

Perceptive Software Launches Perceptive Media Connector

Perceptive Media Connector allows Perceptive Content customers to easily and securely capture, store and manage large and diverse rich media files

SHAWNEE, Kan.

News Facts

- Lexmark's Perceptive Software announces the launch of Perceptive Media Connector enabling cloud-based capture, management and access of video content within the Perceptive Content client interface.
- Perceptive Media Connector extends the ECM capabilities of Perceptive Content allowing companies to manage rich media files alongside other types of content in the Perceptive Media cloud service — available in all geographies through a fault-tolerant content delivery network. This allows rich media files to be captured, stored, accessed and viewed as easily as traditional forms of electronic content like scanned images, emails and word processing or spreadsheet files.
- Perceptive Media Connector was developed to solve the growing unstructured information challenges of organizations across all industries that are increasingly using video in their business processes. Universities are incorporating video into the admissions process and adding eLearning capabilities, and healthcare delivery organizations utilize clinical video content in patient records, training and studies. Insurance companies use video in the customer claims process, while retailers rely on video to enhance branding, employee training and incident management efforts. Government agencies use video to better communicate with constituents.
- Built on the powerful Perceptive Software platform, Perceptive Media Connector is equipped to manage the unique storage, security and accessibility challenges of large rich media files.

Supporting Quotes

"Perceptive Media Connector was designed to solve the unique technological challenges presented by our customers' increased use of rich media content," said Brian Anderson, chief technology officer, Perceptive Software. "Perceptive Media Connector allows our customers to easily incorporate video content directly into relevant business processes, eliminating the need to download and store large files on premises and enabling the enforcement of appropriate governance."

About Perceptive Software (www.perceptivesoftware.com)

Lexmark's Perceptive Software (NYSE: LXX) builds intelligent capture, content management, process management, enterprise search and integration products that connect the unstructured printed and digital information across enterprises with the processes, applications and people who need it most.

<https://newsroom.lexmark.com/newsreleases?item=134781>