

# Optimizing access, management, and automation for post-production and broadcast media

## Key Benefits

- **Enhanced automated workflows:** Users can reduce manual intervention and achieve greater operational efficiency by leveraging automation. Optimize post and broadcast operations and deliver content faster.
- **Fast access to transcode and proxy workflows:** Broadcast and media companies benefit from a streamlined solution for accessing transcode and proxy workflows. This accelerates post-production processes and facilitates efficient content delivery.
- **Secure media archive:** Users benefit from a secure and reliable way of storing and accessing media archives. Assets are protected while also remaining accessible.
- **Multi-petabyte deployment:** Users can efficiently manage and utilize large-scale media libraries with proven multi-petabyte deployment. This is particularly advantageous when working with live media workflows and accessing promotional video clips.



## Overview

With more content being captured and processed than ever before, media organizations have an increasing reliance on solutions that facilitate rapid access to transcode and proxy workflows. Traditionally a time-consuming and resource-heavy process, the lack of efficiency between tools has resulted in delayed production schedules and many missed opportunities. Concerns are growing for media teams who are dealing with a rising volume of data, while meeting tight deadlines and safeguarding against the risk of data loss.

To address the challenges, Drastic Technologies has integrated its Net-X-Code Server with Perifery's Object Matrix, providing users with enhanced automation to securely and efficiently utilize and organize all post-production and broadcast media.

## Why Drastic and Perifery?

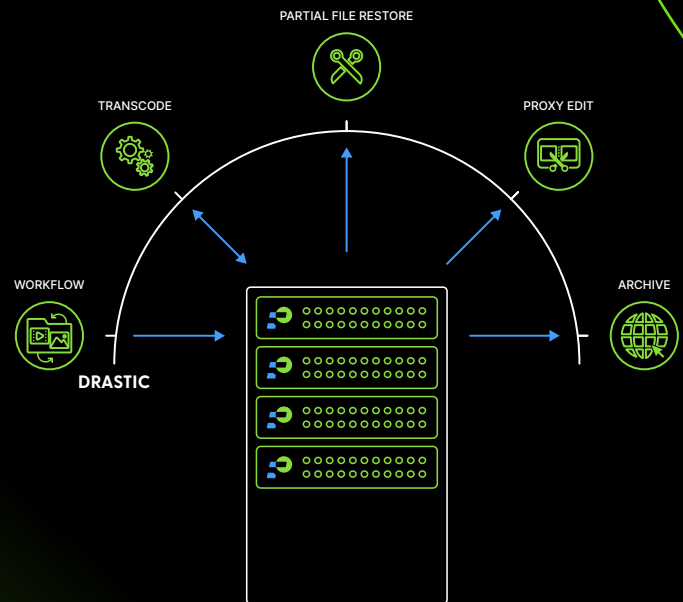
The combination of Perifery and Drastic Technologies allows users to efficiently manage their media content while benefitting from secure and simplified access to their assets. Drastic Technologies' Net-X-Code solution provides a range of features, including capture from network IP or SDI, restreaming, partial file restores, review and output, with signal and file analysis, media transcoding/proxy creation, as well as full support for closed captioning embed/extract, and robust metadata handling. With command line functionality, users can easily manage various required formats in file-based content creation and delivery.

Integration with Perifery's Object Matrix object storage provides users with secure access to their content from anywhere, at any time. Object Matrix, a media-focused object storage platform, offers built-in security features, powerful analytics capabilities, and intuitive interfaces. It ensures operational efficiencies, comprehensive digital content governance (DCG) and supports multiple media-based workflows.

## The workflows

The user journey begins with content capture. Once the content has been ingested using Net-X-Code, powerful automation kicks in to facilitate transcoding, proxy creation and metadata handling. These automated processes ensure that the content is available in the required formats and associated with metadata for easy search and retrieval. By utilizing the Net-X-Code add-on product, Media File Scanner, users can then securely scan, catalog, and access their content via the S3 or filesystem interfaces.

