a compressed ZIP file or notify other users when the batch is complete, if required. Note that email servers have filesize limitations.
- 5 Submit Batch Job to submit the batch.

MediaRich Batch Results

It is recommended that users running multiple batches save the resulting files to a BatchOut location. This will allow the images to be accessed all at once, and prevent the user from having to Export or save each one separately. In addition, saving to BatchOut is the least strain for the SharePoint server, since the images will not be stored back into the SQL database.

Metadata and Search

Metadata is automatically stored in the SharePoint repository when images are uploaded into the system, including IPTC and EXIF information. Users can update these fields, store the information in SharePoint, and export images with the updated information. The SharePoint search also searches the MediaRich metadata fields.

MediaRich for SharePoint fully supports loading, saving, and merging IPTC and EXIF metadata for JPEG, TIFF, and Photoshop files. This metadata is available as an XML document. Detailed schemas are provided for the EXIF and IPTC documents constructed by MediaRich. See www.exif.org and www.iptc.org for more information.

It is important to note that while MediaRich, the MediaRich for SharePoint Connector and SharePoint all support Unicode, some metadata standards (for example IPTC) do not. So that if you enter Unicode characters as metadata, you will encounter errors when using features such as Export or the “merge metadata” action of the MediaCart because the metadata cannot be embedded in the desired image files. An example scenario would be copying/pasting data from Word or some editor that allows “curved” apostrophes, then attempting to perform an export.

Browser Support

The latest versions of most popular web browsers are supported (see Microsoft’s SharePoint documentation for more details). These browsers may not support the full search capabilities of MediaRich for SharePoint, nor the Edit in Datasheet function of SharePoint. In addition, if you do not wish to use the MediaBatch Uploader, multiple image uploads in MediaRich for SharePoint require Internet Explorer (see Microsoft’s SharePoint documentation for more details).



MediaRich Advanced Search

The MediaRich Advanced Search allows information workers to better define image-based parameters including file type, image size, and image metadata such as copyright information, keywords, and color space.

The screenshot displays the MediaRich Image Workspace search interface. At the top, it shows 'TeamSight' and 'Welcome Test Dumm'. The main header is 'MediaRich Image Workspace' with a dropdown menu set to 'This Site: MediaRich Image Wc'. Below the header, there are navigation links for 'Home' and 'MediaRich Image Workspace'. A left sidebar contains 'View All Site Content', 'Documents' (with sub-items: Shared Images, metadata, Scaredy Mages, CameraRaw, mov), and 'Sites' (with a 'Recycle Bin' link). The main content area shows the search path 'TeamSight > MediaRich Image Workspace' and the 'MediaRich Image Browser' section. It includes a search bar with 'Browse | Simple MediaSearch | Go to MediaCart' and a search path 'TeamSight > MediaRich Image Workspace'. The search criteria section is titled 'Find results matching all of the following conditions:' and contains two rows of conditions: 'File Name' and 'Image Format', both set to 'Contains'. There is an 'Add condition ...' link and a 'Search' button. A checkbox for 'Include subsites in search' is also present.

Click on Simple MediaSearch to toggle back to the basic search, or MediaRich Advanced Search to reach this screen. Multiple conditions can be added by clicking Add Condition to display another row of search criteria.

SharePoint's Global Search also recognizes MediaRich metadata.

To enable SharePoint's Advanced Search to include metadata in MediaRich libraries, select MediaRich Images in the Result Type dropdown of SharePoint's Advanced Search page. The SharePoint Advanced Search must be configured by an administrator for this menu option to be available.


MediaRich Advanced Searches return results that include SharePoint fields with different labels, so that all potential matches are returned.

- Searching for "Author's Position" also returns results for the "Job Title" field.
- Searching for "Shot Keywords" also returns results for the "Keywords" field.

In addition, when images are returned that have no title and have entries in their "XMP data" field, the filename is displayed.

Metadata Update on Uploading Images

When uploading an image from the MediaRich Image Browser, a page appears enabling you to update and enter details about the image.

OK	
C	
X Delete Item * indicates a required field	
Name *	california_elephant_seals .jpg
Image Preview	
Title	
Author	
Author's Position	
Caption	
Caption Writer	

Data entered here will appear in the Properties Editor for the image.

Metadata Details

For .MOV files, the following metadata is available:

- View Properties
 - Title
 - Author
 - Image Size
 - Album
 - Artist
 - Comment
 - Director
 - Information

- Producer
- Software
- Video Info
 - Name
 - Image Format (number of colors only)
 - File Size
 - Duration
 - Image Size
 - Image Type
 - Frames
- Image Metadata (IPTC)
 - Name
 - Title
 - Author
 - Copyright
 - Keywords

Advanced Search Field Types

The Advanced Search fields are of several different types, including file data, image data, IPTC camera data, and EXIF metadata. The entries that appear in the list can be grouped accordingly.

