

# A GROWING ADVANTAGE

## AmberFin and Dell EMC Isilon are ideally placed to streamline your file-based workflow

### ESSENTIALS

- One of the highest picture qualities per bit rate on the market
- Allows a true collaborative workflow through centralized storage
- Eliminates time spent on copying and transferring files
- Support for high bit rate for ingest and playback without the need for local storage
- Simplifies storage support and backup

If you're a digital content owner, it is extremely important that the equipment you are investing in today has the capacity to keep up with your expansion. You need to maximize the value of your TV, film, and video content, from capture through distribution—while reducing costs, saving time and eliminating incompatibility issues.

These goals can be achieved by combining the market-leading iCR (intelligent Content Repurposing) system from AmberFin® with the Dell EMC Isilon® scale-out storage systems and software. The iCR and Isilon solution gives you the immediate ability to convert the content you have into revenue-generating assets that can be endlessly expanded and enhanced in the future without the need to reconfigure your system.

In practice, this means your technology will not hold you back if you increase your capacity, and you won't have to revisit your technology decisions in a few years to help your business cope with larger workflows.

### AMBERFIN ICR: SOLVE YOUR WORKFLOW PROBLEMS

AmberFin iCR is a family of software products that perform high-quality ingest (encoding), transcoding, review, cut and splice editing, versioning, format conversion, standards conversion, operator annotation and file or video based QC.

Scalable, agile and efficient, the AmberFin iCR (Intelligent Content Re-Purposing) Platform brings true innovation and cost-effectiveness to the demands of multi-platform delivery, enabling the industry to deal with high volumes and true-to-source high quality pictures at the same time, all with exclusive slim-file technology.

Unique to the iCR Platform, AmberFin's industry leading approach to Quality Control, known as Unified Quality Control (UQC), introduces a QC mark that brings a new level of trust to media assets. UQC uniquely combines automated processes that integrate third-party verification tools with a human touch, enabling more efficient and effective decision-making and new levels of confidence in the file creation and transformation processes.

AmberFin has built iCR in a scalable, modular fashion, so that you only need to buy the elements that will have an immediate, direct benefit for your business. AmberFin iCR consists of the following applications:

- Ingest: iCR offers industry-leading ingest and encode quality with integrated unified quality control (UQC) reporting and annotation tools.
- Transcode: offering both format and standards conversion, iCR lets you transcode directly to formats used for television and film production at the highest possible levels of quality.
- Play: iCR enables operators to instantly review shared assets at any point in the workflow with high-quality, frame accurate, HD-SDI playback.



A major advantage of this modular approach is that you need to add only those features that are important to your business. As a result, your iCR remains productive and profitable for more of the time, giving you a better return on your equipment investment.

Of course, you can mix and match these applications to suit your own requirements. They all have a common, fully customizable, and easy-to-use graphical user interface, which simplifies training and operation. Or, you can run the applications from an automation or asset management system, using one of their many supported interfacing mechanisms.

## **DELL EMC ISILON: DELIVERING INTELLIGENT SCALABLE STORAGE**

Dell EMC Isilon is the worldwide leader in scale-out storage systems and software for digital content and unstructured data. The award-winning Isilon family of scale-out storage solutions combines the Isilon OneFS<sup>®</sup> operating system software with the latest advances in industry-standard hardware to deliver modular, pay-as-you-grow, enterprise-class storage systems.

The Isilon storage solution speeds access to valuable content, while dramatically reducing the cost and complexity of storage. It enables you to create a single, shared pool of storage that can modularly scale to more than 20 petabytes of capacity and deliver data throughput of over 100 GB/second.

Powered by OneFS, Isilon delivers the industry's first single file system that unifies and provides instant and distributed access to rapidly growing stores of content, eliminating the cost and complexity barriers of traditional storage architectures. Isilon technology provides the ability to scale both system performance and capacity linearly and independently based on application or workflow needs.

Isilon data management applications include Dell EMC Isilon SnapshotIQ<sup>™</sup>, with per-directory unlimited snapshots to protect against application or user errors, and Dell EMC Isilon SyncIQ<sup>®</sup>, with high-performance cluster replication to protect against local disasters. Isilon also offers Network Data Management Protocol (NDMP) backup to tape certified by major backup ISVs.

## **A PERFECT MATCH FOR YOUR BUSINESS**

AmberFin iCR's unique scalability is perfectly matched to Isilon clustered storage and the OneFS file system. AmberFin iCR has been tested with Isilon storage to enable high-bandwidth operations and ensure unprecedented levels of reliability in standard or high-definition.

Furthermore, using multiple iCRs on a shared Isilon storage platform can help you establish a true collaborative workflow. Content and metadata can flow from one stage to the next without any need to copy files, effortlessly optimizing your business process.

By ingesting directly onto an Isilon storage system, you can make files instantly available to networked editing systems, allowing instant access to the ingested content.

Whether you've used iCR to create content compatible with Avid or Apple Final Cut Pro, the high-speed shared storage system allows direct access to assets as soon as they are ready. ICR's integrated, real-time and automated QC means that there is no down time waiting for file transfers or human QC operations, ensuring that precious time and human resources are not wasted moving assets to external QC stations. Connecting a network of the iCR repurposing applications to shared storage also allows fast turnaround on jobs requiring quality levels only attainable with AmberFin's iCR. Repurposed outputs can be stored back onto the shared system to complete the media lifecycle.

## ABOUT DELL EMC

Dell EMC is a trusted leader in media and entertainment storage for content creators, broadcasters, and content delivery providers. Dell EMC storage forms the foundation of a simple and future-proof infrastructure, giving you the agility to transform business operations, and the flexibility to adapt to new media workflows. Through innovative products and services, Dell EMC accelerates creation and monetization of media, helping media professionals store, manage, protect, and analyze their most valuable digital media assets.

Build your story on Dell EMC.

### CONTACT US

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