

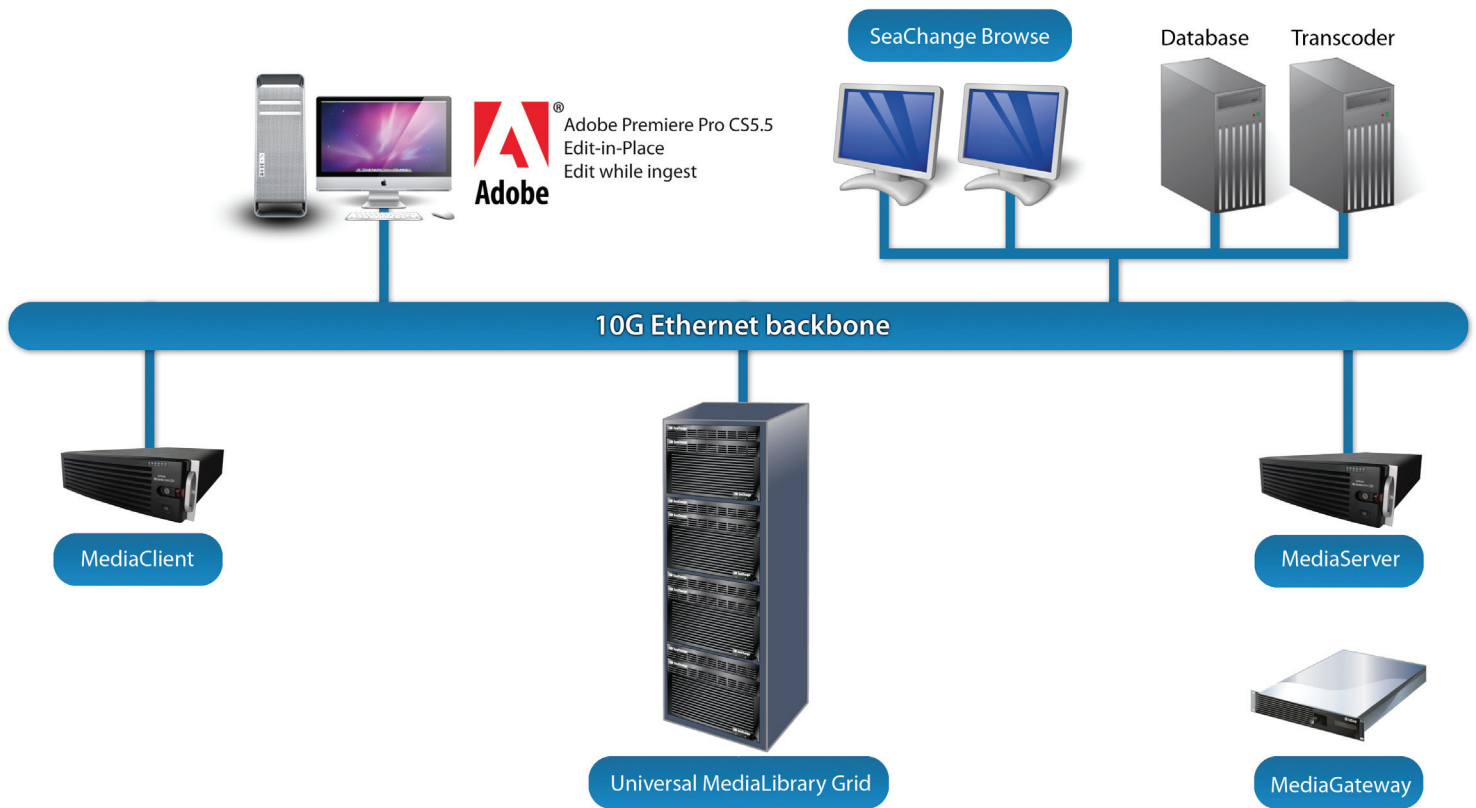
SeaChange® in Production

As television evolves, so do the audiences become more demanding and sophisticated viewers. Broadcasters need to make sure they are at par with the latest tools and technologies to make things happen.

The SeaChange Production Workflow is SeaChange's response to the competitive trade of broadcasting. SeaChange Production Workflow is comprised of a very flexible set of tools that cater to the broadcaster's entire production workflow requirement. To further push its abilities to cater to broadcast demands, the SeaChange Production workflow works with creativity giant Adobe in delivering a complete suite of productivity tools that readily integrates with SeaChange's broadcasting technology applications.



