

Accelerate and Streamline the Media Lifecycle

A Complementary Solution: Quantum StorNext and DAVID Systems' Hydrogen Archive Catalyst (HAC)

There are a myriad of technology challenges facing broadcasters today in terms of content creation and delivery. To develop new sources of revenue, new business models such as content syndication and cross-media delivery platforms must be introduced, including Internet (IPTV), Video-on-Demand (VOD) and mobile TV. These emerging forms of content application require new processes and create a demanding task for content management and the systems surrounding it. Existing and consistent metadata across various processes is vital for this approach. The availability and quality of content data has high requirements to fulfill the needs of different technologies.

Another challenge for broadcasters is the sheer pace of change. More and more elements of the workflow can be delivered digitally, which means that the role IT plays is becoming increasingly significant inside the broadcast organisation. Added pressure relates to the organisation of work. Ideally, all content from departments needs to be stored centrally. This approach is the most efficient and viable way to realise the benefits of cross-media programming development. This way, re-use of content, parallel production and other objectives can be met.



The hub and spoke architecture linking common broadcast disciplines

The pressure doesn't stop with new processes and rapid change. At a business level, broadcasters and media organisations need to balance the demand for content reuse, improved time-to-air and integrating heterogeneous environments.

A consequence for the broadcaster is to be able to expand production environments in a quick, flexible and transparent fashion. What starts as a small production island quickly grows into the need for a proper archive that needs to be integrated with the rest of the enterprise.

The combined offering from Quantum and DAVID SYSTEMS addresses these needs.

QUANTUM'S STORNEXT AND DAVID SYSTEMS' HYDROGEN AND MOVES MEDIA

- 'Broadcast-aware' storage solution transparently moves data between storage tiers, including external appliances, for simplicity, scalability and economy
- Wide variety of video formats supported, including MXF IMX, DVCPRO 25/50
- Support for timecode based partial file restore, retrieve only the requested short clip—not the complete asset
- Multi-tier archiving enables continued access to broadcast data while reducing storage costs
- High speed data sharing lets broadcasters' access files from multiple hosts to dramatically improve productivity and finish projects faster
- Heterogeneous: supports broadest range of broadcast server platforms and storage for greater collaboration and fewer delays
- Integrated data protection and remote monitoring and alerting simplify service and safeguard data over its lifetime
- Open environment preserves broadcasters' choice and eliminates dependence on any single vendor
- Easily expanded to work with other complimentary Hydrogen products: faster time to air with edit-while-ingest and server-based editing, complete lifecycle management with maximum flexibility to manage essence & metadata
- Connect to a range of Moves Media intelligent tools for the distribution of media content via WAN, LAN and IP connections

