

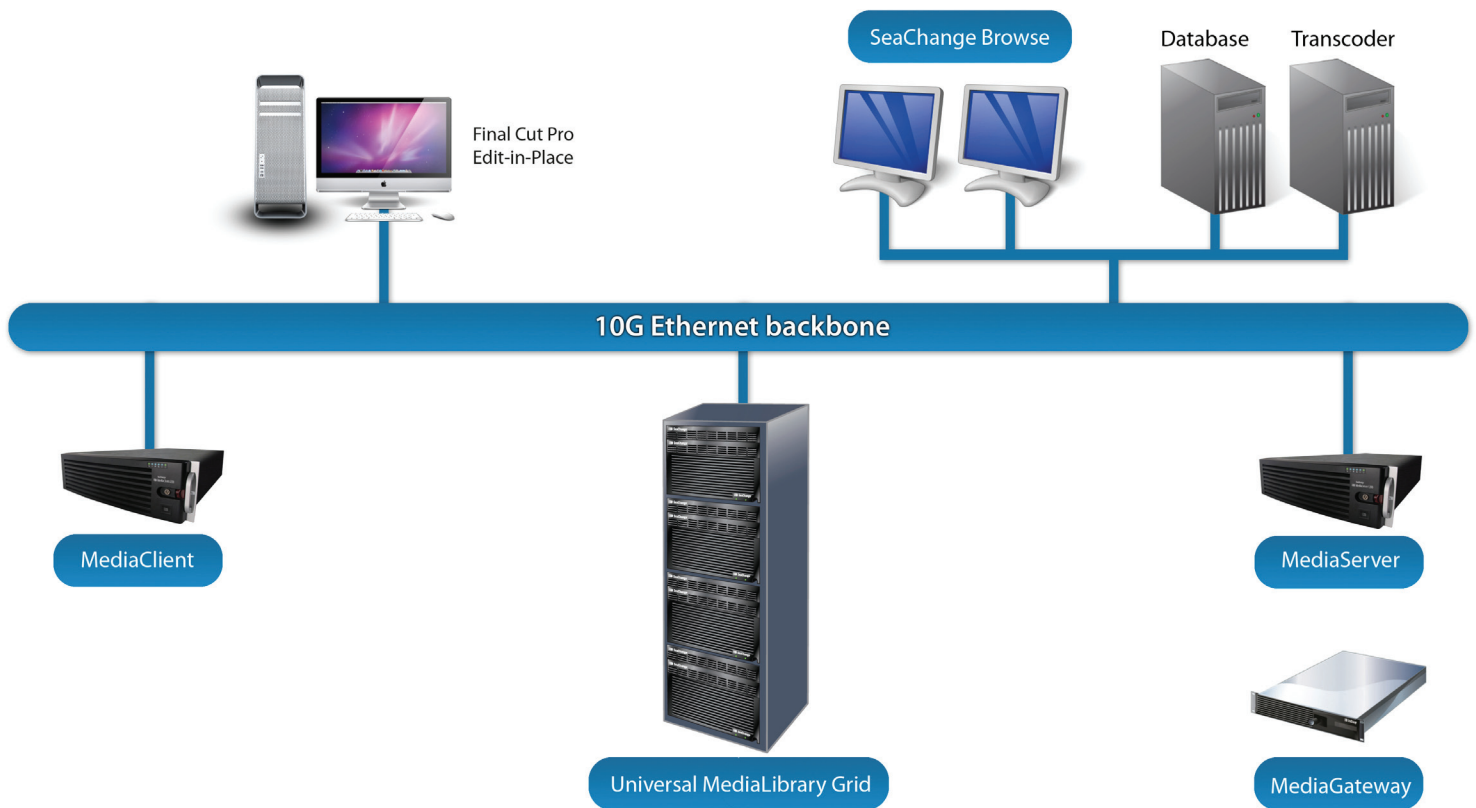
## SeaChange® in Production

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 is designed to work seamlessly with Apple production software in delivering a complete suite of productivity tools that readily integrate with SeaChange's broadcasting technology applications.



This tapeless 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

By integrating Apple Final Cut Pro (FCP) into the SeaChange Production Workflow, SeaChange delimits creative possibilities. 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 the FCP 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.

### 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 and imported into an FCP project.. SeaChange's open technology recognizes various media file formats, which SeaChange Browse can then transcode into multiple formats and resolutions. Raw media and sequences can even be exported to FCP and its compatible file formats such as QuickTime, MPEG, XDCAM, AVC-Intra, Apple ProRes, DV, and many others. 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

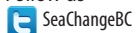
When content is finally ready for distribution, the SeaChangeMediaGateway (SMG) simplifies managed transfers between the UML Grid and the MediaServer 1200 (MSV 1200) for playout. Automation or MAM may prefer to manage the transfers directly from the UML Grid to the playout servers.

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, providing the technology infrastructure for producing content for virtually any screen.

To know more about SeaChange broadcast technologies, contact your SeaChange representative today.

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