File Data

- File Name
- File Extension
- File Size
- Created
- Modified
- Created By
- Modified By

Image Data

- Image Type
- Image Width
- Image Height
- Image Format
- Horizontal Resolution
- Vertical Resolution
- Resolution Units
- Frames
- Layers
- Color Profile
- Compression

Metadata

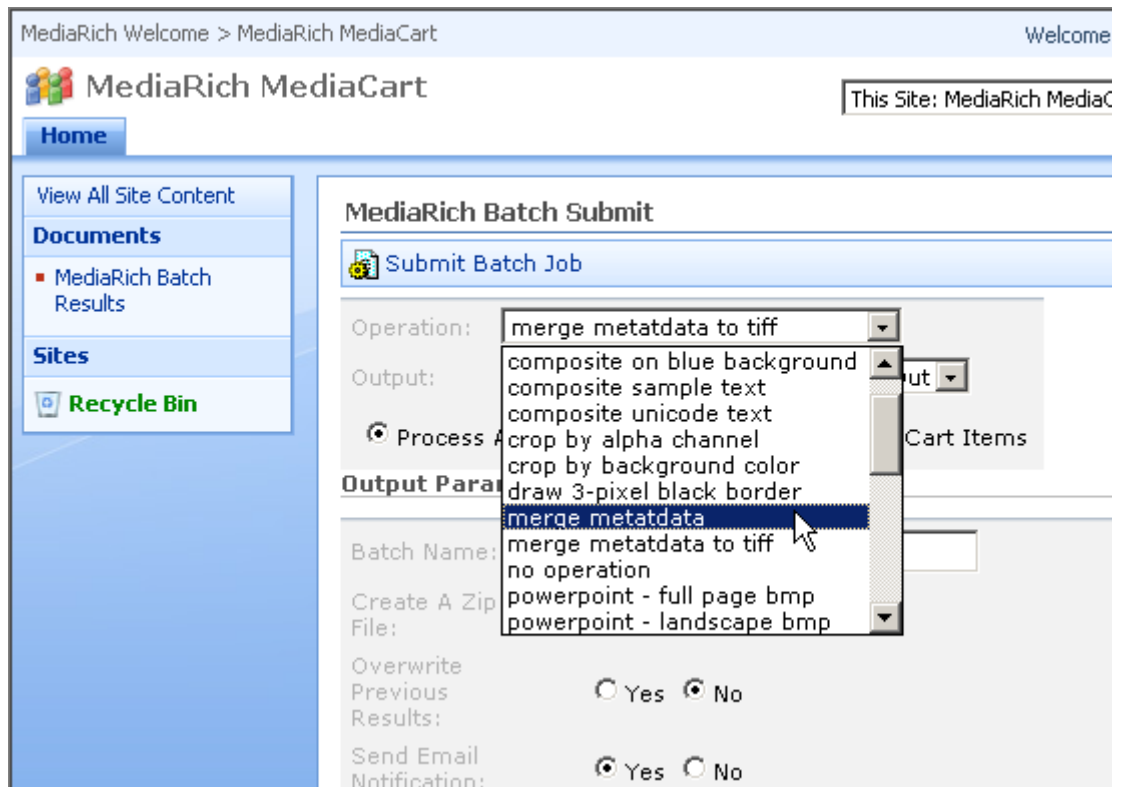
- IPTC Data
 - Title
 - Author

- Author's Position
- Caption
- Caption Writer
- Copyright
- Keywords
- Category Code
- Categories
- Date Created
- City
- State/Province
- Country
- Credit
- Source
- Headline
- Instructions
- Transmission Reference
- Urgency
- EXIF Camera Data
 - Manufacturer
 - Model
 - Orientation
 - Creation Software
 - Shutter Speed
 - Lens Aperture
 - Subject Distance
 - Focal Length
 - F-stop
 - Exposure Time
 - Metering Mode
 - Exposure Compensation
 - Date Picture Taken
- XMP Data (see http://www.adobe.com/devnet/xmp/pdfs/xmp_specification.pdf)
 - IPTC specification version 4:
 - Location
 - Intellectual Genre
 - Author's Address
 - Author's City
 - Author's State
 - Author's Country
 - Author's Phone
 - Author's E-mail
 - Author's Employer
 - Subject Codes
 - Photoshop
 - Photoshop Profile



- Adobe
 - Creator Tool
 - Creation Date
 - Modification Date
 - Metadata Date
 - Category
 - Availability
 - Color
 - Photo Orientation
 - Shot Location
 - Shot Angle
 - Time of Day
 - Photographer
 - Concept
 - Specific Location
 - Action Activity
 - Shot Keywords
- Document Rights
 - Rights Marked
 - Rights Web Statement
 - Rights Usage Terms

Export Images and Merge Metadata



To preserve metadata when exporting documents, choose the “merge metadata” operation from the MediaRich Batch Submit page.

Batch Status Queue

The Batch Status Web Part acts similarly to a Printer Queue. All submitted jobs are listed in the order received, and the Batch Status displays the number of images submitted and a progress bar representing the percentage completed. When a batch job is completed, it is removed from the queue. If there are errors, a message appears in the Web Part or is displayed with the batch results, with additional information available to the SharePoint administrator in the `Batch.Log` file.

NOTE: The Batch Status Web Part has its own Refresh button. To get the most current view of a job's status, make sure to refresh the Web Part and not the entire Web page. Refreshing the Web page can cause the batch job to be submitted a second time.

MediaScript

MediaRich for SharePoint is a client-server system for processing images. The image processing is powered by MediaScript.

MediaScript is an ECMAScript-compliant language like JavaScript or JScript. Similar to other implementations of ECMAScript, MediaScript makes available additional host objects relevant to the task at hand. For more information about creating or modifying MediaScripts for use with MediaRich for SharePoint, see the *MediaRich Programmer's Guide*.

The operations available in both the Export Image and MediaCart interfaces can be extended by creating new MediaScripts.



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