

Transform your Live Production and Archiving Workflows

Solution Overview

Pixitmedia and Grass Valley have partnered to deliver an integrated solution that transforms live production and archiving workflows. Designed for all types of media-focused organizations, including broadcasters, sports, live events, news, and service providers, the joint offering addresses three core priorities for production companies:

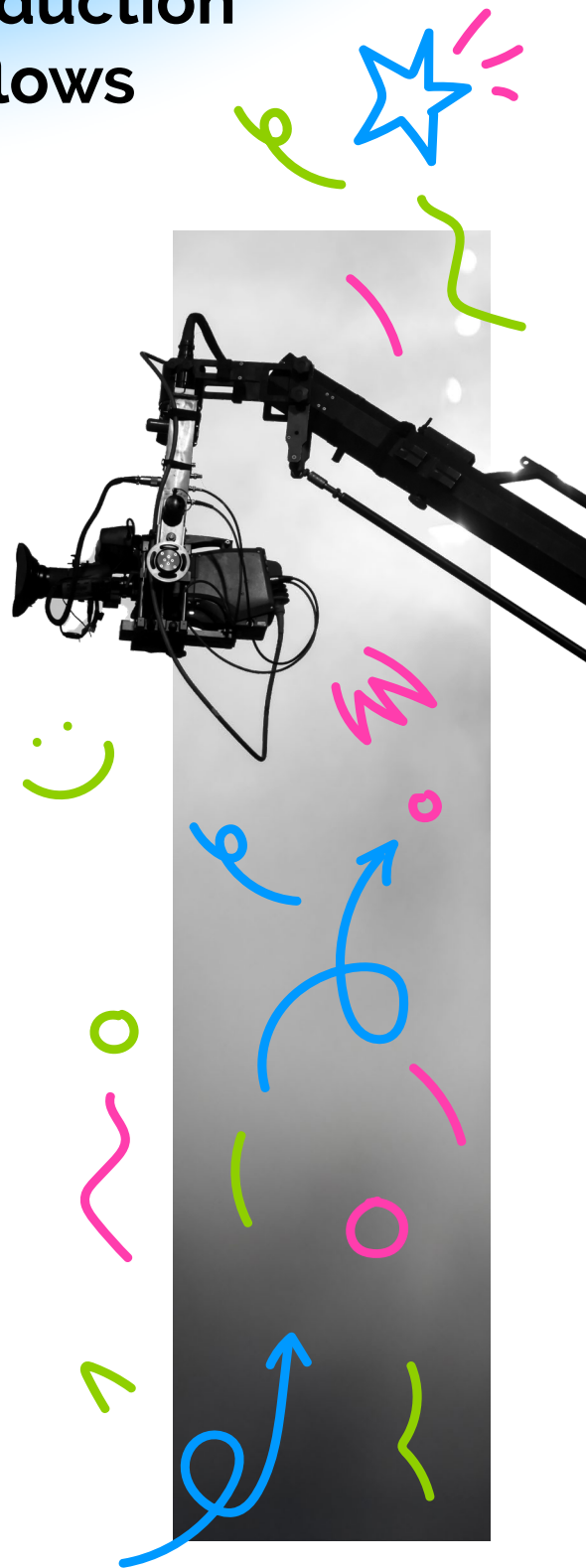
- Growing file support for ultra-high-definition (UHD) and beyond
- End-to-end orchestration of live and archived content
- Unified archive management across distributed locations

By combining Pixitmedia's Pixstor and Ngenea with Grass Valley's AMPP production platform, content owners gain a single, scalable solution that enables:

- Real-time replication and access to UHD media across remote teams
- Seamless orchestration of live, nearline, and cloud-based archives
- Continuous file volume monitoring with Grass Valley's media asset management (MAM) system, Framelight X

Current Challenges

Media companies face mounting pressure to produce and distribute content at speed and scale. At the same time, growing demand, particularly across new events and platforms, puts additional strain on existing infrastructure and production resources. With tighter budgets, global teams, and aging workflows built on costly satellite systems and siloed tools, traditional operations are struggling to keep up with modern production needs.