This tapeless Production Workflow is founded on SeaChange's reliable cloud-based storage and production server, the Universal MediaLibrary Grid (UML Grid). The UML Grid is a scalable, distributed, and media-centric storage that supports IP-based workflows for direct ingest, direct playout, edit-in-place, and archive. Each UML "brick" can connect with up to 1,000 bricks to work as private media cloud storage in a single global namespace. As it scales up storage capacity, the UML Grid can similarly elevate its performance from 17Gbps up to thousands of Gbps and many Petabytes of data.



Production Workflow Diagram

INGEST

The UML Grid ingests media content from the SeaChange MediaClient 8200 (MCL 8200), a modular software codec that serves as a building block for ingest and play-to-air systems. It offers multi-resolution and multi-format operations with the best channel density in the market – up to 12 SD channels or 11 HD channels in only 3RU. The SeaChange MediaClient supports direct ingest of MPEG, MXF, MOV, DNxHD, AVC Intra, IMX, and DV, among a multitude of other broadcast video and audio formats.

EDIT-IN-PLACE, EDIT-WHILE-INGEST

By integrating Adobe Premiere Pro into the SeaChange Production Workflow, there is no limit to creative possibilities. With seamless integration with the Adobe editing system, the workflow natively supports multiple formats, so video editors do not waste time on wrapping or transcoding. The system also allows editing HD sequences real-time and plays out projects without rendering.

SeaChange Production Workflow features edit-in-place and truly shared storage, allowing live and post-production professionals to edit media files in the UML Grid directly from Adobe Premiere Pro's workspace. This eliminates the need to copy large video files from the network and to save it in the editor's local drive before video editing starts. This also means that purchasing large-capacity drives for each editing station is not necessary.

Always in the wishlist of live broadcasting stations, edit-while-ingest lets the production team manipulate files even before ingest into the UML Grid is completed. Live productions become a simple feat as SeaChange Production Workflow makes it possible to perform editing on the content and play it "near to live" at the same time.

This collaborative integration between SeaChange and Adobe gives broadcasters the flexibility required to adapt to a changing production and distribution landscape.

LOGGING, TRANSCODING, AND BROWSING

Editors are empowered with real-time access to media assets and folders stored in the UML private cloud file system. Powered by Cinegy, the SeaChange Browse solution allows logging, transcoding, and browsing of media assets within the Universal MediaLibrary Grid storage system. Stored assets in the UML Grid can be ingested, logged, searched, and browsed in the cloud file system, so that media can be efficiently stored and managed throughout its lifecycle.

Upon ingest, media files are logged into the system – associated with XML-based metadata from Adobe’s creative tools. SeaChange’s open technology recognizes various media file formats, which SeaChange Browse can transcode into multiple formats and resolutions, even while ingest is still in progress. Raw media and sequences can even be exported to Adobe Premiere Pro CS5.5 and Adobe-compatible file formats such as MPEG, AVI, WMV, RealMedia, and Flash. SeaChange Browse can also automate tasks like FTP upload and transfer to a remote video server.

Real-time access to the vast library of media assets is a must for broadcasters and content providers. SeaChange Browse offers users the ability to view and playback video material; assign metadata to a media asset; log tasks; and do sophisticated searches by keywords and metadata values. It allows users to collaborate from their desktops, without tying up expensive editing bays. Full system functionality is available from any workplace, editing bay, or machine room for maximum workflow flexibility.

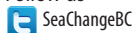
PLAYOUT

When content is finally ready for distribution, the SeaChangeMediaGateway (SMG) simplifies managed transfers between the UML Grid and the MediaServer 1200 (MSV 1200) for playout. Automation or MAM may prefer to manage the transfers directly from the UML Grid to the playout servers.

The MSV 1200 is an ideal companion of the UML Grid with its high-channel capacity in SD/HD and a generous, RAID 6-protected storage capacity of up to 16TB. Content can either playback from the MSV local storage or “stream-through” from the UML Grid depending on the automation interface.

To be successful, today’s broadcasters must invest in solutions that are easy to customize, open, and that help maximize the value of their content. The SeaChange Production Workflow encompasses entertainment from creation to consumption, designed for improved efficiency in a highly integrated architecture. With Adobe’s tools that deliver robust performance, SeaChange provides the technology infrastructure for producing content for virtually any screen.

Follow us



Like us



SeaChange International, Inc.
50 Nagog Park, Acton, MA 01720 USA
T 1.978.897.0100 F 1.978.897.0132
www.schange.com

03.28_2012

©2012 SeaChange International, Inc. SeaChange is a registered trademark of SeaChange International, Inc. All other marks are the property of their respective owners. While every effort is made to ensure the information given is accurate, SeaChange does not accept liability for any errors or mistakes which may arise. All features, specifications, system requirements and/or compatibility with third party products described herein are subject to change at any time without notice.