

## What is a Production Management Solution?

Modern production environments consist of highly diversified systems, each of them using different formats dedicated to specialized production workflows. Silex Media's production management solutions streamline these workflows by optimizing the single production steps and making content available company-wide. Using the same content for different tasks from every production factory in the broadcast organization – independent of format or technology restrictions - easily integrates NLEs from different vendors, offloads the production storage and accelerates production tasks. Silex Media Production Management Solutions provide an effective way to meet all requirements of specific production tasks.

## Solutions soaked in the real world

Production management solutions have been successfully planned and implemented e.g. to realize a completely tapeless bi-medial broadcast workflow at the public broadcaster SWR, the ARD station covering south-western Germany. Tapeless workflows include all production steps from ingest to playout. Another example is EO, a major Dutch cross-medial public broadcaster, where Silex Media integrated Final Cut Server, and implemented workflows using AtomFactory as an MXF gateway to their Final Cut Studio production environment. This way EO was able to select their preferred MXF-based ingest and playout devices and connect them seamlessly with their Final Cut Studio editing systems.

## Solutions for most different production tasks

### **Example Solution: Final Cut Accelerator – an accelerated production solution**

#### **Customer requirements**

In response to a growing user community with Final Cut Studio and in an attempt to reduce the total cost of ownership of a production unit, media owners are more and more considering Apple as a core element of their future production strategy. Silex Media provides a sophisticated solution to integrate the Final Cut Studio production workflow seamlessly into the enterprise environment using the existing infrastructure.

#### **Solution**

*Final Cut Accelerator* is an end to end service for production management integration in the enterprise workflow. Unlike proprietary products like MXF Converters that give a partial response to the integration problem, *Final Cut Accelerator* takes the entire workflow into account. Additional benefits include faster production ready time with a services expertise across the entire infrastructure and quicker time to air with specific middleware that accelerate access to edit material and time to be ready for playout; also the ability to save on overall infrastructure cost by using clever bandwidth management to access the storage. These benefits reduce greatly the cost to produce.

## Expertise and services

Experience in implementing an end-to-end Mac based production workflow ● Building a fast workflow that allows edit-while-ingest and playout-while-transfer ● Enable interoperability between existing formats in the archive ● Playout with QT production (MXF to QT, DV to QT, others) without the need of transcoding ● Glue development on MacOS, Linux, Windows ● Final Cut Server Know-How ● Know-How in the different material sources from file based to scheduled or manual ingest, how to adapt them to the clients needs and integrate to existing environments. These can be MAC specific or existing systems (MAC: Bug.TV, Softron, Gallery, Sienna, EXISTING: SGT, Ardeno, S4M, smartjog) ● Storage expertise: production storage bandwidth, network, shared file systems and offloading concepts to cheaper buffer storage (Apple XSAN, Quantum SNFS, SGI CXFS, IBM GPFS, LSI, DDN, HP EVA, brocade, SUN) ● Interface to existing media management or automation systems to retrieve or register SD or HD content (XML, EDL, APIs, MessageBus, etc) ● Know how in interfacing existing production kit for metadata and content (AVID, GrassValley, Quantel, Sony, Apple) ● Know How in different playout systems and ability to integrate in a playout-while-transfer workflow (Omneon, Thomson/GrassValley, Opencube)

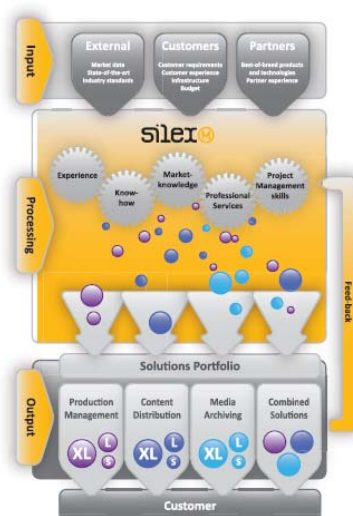
## More solution examples:

**HD Production Kit - Cost effective HD production solution:** This solution adds HD functionality to an existing production environment.

**Tapeless production solution:** The tapeless bi-medial production solution describes ways for realizing a complete video broadcasting workflow, including archive and restore, with the possibility to integrate audio workflows without the need to handle tapes.

**Open Production Architecture - Intermediation for file-based production:** Seamless integration of different production systems like ingest or editing archive, playout factories providing any content to any system at any time. Wherever possible the solution uses standard components, e.g. IT Storage, X86 Servers, Linux OS, standard databases to ensure the best lifecycle of the architecture and the most cost effective support.

## Silex Media solutions portfolio



Silex Media is a services company that focuses on delivering solutions to address customers' needs in the areas of Content Distribution, Media Archiving and Production Management. Indeed, since global cooperation, content sharing and integration with proprietary systems are most demanding challenges for broadcasters today there is a strong end to end solutions from a company that understands the unique requirements of the broadcast industry while at the same time managing the lifecycle and reducing the risk of integration and evolution

Silex Media's proven solution portfolio includes best of breed products from our technology partners coupled with the expertise and support of their global professional services team to help customers address today's challenges and opportunities and bring out the best in their content. Silex Media accompanies its customers through all steps of the project, from consulting and planning to the turnkey solution and subsequent support.

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