

# MEDIA DELIVERY AT THE PUSH OF A BUTTON

## Grass Valley and DELL EMC Isilon: a foundation for collaborative entertainment, studio, and news workflows

### ESSENTIALS

- Full set of production tools in one application—designed for simplicity, efficiency and speed
- Complete and adaptable production workflows—media production tools to assist ingest, editing, content aggregation, logging, transfer and playout
- Choice of mainstream craft editors: Grass Valley EDIUS, Apple Final Cut Pro 7, Adobe Premiere Pro CC and Avid Media Composer (standalone, file exchange with Avid ISIS or Avid Interplay)
- Intelligent background resource management to balance the load between service providers to optimize system resources

### THE CHALLENGES IN EVOLVING MEDIA PRODUCTION

Driven by consumer behavior and enabled by technology, the media landscape is changing. The TV and media industries will experience more in the next five to 10 years than they have in the past 50. The media experience will become more immersive and personal, reaching viewers on any platform, anytime, and anywhere. Ericsson Consumer Lab research predicts that, by 2020, people with access to a mobile device will use this for 50 percent of their viewing of all media content.

Media consumption is no longer a scheduled event, delivered through a single distribution channel. Consumers expect their video content, the latest news, sports and other programs, available on a whole host of portable platforms. If you are slower than the competition when publishing your content, you can lose your audience fast.

### RE-THINKING WORKFLOW EFFICIENCY

Grass Valley's integrated video production system, GV STRATUS, supports every part of the content creation and distribution lifecycle through a common graphical user interface. Based on a service-oriented-architecture for flexibility and performance, GV STRATUS focuses on the needs of media production operations to make more content available, in less time, and on more platforms than ever before.

With GV STRATUS, users can tackle more production tasks without having to involve a lot of unnecessary expense or tools that don't quite fit the job at hand. Because the application functions take the form of plug-ins, a media production organization can choose the specific tools each end user has available to efficiently perform any task in the end-to-end workflow, all within the context of a single application interface.

GV STRATUS opens up a new user experience paradigm, with the potential to break down the traditional silos of users, technologies, and tasks. Individual users can tailor their GV STRATUS desktop environment according to the task at hand. At the workgroup level, GV STRATUS enables collaborative workflows where everyone has access to every clip on the network with the all tools required to manage and produce the content. In this way, GV STRATUS allows the media enterprise to optimize workflows by consolidating roles for efficiencies, while at the same enabling a team and cross-organizational collaboration.

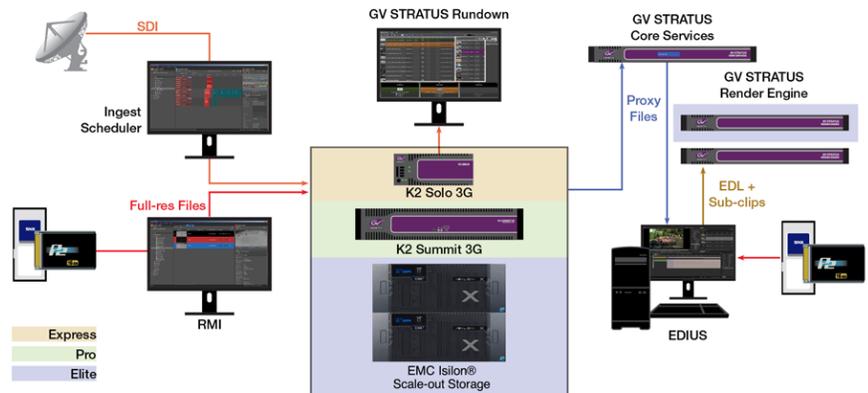


## FOUNDATION FOR A COLLABORATIVE WORKFLOW

Integrating Grass Valley STRATUS with DELL EMC Isilon's scale-out storage offers media professionals an end-to-end solution that matches the changing ways content is created today, along with the flexibility to encompass new possibilities tomorrow. The combined solution focuses on the needs of media production operations challenged to deliver more content in a shorter time.

The Grass Valley-DELL EMC solution eliminates the waste and inefficiencies introduced by multiple, independent storage silos. Not only are assets shared and available up and down the workflow, but also the consolidated storage represents a single point of administrative contact—dramatically reducing operational costs. It also provides benefits to help media organizations streamline workflows and survive today's business challenge.

To serve content to viewers whenever they are, whenever they want it, Grass Valley STRATUS and DELL EMC Isilon's scalable architectures immediately expand the traditional broadcast solution to support multiple distribution models, formats, and consumption models.



## 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

To learn more, contact your local representative or authorized reseller.



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