

The most significant barriers to the adoption of streaming and archiving technology within organizations are user training, content management, and security. Users must not only learn how to operate the equipment, but they must know how to organize, distribute, and protect the content that they create. Since recording devices are shared amongst many users within an organization, content must be moved from the recording device to a location on a network where it can be easily accessed by those with authorization to view it, and protected from those who do not.

Very few users will ever reach the proficiency level necessary to manage the equipment and content, and those that do, such as IT staff, aren't necessarily authorized to view the content themselves nor qualified to know who should be.

To address these challenges, AMD developed a system and methodology for automating everything from equipment operation to content distribution. The system relies on a credit card sized device that stores metadata about a user, user group, or application. These Keycards [card(s)] can be assigned to individuals, departments, or specific types of applications.

In example, an individual can sit down in an interview room and plug their personal card into a DMR (recording device) or a connection plate conveniently located on a wall or table surface in the event that the DMR is remotely located. Their session will automatically begin recording with insertion of the card. When they remove the card, the DMR will stop recording and automatically:

1. Create a file in the file type(s) and format(s) compatible with the user's laptop or personal electronics
2. Name the file(s) appropriately to the individual user
3. Tag the file(s) with metadata identifying the author, date, time, etc.
4. Upload the file(s) to the user's personal Media Library on a secure files server
5. Delete the file(s) from the DMR to protect user privacy (e.g. HIPPA compliance)

Similarly, a card could be assigned to every department in a company or class in a university. All meetings, presentations, or lectures associated with that group would be automatically distributed to a Media Library shared by that group. Cards can be assigned for specific applications such as a company-wide address streamed live over a network or weekly customer presentation that appears on the company website.

This technology can revolutionize Enterprise Streaming technology exponentially increasing its adoption in existing market segments while opening new markets.