Madison Digital Image Database 3

Overview
JMU inventors have developed a digital and video media management system with sophisticated tools for discovering, aggregating, and presenting digital media in a wide variety of learning spaces. MDID 3 is built on Open Source technologies. Server components can reside on one or multiple servers and can be duplicated for redundancy or to support a larger load.

MDID 3 includes a content discovery interface that allows users to visually browse all available content or filter on any combination of keywords, metadata facets, content type, and other criteria. A federated search module simultaneously finds content in remote collections and databases. Users can also embed content in Blackboard or any web page, and integrate content from external services such as Flickr.

MDID 3 allows faculty and students to upload their own content, to view slideshows on the web or in the classroom, and to attach flexible metadata to each individual record. Users can also discover and explore content from multiple collections and manage images, audio, video and other digital content.

MDID 3 is currently distributed under an Open Source license. An estimated two hundred institutions in the United States and around the world use the current or previous version of MDID in their curricula.

Intellectual Property and Licensing
JMU is a leader in this instructional technology market and presents regularly at conferences nationally. The University is willing to enter an exclusive partnership with an established company or entrepreneur with a demonstrated ability to build a commercial enterprise around MDID 3. JMU holds copyrights on additional code and trade secrets.

Tech Transfer and Business Model
While the core software has been released under a GPL license, each institution must install and maintain MDID 3 using its own resources. A business could be built around MDID 3 by offering a “software as a service” (SaaS) version of the system, including support for local installations and hosting services for shared collections, and by pursuing additional markets. The business could seek to partner with companies offering related services (e.g., image libraries) and expand into other higher education sectors, K-12 and museum and gallery markets.

Market and Competition
The JMU technology would have applications in a variety of art and education markets. SaaS is attractive to universities as a comprehensive media management solution. Beyond the education market, MDID 3 is viable as a platform for a wide range of digital media collections that would benefit from aggregation by assembling disparate sources and presentation for a wide variety of purposes. The technology may also be of interest to for-profit image vendors who want to add value to their produce by offering MDID 3-related services.