REVOLUTIONARY TOOLS FOR BROADCAST

ESSENTIALS

- The powerful workflow designer allows workflows to be easily created, cloned, and edited in-house at any time, without recourse to expensive programmers or TMD's professional services

- The platform incorporates comprehensive business and media-aware workflow management

- Isilon, the industry's #1 scale-out network-attached storage systems, designed for demanding uncompressed high resolution workloads

- ECS is Software-defined object storage designed for both traditional and next-generation workloads with unmatched scalability, flexibility and resiliency

TransMedia Dynamics Mediaflex & Dell EMC Isilon and ECS: Content acquisition, asset management and workflow, to content delivery

In today's media-driven world, the need has never been greater for the effective management of media content throughout every stage of its life cycle, from conception to creation, through delivery and archive, while ensuring efficient repurpose and reuse at every opportunity. Designing a business and operational management system to meet the exacting and ever-changing needs of today's media businesses requires an organization with in-depth operational and business knowledge of these industries, extensive technical expertise in both the IT and media environments, commitment to customer service - and clarity of vision. This is where Dell EMC and TransMedia Dynamics come into play!

Revolutionary new tools for single application broadcast

TMD was founded in 1998 with the specific goal of providing the global media marketplace with a media asset, workflow, and resource management system capable of driving businesses forward by effectively managing the existing legacy of linear based physical media, such as film and tape, as well as the plethora of modern digital formats, both born digital and digital reformatted. That are required by both traditional linear and new nonlinear media operations. The result is Mediaflex-UMS (Unified Media Services), a scalable, cloud-native media services platform, that can be deployed on premise, in the cloud or as a hybrid.

Foundation for collaboration

With collaborative workflows under-pinned by the performance, flexibility and manageability of Dell EMC Isilon, Mediaflex-UMS provides a revolutionary solution that redefines broadcast. Mediaflex-UMS supports the management of both physical media (i.e. film and tape), and digital content. It enables organizations to manage the digital supply chain of their media content, including acquisition, creation, digitization, repurposing, preservation, enrichment, delivery, publishing, and archiving, through TMD's own media applications and from its extensive list of leading integration partners.

The flexible range of media applications can run individually, or be configured as part of a Mediaflex-UMS platform for a complete, scalable, end-to-end enterprise solution. All applications share a common user interface and metadata schema.
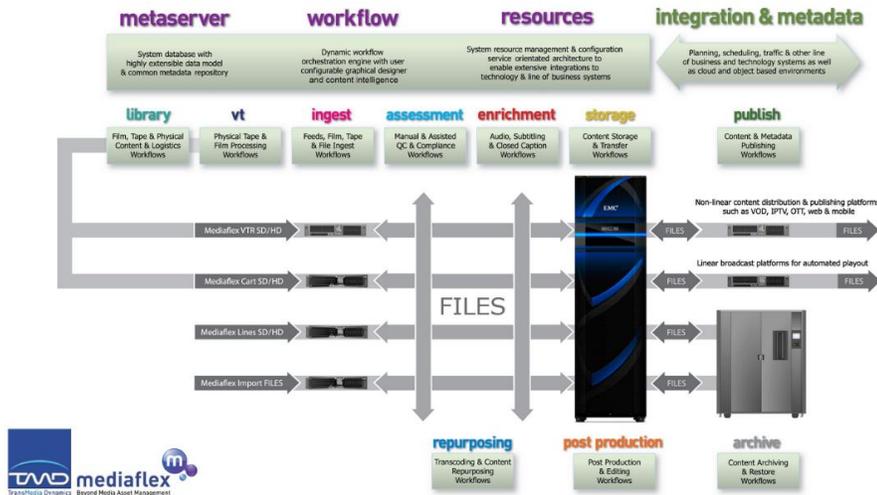
Applications provide specific workflow functionality through configurable tasks that are used within the workflow designer to build software defined workflows, enabling users to easily search for, browse, use, repurpose, and catalogue media content in multiple formats.

Mediaflex-UMS is also the only broadcast solution in its class that lets you use the storage of your choice for shared projects. TransMedia Dynamics has validated its latest release of Mediaflex-UMS with Dell EMC Isilon scale-out storage and ECS. With Mediaflex-UMS and Dell EMC you don't need to buy expensive, proprietary storage or need to hire an entire IT department to use or manage it. Simply connect each user to your shared storage, setup the Mediaflex-UMS software and start working.

Dell EMC storage is the underlying foundation to support broadcast – and gives broadcasters and system administrators the power and control they need to enable truly collaborative workflows.

The exponential growth in asset storage requirements—often required with little notice—is perfectly addressed by the pay-as-you-grow architecture of Dell EMC Isilon and ECS. Using the modular Isilon and / or ECS architecture, capacity and/or performance can be added to the infrastructure in just minutes.

The joint solution means that everyone has more time to be creative, and, most importantly, to do their best work!

About TransMedia Dynamics

TMD is a highly focused and dynamic organization specializing in the development and delivery of solutions and associated services to the global media, broadcast and archive industries. We innovate and deploy services which enable our customers to have smarter processes and create more efficient organizations. Our client base spans both global and national organizations highlighting the fact that TMD is small enough to care yet big enough to deliver.

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.

Learn more about Dell EMC solutions for Media and Entertainment

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