Digital Asset Management

As productions become more digitized and are faced with tighter deadlines and budgets, projects both big and small are becoming more difficult to manage. It’s not as simple as it used to be to organize all the files into shared folders. There are now huge amounts of metadata, security requirements, and globally distributed teams that need a fast, efficient database with a great user experience.

5th Kind’s CORE digital asset management platform helps everyone involved across all facets of a production, studio, or external partner/vendor, to collaborate effectively and efficiently, without having to worry about the traditional technical headaches. The system allows users to securely upload, organize, distribute, search, and collaborate on any type of media across any device.

Studio-grade Security

Meeting the needs of modern day security requirements is a significant undertaking. For more than 10 years, 5th Kind has risen to the challenge to consistently deliver above and beyond on these expectations. Features such as on-the-fly visual and forensic watermarking, granular access controls for both files and users, encryption protection across all layers of the system, intrusion detection and prevention systems, as well as infinite logging and auditing, are just some of the things we do to ensure all your most valuable data is fully protected.

CORE Highlights

Security

Accelerated Uploads/Downloads
Native Aspera integration for fast uploads and downloads.

Global Streaming
Native Akamai CDN integration for seamless global viewing experience.

Simple Navigation
Faceted search and customizable metadata and tag structures for finding assets quickly.

Collaboration
Frame-specific annotations and commenting for videos, and page-specific annotations and commenting for images and documents.
Single-point Solution

CORE is the only solution in the market that can handle all phases of media production. From script to screen, throughout all phases of marketing and long into the archive. We approach the problem holistically. Users can upload and download files of any size and view those files across any device with a range of different proxy qualities and high security. Structure and track any piece of metadata and manage the relationships between the metadata and the files.

No longer should you have to question what system to log into or how to integrate one system into another. CORE is here to make it simple.

Extensibility and Scalability

At the heart of all great user experiences is speed. CORE now has the capabilities to infinitely scale no matter how many files or users you throw at it. It’s built on an event-driven framework with RESTful APIs, so there are no limits on the ability to extend the system to meet any need.

UX

The other half of a great experience, is a great user interface. 5th Kind has worked tirelessly with its studio partners to build a brand new experience from the ground up to deliver simplicity without sacrificing any of the features that make CORE so unique.

About 5th KIND

For over 10 years, 5th Kind has been trusted by Media & Entertainment companies such as Marvel, Disney, and Warner Brothers, and enterprises like Toyota and Nissan for their digital workflow needs.

5th Kind is headquartered in Culver City, California, and serves customers across the world.

To learn more, please visit: www.5thKind.com