Case study

Ripley Entertainment uses Autonomy Virage MediaBin to strengthen engagement with passionate customer base

**Industry**
Entertainment

**Objectives**
Ripley’s Digital Asset Management initiative required a robust solution to handle its more than 275,000 digital assets

**Solution**
• Autonomy Virage MediaBin

**Benefits of Autonomy Virage MediaBin**
• A persistent, metadata-rich digital archive preserves the value of Ripley’s digital assets
• Automated processes and streamlined workflows speed production cycles and reduce costs
• Improved accessibility and self-service capabilities enable personnel to leverage the company’s assets more effectively while preserving content and quality consistency

“As the world’s largest and fastest-growing international chain of museum-type tourist attractions, it is critical that we have an intelligent and easy-to-use solution to manage our extensive and diverse set of rich media assets. We have a wide array of content that spans everything from shrunken heads to film footage of Robert Ripley’s travels.

Autonomy Virage MediaBin will help Ripley Entertainment securely store these valuable digital assets, while allowing us to effectively leverage all of our rich media assets to deliver a more engaging customer experience.”

– Dave Ugan, Vice President of Information Technology
**Customer background**
Ripley Entertainment is the largest and fastest-growing international chain of museum-type tourist attractions in the world. An acknowledged trendsetter in the development of family entertainment, Ripley Entertainment owns, operates and franchises a variety of exciting attractions, including world-class aquariums, Ripley’s Believe It or Not! museums, Guinness World Records Museums and Louis Tussaud’s Waxworks.

With a vast, ever-increasing digital collection of over 90 years of oddities from all over the world, Ripley needed a solution that would understand, act on, and optimize their wide range of digital assets. Many organizations like Ripley Entertainment depend on traditional systems where assets must be tagged manually, a cumbersome and antiquated approach that cannot handle the constant increase of new content. They try to manage this deluge of content independently, department by department, and duplicate silos of content develop. As a result, assets are locked away in a wide range of content repositories and organizations struggle to access and deliver content quickly and efficiently.

Through their Digital Asset Management initiative, Ripley selected Autonomy’s meaning-based rich media management platform to archive, analyze, and more effectively leverage its more than 275,000 digital assets.

“As the world’s largest and fastest-growing international chain of museum-type tourist attractions, it is critical that we have an intelligent and easy-to-use solution to manage our extensive and diverse set of rich media assets,” said Dave Ugan, Vice President of Information Technology at Ripley Entertainment. “We have a wide array of content that spans everything from shrunken heads to film footage of Robert Ripley’s travels. Autonomy Virage MediaBin will help Ripley Entertainment securely store these valuable digital assets, while allowing us to effectively leverage all of our rich media assets to deliver a more engaging customer experience.
Building a state-of-the-art digital archive

Autonomy Virage MediaBin, a critical component of Ripley Entertainment’s new Digital Asset Management initiative, will serve as the central digital asset repository for the Ripley Museums and Archives, housing all of their photography, publications, cartoons, brand collateral, rich media and video content. At the core is HP Autonomy’s Meaning Based Computing platform, IDOL, which automatically forms a conceptual understanding of all rich media assets located in any internal or external repository, including video, audio, social media, and blogs. With Virage MediaBin, Ripley Entertainment can automatically process and categorize all of its video and audio assets.

Leveraging assets more broadly

Fast online access to the vast and ever-increasing digital collection of over 90 years of oddities from all over the world will allow Ripley to monetize this content with new products and reuse, previously a tedious process. Virage MediaBin will provide Ripley Entertainment’s worldwide marketers and designers anywhere in the world with instant, self-service access to its full-featured central library of currently approved digital content, including videos, photographs, logos, exhibit documentation, marketing collateral, presentations, Flash™ content, audio and more. Autonomy Virage MediaBin can automatically convert video and audio natural language to text and time synchronize with a streaming preview of the content. Video assets can be quickly and easily found with pinpoint accuracy to the exact location within a video where a word or phrase is spoken. Virage MediaBin also provides a new and intuitive user interface, and supports the widest range of rich media asset types and languages, including the ability to search foreign multimedia in the marketer’s native language. These features will improve operational efficiencies across multiple departments and will speed time to market for Ripley’s museum designs, marketing campaigns, product launches, and other top initiatives, which ultimately will accelerate their customer satisfaction and increase top-line revenue.
About Ripley Entertainment

Ripley Entertainment is owned by the Vancouver, BC – based Jim Pattison Group, one of Canada’s largest privately held companies with sales of over $7.1 Billion and more than 33,000 employees. Headquartered in Orlando, Florida, Ripley’s delights and astounds the world with 85 exciting attractions in 11 countries, best-selling books, a live-action network television series in daily syndication in over 70 countries, and the 90+-year-old, longest continuously published newspaper comic in the world, the classic Believe It or Not! cartoon. Cartoonist and adventurer Robert Ripley started it all in 1918 when he began drawing his syndicated daily feature, which now appears in 17 languages in 42 countries around the world.

About HP Autonomy

HP Autonomy is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. HP Autonomy’s powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. HP Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. HP Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Please visit autonomy.com to find out more.