# Explosive Growth of Content
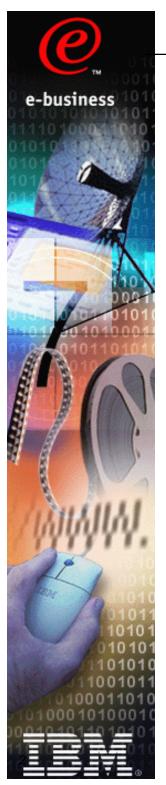
**RichMedia is becoming pervasive in all types of applications - e-Commerce, distance learning, customer relationship management**

# Content Manager...new stuff

- ❏ **Version'ing**
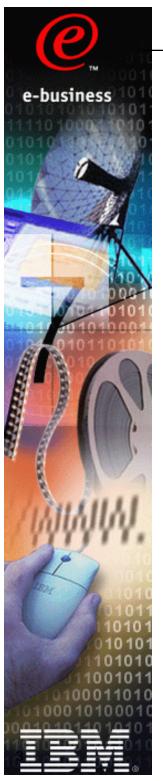  - ❏ Client Support..fat only
- ❏ **Multi-Value Attribute Fields**
  - ❏ Application Interface
- ❏ **Replicate Primary Object Server**
  - ❏ Distributed Content
- ❏ **ODMA**
  - ❏ creation tools
- ❏ **Text Engine**
  - ❏ GTR engine from IM4T newest technology
  - ❏ EIP feature
  - ❏ XML

# VideoCharger...new stuff

- **HotMedia**
  - Transparent Java Player
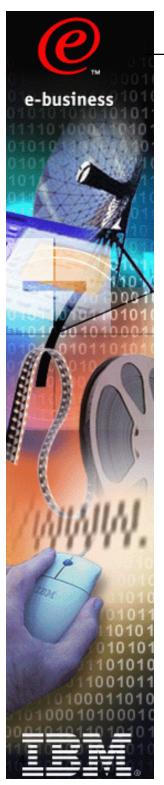  - Web info at: www.ibm.com/software/net.media
- **TSM-Multimedia Archive**
  - AIX + NT Net Store
  - AIX to LTO
- **Win2000 Support**
  - Client and Server
- **Real-time encoding**
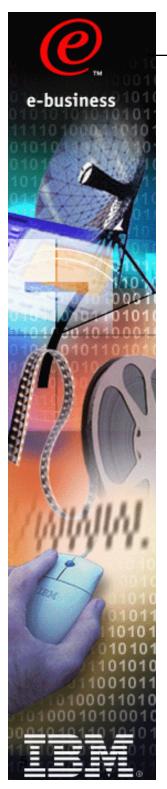  - new creation tools
    - Optibase
    - FutureTel

# RichMedia Solution stuff ...

❑ **Cryptolope**

   ❑ Solution offering

❑ **Image Marking**

   ❑ Visible

   ❑ Hidden

❑ **Video + Audio Marking**

   ❑ Special

❑ **Video Logging**

   ❑ Virage Support

   ❑ ISLIP

   ❑ Research-QueVideo

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# RichMedia Solution more stuff ...

❏ **DRM - Digital Rights Management**
  - ❏ Solution offering - EMMS
    - ❏ Reciprocal

❏ **Royalties**
  - ❏ Document Management

❏ **Next Year Stuff**
  - ❏ niche solutions (emms, nica, dmd, mps, xxx)

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