

Object Matrix and TransMedia Dynamics Deliver Integrated MAM to Archive Workflows

Cardiff and Aylesbury, UK, 31st October 2018 - [Object Matrix](#) and [TransMedia Dynamics](#) (TMD) have announced a partnership for an integrated storage and asset management workflow.

Using the Object Matrix S3 Connect interface, users of TMD's Mediaflex®-UMS (Unified Media Services) platform can easily access objects within their MatrixStore archive. The S3 Connect interface presents object storage vaults as if they were standard S3 buckets.

MatrixStore is a media-focused private & hybrid cloud solution based on the award winning object storage technology from Object Matrix. It allows media companies to keep content secure and protected while ensuring easy access and discoverability at all times. Mediaflex-UMS for Content Management underpins the content supply chain operations of some of the world's most innovative and visionary organisations by providing media intelligent workflows and business process orchestration.

Object Matrix's S3 Connect and the S3 API provide a seamless way to connect with the data in a MatrixStore. Using the S3 protocols provides a secure, proven system to access the data, whilst only granting access to the assets or vaults allowed for any specific user. The integration with Mediaflex-UMS enables a seamless workflow from management to archive.

Nick Pearce-Tomenius, Sales and Marketing Director, Object Matrix, commented: "As the demands on media companies evolve, the workflows become more complex than ever before. Enabling seamless integrated workflows is key to helping our customers continue to monetize their valuable content."

Ben Cousens, Product Manager, TransMedia Dynamics, added: "Our customers are looking for ways to integrate with an easy-to-access storage solution but they don't always have the budget for expensive cloud storage. This integration gives them the best of both worlds without the price tag."

S3 Connect allows MatrixStore to easily fit into existing workflows with many existing tool-sets. Mediaflex-UMS customers can, therefore, continue to work in the environment they are used to while still having easy access to their archive.

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About Object Matrix

Object Matrix is an award winning UK based software company that pioneered Digital Content Governance (DCG), object storage and the modernisation of digital video workflows. Our media focused private and hybrid cloud solutions are tightly integrated into file based and IP workflows and bring economic and operational benefit to all of our customers. Our flagship product, MatrixStore, is used by the world's largest organisations that create and distribute video content, including NBC, TV Globo, MSG-N, the BBC & BT.

About TransMedia Dynamics

With over 20 years of experience in delivering content supply chain solutions to media & entertainment organisations, audio-visual archives and government agencies across the world, TransMedia Dynamics has the breadth and depth of experience and expertise in leading businesses through the digital transformation process in the content supply chain. TMD's Content Management solution, Mediaflex-UMS, underpins the content supply chain operations of some of the world's most innovative and visionary organisations by providing media intelligent workflows and business process orchestration.

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