The integrated workflow can be used to enable partial file restores (subclips), to generate proxies, and to generate scrubbing files, helping users to utilize nearline and media libraries to full.



## Drastic Technologies

For more than two decades, Drastic™ has been developing cutting edge solutions for television, post-production and sports broadcasting, from real time web delivery to 8K broadcast. The organization offers standalone software for the end user or enterprise, integrated solutions for automated workflows, and OEM tools for custom applications or branded devices.

Net-X-Code is a multichannel, multi-standard SD/HD/4K/8K ingest and output server. Net-X-Code Server supports SDI/HDMI sources, IP streams such as SRT/UDP/RTP, and file based media. Local or cloud based components provide feeds for editing, broadcast, archive, restore, and approval workflows.

Net-X-Code can ingest to high resolution MXF/MOV/AVI files, as well as low resolution proxies for editors. It can take existing files and transcode them to a variety of formats, including clipping and partial file restore for archiving. Closed captions may also be extracted, embedded, and transcoded.

## Benefits of Net-X-Code & Media File Scanner

- Supports open formats to make solutions as widely compatible as possible
- Provides a complete, logical view of your audio/video/still assets

## Net-X-Code Product Highlights

- Provides a comprehensive and scalable set of tools for multichannel media ingest, clip/PFR/transcode, and output.
- Supports a wide range of industry standard file and IP stream formats.
- Capture IP and SDI and convert files directly to edit while capture formats
- Supports ingesting all major camera raw formats including Sony Raw, RED, Canon, Panasonic, Codex, Blackmagic, DNG, RMF, VRW, CDX, MLV and many other formats.

## Media File Scanner (Product Add-on) Highlights

- Easily find and catalog all your post-production and/or broadcast assets
- Supports the industry's widest range of audio/video/ still and camera card formats can support any file system or network share that can be read from the operating system as well as directly scanning Amazon S3 and Google Cloud Storage from physical servers or cloud VMs.
- Once the scan has completed, Media File Scanner can be set to provide automated thumbnail generation, proxy generation, metadata extraction, re-wrapping, mezzanine generation, and calls to third party REST/ SOAP APIs, executables and scripts.

## Object Matrix by Perifery

Object Matrix is a media-focused on-prem object storage platform that benefits organizations, financially and operationally, by modernizing video workflows and providing instant access to all media assets. Built on mature, feature-rich, and future-proof object-based storage technology, it delivers operational efficiencies, full digital content governance, and multiple media-based workflows, providing secure access to all archive content from anywhere.

Deployed in-house or at your organization's data center, Object Matrix ensures creative professionals have the fastest, most secure access to content using the tools and applications they are familiar with.



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The integration between Drastic's powerful transcode technology and Perifery's scalable storage allows post-production and broadcasting teams to fully utilize their nearline and media libraries. Users can benefit from streamlined workflows, meaning they can focus more on creative endeavors and less on logistical challenges.”

**Mark Habberfield** - Senior Solutions Architect, Perifery

## Benefits of Object Matrix

- Self-serve access to content from anywhere
- Predictable cloud workflows and economics
- Security and governance first
- Future-proof and scalable
- Enhanced metadata and business rules support
- An easy-to-use product, not an inhouse project
- Find, share, secure and audit
- Dedicated to the media industry and world-class support

## Object Matrix Product Highlights

- Intelligent data and metadata protection ensures you will always be able to find, use, and share your content with internal or external teams
- Future proof non-disruptive scalability ensures you will never run out of storage
- Support to ensure your organization is putting data protection, audit, and content security first
- Built-in Disaster Recovery & Business Continuity ensures organizations can keep working in the event of a local outage
- Unique Process in Place (PiP) functionality processes the data where it lives providing a platform to put AI at the heart of your workflows
- Standard interfaces and formats ensure you are not tied into a proprietary platform
- Object Matrix works with the tech you work with and integrates seamlessly into your daily workflows
- Direct file system access to your objects on Mac, Windows, and Linux