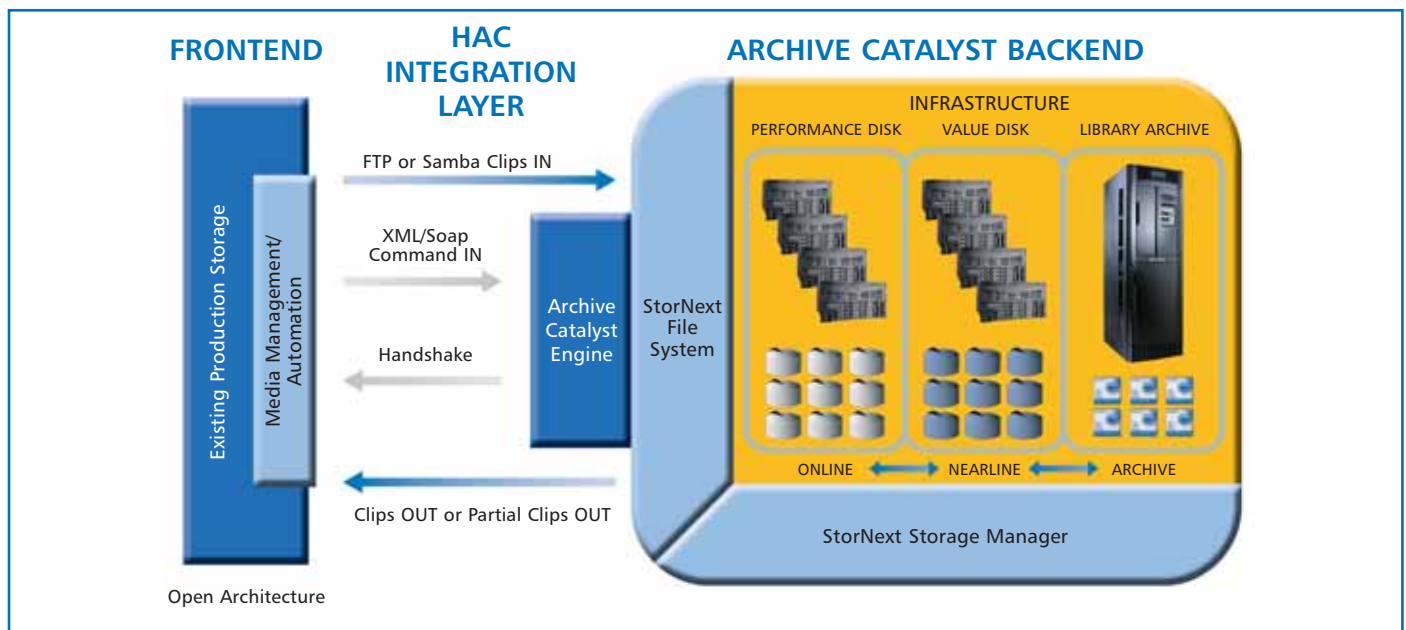


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QUANTUM STORNEXT AND DAVID SYSTEMS' HYDROGEN ARCHIVE CATALYST (HAC)

Quantum StorNext sets the standard for high speed, shared workflow operations and large scale, multi-tier archives. StorNext consolidates disparate storage pools so critical broadcast files can be processed faster. With StorNext, content is directly and easily accessible to all hosts without having the overhead of manually transferring high resolution broadcast content. The combination of Quantum StorNext and DAVID Systems' HAC enables broadcasters to connect archive storage to production storage and deliver digital workflow.

The joint, complementary solution provides transparent access to a hierarchical storage management of tiered disk and robotic tape libraries where customers get almost unlimited storage capacity—highly cost-effectively. Better still, the user's workflow, or even the existing infrastructure does not have to be changed. The result is quicker restores and faster time-to-air for broadcast material, improved efficiency and reduced cost. Moreover, the StorNext-HAC solution accelerates processing, helps broadcasters finish projects faster, and make it easier to re-use assets.

WHY STORNEXT AND HAC

- Cost savings through increased utilisation of higher performance online storage
- Enables broadcasters to re-purpose their content
- Faster production of new content using archive footage through the elimination of search and re-ingest of tape
- Faster production of content through direct heterogeneous access to storage
- Dynamic resource allocation protects customer's investment in the broadcast archive providing seamless transfer to newer technologies
- Access via existing workflow (via existing MAM / Browse), including Meta data search, low-res browsing and automatic clip restore based on partial clips
- Store and restore of all video formats (SD, HD, 2K, 4K ..), as well as non-video files
- Partial Restore for many HD and SD formats, including MXF/IMX and MXF/MPEG-ES for accelerated workflow

DAVID SYSTEMS' HYDROGEN AND MOVES MEDIA PRODUCTS

The Hydrogen product family is an IT framework that enables broadcasters to simply and effectively integrate existing applications and production islands within an existing workflow management environment. The three Hydrogen products can work independent of each other but can also function together to form an integrated workflow.

At the heart of the unified Quantum and Silex Media solution is the Hydrogen Archive Catalyst (HAC). Used in conjunction with Quantum StorNext Storage Manager, the solution delivers the rich, flexible and efficient functionality today's dynamic broadcasters need. HAC translates a 'video asset request' with associated timecode and metadata information from a Media Management system, to a 'file request', either for the complete file or a partial file restore based on simple TC-In and TC-Out. This partial file might be for 30 second sequence of a sports or news broadcast as opposed to the entire section. The Archive Catalyst engine not only retrieves the file from the SNSM but also delivers it to a destination location, for fast, intelligent archive integration. The solution can be enhanced further by using it in combination with other Hydrogen modules such as Hydrogen Media Accelerator (HMA) accelerate the video file workflow process still further and provides the ability to enable editing during ingest. Material can be ingested from various sources. While ingesting proxy editing tools can generate EDLs which are sent to the NLEs for craft editing on hires material or to playout servers for immediate transmission.

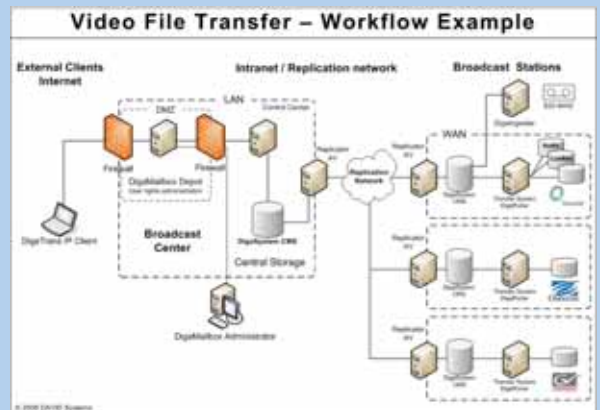
StorNext is also recommended by DAVID Systems as a best-of-breed infrastructure layer for their Hydrogen Lifecycle Management (HLM) solution set. This is an industry leading media workflow, asset, production and archival management system for a totally integrated approach to media management across an entire organisation.