Infrastructure

- Heavy reliance on costly satellite services for live broadcasts
- End-of-life media archiving systems that are expensive to maintain
- Limited multi-location deduplication of media assets

Operational

- Inability to scale for peak or short-term production demands
- Siloed media asset transport ecosystems that limit efficiency and cost synergies
- High-latency transfers between venues, OB vans, and remote production facilities

Collaboration

- Limited real-time support for distributed workgroups
- Inconsistent remote access for creative teams
- Difficult coordination across decentralized teams

The combined effect is higher total cost of ownership, slower time to market, and operational bottlenecks that reduce production efficiency.

Solution

Pixitmedia and Grass Valley deliver a fully integrated solution that unifies live production and archive management into a single, efficient workflow.

Pixstor

Pixstor provides high-performance, software-defined storage with scalable, low-latency access to multi-stream HD and UHD media. It ensures consistent performance across distributed hubs, enabling creative teams to work in real time without waiting for transfers.

Ngenea

Ngenea delivers intelligent media orchestration that ensures media assets are always in the right place, at the right time. Its API-driven workflows automate movement between on-prem and cloud storage, giving teams visibility and control over growing datasets.

AMPP

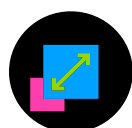
AMPP, Grass Valley's cloud-native live production platform, brings scalability and flexibility to live workflows. It supports content management, automation, and distribution without requiring complex infrastructure.



Together, Pixstor, Ngenea, and AMPP eliminate the inefficiencies of legacy file transfers and WAN circuit dependencies, streamlining remote editing and boosting collaboration. Media assets are continuously orchestrated with policy-based transfers, ensuring consistent and automated movement across live, nearline, and cloud environments. With near real-time replication into Pixstor during ingest, editors can begin working within seconds rather than waiting for complete uploads.

Benefits

This integration accelerates time to market, ensures uninterrupted access to UHD media, and provides a scalable, high-performance foundation for modern live and remote production workflows. Key benefits include:



Scalable Agility

Quickly adapt to peak or short-term production demands



Enhanced ROI

Agile event production using cloud-based workstations for UHD editing



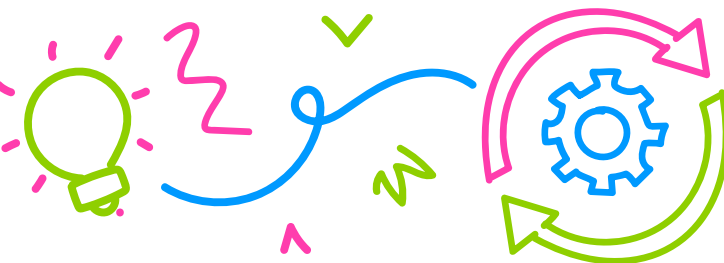
Reduced Reliance on Satellite

Replace expensive, latency-prone satellite links with flexible cloud/IP workflows



Accelerated Delivery

Real-time replication and policy-driven workflows allow editing within seconds of ingest



Lower TCO

Reduced asset redundancies, backup costs, and maintenance overhead



Open, Cost-effective Workflows

Deliver content efficiently without being tied to multiple transfer services or software subscriptions



Future-proof Flexibility

Interoperable workflows that repurpose infrastructure and scale for upcoming events



Grass Valley drives the future of media production with seamless, scalable solutions that empower top content creators. Its integrated ecosystem—featuring industry-leading hardware, the AMPP Media Operating System, and a robust Alliance Partner network—enables efficient content production, management, and distribution. From live global events to browser-based independent projects, Grass Valley maximizes content value, streamlines workflows, and future-proofs media operations. With over 65 years of innovation and a commitment to open, agile solutions, Grass Valley is leading the media revolution and shaping the future of storytelling. grassvalley.com



Pixitmedia by DataCore, is a leading provider of intelligent content and metadata management solutions for the media and entertainment industry. We go beyond storage to deliver a smarter ecosystem for media workflows, with end-to-end solutions that combine high-performance file, nearline, and archive platforms with metadata enrichment, indexing, and search. Enabled by data orchestration tools, our multi-tier technology simplifies content management and migration to ensure media assets are always where our customers need them.

Pixitmedia's innovative solutions integrate seamlessly into existing M&E workflows, optimizing efficiency and collaboration at every level – from ingest to archive to delivery. With Pixitmedia, content is always searchable, secure, and available whenever it's required.

For further insights, visit:

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