


Solution Brief

Media Interoperability and Asset Protection

Bycast® and Marquis Broadcast partner to deliver universal media interchange and asset repurposing solutions for multi-site post production and broadcast environments.

The ability to universally access and transfer both digital media and meta-data between dissimilar systems has been the holy grail of film and television production since the dawn of the digital media age. Whether producing new content or repurposing archived assets, the translation of essence and meta-data between different systems is one of the most troublesome and costly aspects of multi-vendor workflows. These challenges and lost productivity costs multiply when workflows, libraries, and archived assets span multiple sites, as they often do. Studios with assets from different systems find repurposing those assets much more difficult because they have incompatible data formats. Hardware obsolescence compounds these challenges by requiring asset migration over time, and media degradation causes applications to fail to recover those assets when needed.

Bycast and Marquis Broadcast alleviate these challenges with solutions that combine the strengths of Marquis Medway™ universal media exchange and Bycast StorageGRID® storage virtualization software for large-scale digital archives. Marquis Medway allows media files to flow freely between dissimilar non-linear editing platforms, asset management systems, and video servers. Bycast StorageGRID provides a unifying object store which preserves, protects, and secures media assets over multi-decade timeframes and across many sites and tiers.



StorageGRID presents applications with a global view of all assets through standard file system interfaces. Bycast StorageGRID software powers some of the largest life-critical and data-intensive digital archives in the world, including nation-wide services and regional archives connecting dozens of sites. The combination of Bycast StorageGRID and Marquis Medway provides a platform for media and meta-data interchange which eliminates the challenges of multi-vendor workflows, with the scale, performance and continuous availability that post production studios and broadcasters demand.



“The multi-vendor, multi-tier StorageGRID platform allows data residing anywhere in the world to be viewed as a single global namespace, which is a requirement for transparent and efficient multi-site workflow integration.”

- Enterprise Strategy Group

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MEDIA FORMAT INTERCHANGE

Medway Media Highway is a sophisticated media transfer and format conversion tool, delivering a transparent and cost-effective connection between multiple heterogeneous platforms and environments. Complex digital workflows are hampered by expensive and repetitive operations brought on by file incompatibilities. Medway from Marquis provides a transparent and cost-efficient route to removing these bottlenecks.

Medway transfers both media and descriptive data (meta-data) between dissimilar editing environments or video servers, enabling the whole production process to be maintained in a digital environment. Media is re-wrapped and streamed during its movement; therefore, minimal delay is achieved. By allowing meta-data to be moved with its associated media, Medway enhances tracking so that media can never be lost, thus maximizing the return on your high value assets.

Medway is compatible with a host of editing systems, video servers, storage, archive and asset management systems, browse, automation systems, and non-linear media devices, such as cameras and decks. Medway supports a rich gamut of broadcast media formats, ensuring that maximum benefits are derived from the whole capture to playout workflow.

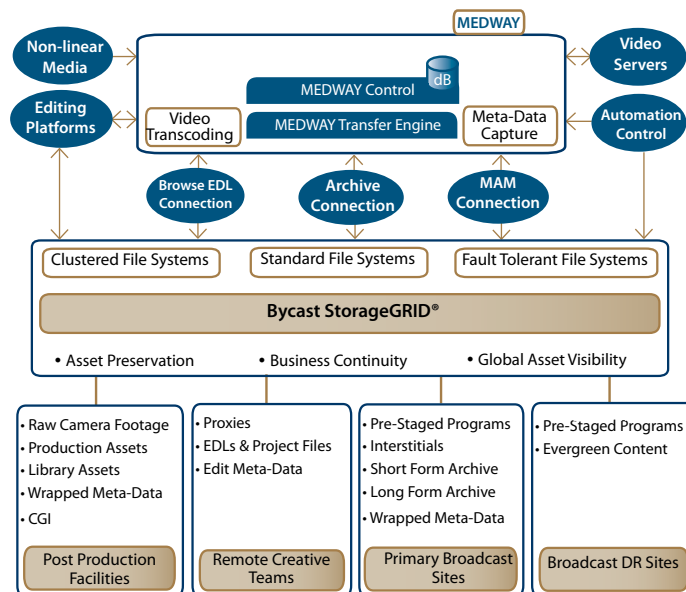
Designed specifically to meet the demands of the most challenging of broadcast environments, Medway is suitable for all digital applications, including newsrooms, playout centers, production, and post production suites.

LARGE SCALE CONTENT PROTECTION

With StorageGRID, media workflows are able to scale from single site to large regional deployments having geographically distributed resources. Post houses, broadcasters, and service providers alike achieve lower costs by leveraging existing storage investments to protect in-work and completed media assets as well as client and back office data within a common, protected storage pool.

StorageGRID protects the integrity and automates the preservation of digital assets over multiple technology generations and multi-decade timeframes. It inherently provides continuous availability, backup, and disaster recovery with a self-healing grid architecture that is resilient to multiple concurrent hardware faults or network interruptions. All digital assets are protected through digital fingerprints, encryption, and automatic replication and distribution across sites based on the Information Lifecycle Management (ILM) policies. The ILM policies define the workflow and the corporate data retention, disaster recovery and business continuity rules. In multi-site environments, policies can

be configured to define the degree of replication as well as the geographic placement of media through the workflow and over time, allowing sites to act as independent islands of operation in the event of network interruptions.



Integrated Medway & StorageGRID Solution

Digital assets created at any stage and at any location are protected and preserved against loss over multiple technology migrations by Bypass StorageGRID. Marquis Medway Media Highway provides interchange of media and meta-data formats between systems and applications. Solutions based on Medway and StorageGRID enable multi-site workflows, repurposing of assets in legacy formats, and migration of assets between vendors over time.

ABOUT MARQUIS BROADCAST

Marquis Broadcast specializes in the identification, design and implementation of new workflow practices in the broadcasting industry and develops project management and systems integration solutions that enable broadcasters and other users of digital media to achieve maximum efficiencies from their workflow processes. For more information, visit www.marquisbroadcast.com.

ABOUT BYCAST

Bypass is the leading provider of advanced storage virtualization software for large-scale digital archives. Bypass StorageGRID software is enabling organizations in eighteen countries to optimize their storage infrastructure and ensure the integrity and availability of their valuable data assets. To learn more about the company and its solutions, visit www.bycast.com.

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