Finally, to connect many regional media management locations together and connect remote international clients into a media management environment, the DAVID Systems Moves Media, solution provides broadcasters and media companies with the most advanced way to share and distribute media over large distances, both over WANs and normal public Internet connections, as already used by dozens of large international broadcasters across the globe.

ABOUT QUANTUM STORNEXT

Designed for media and entertainment companies, StorNext streamlines workflow processes and enables faster completion of projects. Using StorNext, applications running on different operating systems (Windows, Linux, UNIX, and Mac OS X) can simultaneously access and modify files on a common SAN storage pool. This centralised storage solution eliminates slow file transfers between workstations and dramatically reduces delays caused by single client failures.

CASE STUDY: Quantum's StorNext and DAVID Systems Moves Media



DAVID s y s t e m s

Silex Media has chosen DAVID Systems distribution technologies in many projects all over the world.

The Moves Media applications represent a range of intelligent tools for the distribution of media content via WAN, LAN and IP connections, which can be combined to many wide-ranging distribution solutions

One leading example of how this technology has been deployed is with the ARD Network in Germany. The ARD Sternpunkt, based in Frankfurt is a network connecting all of Germany's regional public broadcasters. The broadcast networks, stations, and studios of ARD employ a diverse range of production and playout systems, as well as a vast array of different storage management software and infrastructure, much of which was based upon StorNext technology. The heterogeneity of this system landscape was the biggest challenge for the planned transfer system, containing a wealth of different interfaces, formats, and organisational structures. In response to this complex structural framework, the Video File Transfer (VFT) System was conceived as an independent system for transporting/exchanging video content. It was introduced into daily operations in October 2007 and represents a sleek, cost-efficient alternative to conventional cable transfer systems. It forms the basis for automated and semi-automated tapeless workflows between the heterogeneous infrastructures of different broadcast networks. This way it is not only responsible for distributing media data and metadata but also for transcoding and upload according to the addressees' system requirements.

With the introduction of the new VFT system, ARD is pursuing several aims:

- Faster exchanging of current items—reduced transfer times (faster than real time)
- Simpler workflows for exchanging items—less involvement of the station's scheduling, programming, and planning staff
- No or minimum loss of image quality—recompression is avoided where possible

StorNext also includes optional archive functionality to reduce the cost of long term data retention, without sacrificing accessibility. Using Quantum's iMover technology, StorNext Storage Manager transparently migrates digital assets to a secondary storage tier of disk or tape. This enables customers to store more files at a lower cost without having to reconfigure applications to retrieve data from multiple locations. StorNext also performs a variety of data protection services to guarantee that data is safeguarded both onsite and offsite. StorNext FX enables greater consolidation of workflow processes in Xsan environments to save time and increase productivity. StorNext FX acts as a gateway for high speed data sharing, linking applications running on different operating systems (Windows, Linux, UNIX) to a Xsan storage environment. With StorNext FX, applications running on almost any platforms can share data stored on cost-effective Xserve RAID.

COMBINED STRENGTHS

The seamless interoperability between DAVID Systems' Hydrogen, Moves Media and StorNext eliminates the need for any special coding or complex integration. StorNext is simply seen as a native volume with all file structures and native protections retained. Staff can immediately begin sharing data at high speeds. Any single file within StorNext can be natively accessed by Windows, MAC, Linux and UNIX-based applications without modifications to the application. StorNext is built on a high performance shared file system that protects workflow process from downtime by sharing digital assets across multiple workflow servers. Additionally, the StorNext distributed LAN client extends the shared file system to Ethernet attached file systems. Users no longer require such a large fibre channel SAN and if any given server is unavailable, the next available server can continue the job to completion.



ABOUT SILEX MEDIA

Silex Media GmbH concentrates on delivering IT-based solutions, systems integration and workflow products and services to broadcasters and professional media companies that wish to move efficiently from traditional tape-based environments to digital workflows or to transition from a radio and television market to an internet and telecommunication position.

Silex Media solve the most complex tasks faced by broadcasters and media owners in terms of resources optimization, content reutilization, pluri-media distribution and business assurance.

The company has offices throughout Europe and is 100 percent backed by SGI Japan whose investors include NEC, SGI, Sony and Canon.

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About Quantum

Quantum Corp. (NYSE:QTM) is the leading global storage company specialising in backup, recovery and archive. Combining focused expertise, customer-driven innovation, and platform independence, Quantum provides a comprehensive range of disk, tape, media and software solutions supported by a world-class sales and service organisation. As a long-standing and trusted partner, the company works closely with a broad network of resellers, OEMs and other suppliers to meet customers' evolving data protection needs.