

A NEW ECO-SYSTEMS FOR CONTENT MANAGEMENT AND DELIVERY

Evertz and Dell EMC Isilon Scale-Out Storage

ESSENTIALS

- Unix-based operating system, with active-active server and database architectures for high availability and reliability
- Modular architecture provides scalability from a single user to thousands of users, material processed and support for multiple site locations
- Flexible architecture for customizable workflows from library management to ingest

THE DELIVERY OF CONTENT IS EVOLVING

The delivery of content is evolving—consumers now use linear and non-linear methods for viewing their content. Traditional broadcast facilities that use discrete components to transmit content are moving towards a file- and IT-based delivery architecture—not only to adapt workflows to these new consumption models, but also to reduce costs and accelerate time-to-market of new channels.

CREATE. MANAGE. DELIVER.

To accelerate the move to file- and IT-based workflows, media professionals are looking for content management solutions that offer a new ecosystem for content delivery.

Moving from a traditional model to an IT-based one requires:

- A truly integrated solution that allows content providers to increase efficiency and reduce operating costs by simplifying workflows and support for publishing to both linear and non-linear platforms
- A Playout and Content Management solution that also scales from a single-channel application to a large multi-channel playout facility

Evertz Mediator is content management and workflow solution for smarter media publishing. Mediator addresses the ever-changing business and operational needs for delivering linear and non-linear content and distribution. Mediator helps media organizations monetize media assets by managing resources and operations to deliver multi-channel, multi-platform and multi-language content anytime, anywhere.

EVERTZ AND ISILON CONTENT WORKFLOW PLATFORM

Evertz works with DELL EMC products that tackle media specific challenges, including DELL EMC Isilon Scale-out network attached storage (NAS). From ingest to archive and back again, Mediator manages the assets—providing fast, efficient ingest, workflow and transfer management.

Ingest is performed in either SD or HD from tape to an ingest server. Mediator allows audio to be uploaded to an existing asset while in the system allowing the asset to be re-used without the need to re-ingest the material.

Workflows vary for each client and providing specific functionality for promos, compliance, and approval whilst protecting the privacy of each client's library.

All material can be stored on a modular Isilon storage system that is managed by Mediator's Intelligent Storage Management module. The Isilon storage is ideal for customers as the modular design allows expansion of both capacity and bandwidth as

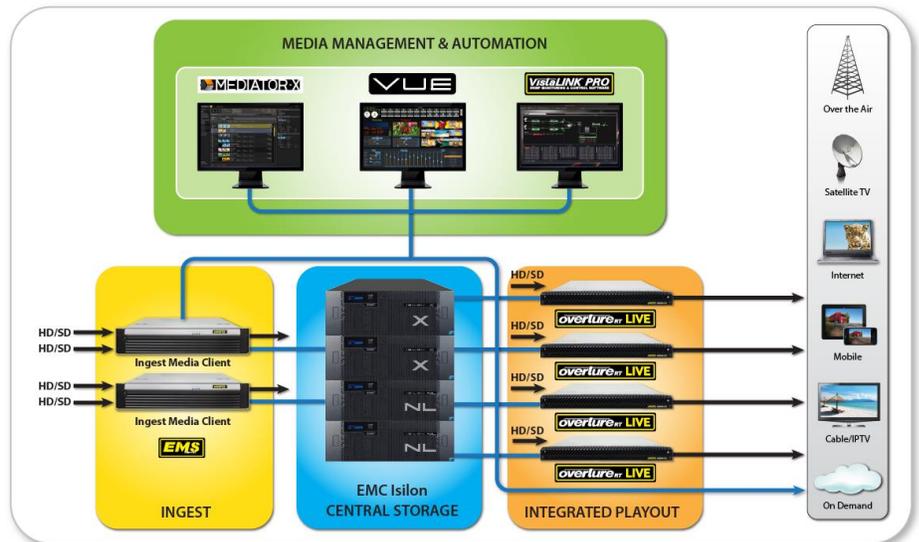


clients' need increase. Huge amounts of storage are available with high bandwidth to ensure easy transfer of material in and out of the store. Extra storage can easily be added while Mediator and Isilon are live, ensuring no downtime.

Material passes through a well-defined workflow to ensure that only assets of acceptable quality are presented for playout. When assets are required by transmission, they are transferred via Isilon to playout servers. Mediator manages all transfers automatically and guarantees the asset is presented at the right time for third party automation for playout in SD and/or HD.

At all times, assets are available via Mediator desktop browser, allowing search, review, and creative approval from the desktop.

Mediator provides complete file-based asset management:



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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