

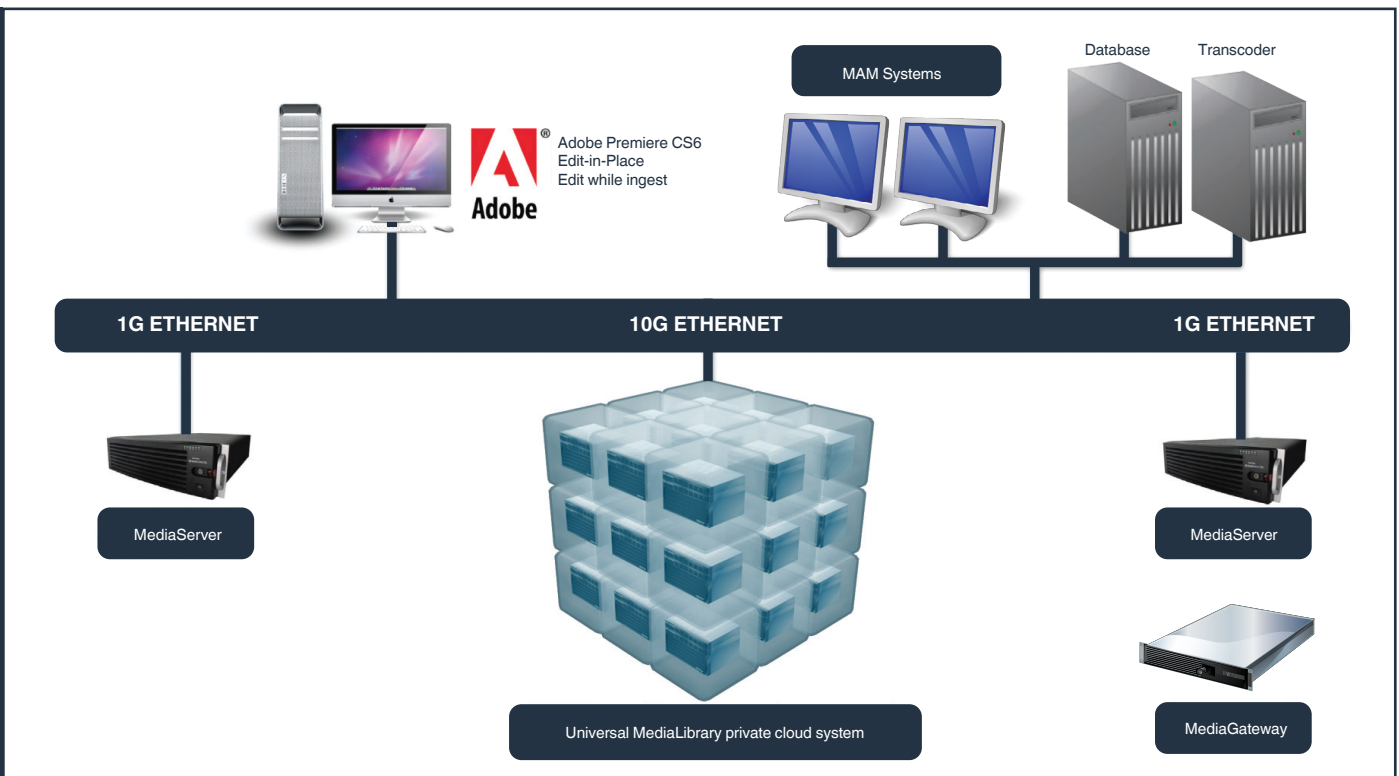


XOR Production Workflow with Adobe

As television evolves, the viewers become more demanding and sophisticated. To keep up, broadcasters and content providers need to make sure they are up to date with the latest tools and technologies in delivering top-quality content and programming to their subscribers.

The XOR 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 XOR production workflow works with creativity giant Adobe in delivering a complete suite of productivity tools that readily integrates with XOR Media's broadcasting technologies.

This tapeless production workflow is founded on XOR Media's reliable cloud-based storage and production server, the Universal MediaLibrary (UML). The UML is a scalable, distributed, and media-centric storage that supports IP-based workflows for direct ingest, edit-in-place, direct playout, and archive. Each UML node can start with a 16TB capacity and scale out to 64ZB in a single global namespace. The UML cluster scales its bandwidth along with its storage capacity as nodes are added in a UML cluster.





INGEST

The UML ingests media content from the XOR MediaServer, 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 8 input/output channels in only 3RU. The XOR MediaServer supports direct ingest of MXF and MOV with various broadcast formats such as DNxHD, AVC Intra, IMX, and DV.

EDIT-IN-PLACE, EDIT-WHILE-INGEST

By integrating Adobe Premiere Pro 6 into the XOR 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.

The XOR production workflow features edit-in-place and truly shared storage, allowing live and post-production professionals to edit media files in the UML directly from Adobe'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, the edit-while-ingest feature lets the production team manipulate files even before ingest into the UML is completed. Live productions become a simple feat as the XOR 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 XOR Media and Adobe gives broadcasters the flexibility required to adapt to a changing production and distribution landscape.

DIGITAL MEDIA PRODUCTION & MANAGEMENT

The UML's open technology allows media asset management (MAM) and browse applications to log, transcode, and browse media assets real-time in the folders stored in the UML private cloud file system.

Upon ingest, media files can be logged into the system – associated with XML-based metadata from Adobe's creative tools. The UML recognizes various media file formats, which can be transcoded into multiple formats and resolutions, even while ingest is still in progress. Raw media and sequences can even be exported to Adobe Premiere Pro CS6 and compatible file formats such as MPEG, AVI, WMV, RealMedia, and Flash.

PLAYOUT

When content is finally ready for distribution, the XOR MediaGateway (XMG) simplifies managed transfers between the UML and the MediaServer for playout. Automation or MAM may prefer to manage the transfers directly from the UML to the playout servers.

The MediaServer (MSV) is an ideal companion of the UML 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 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 XOR 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, XOR Media provides the technology infrastructure for producing content for virtually any screen.

