

Phoenix VCM™

Video Content Management



The Business Challenge

Digital production video—especially in the broadcast media and entertainment industry—presents a unique set of management and storage challenges. Historically, the video production industry has regarded video asset management solely from a storage destination perspective, and IT managers have responded to needs of CG artists, animators, illustrators, and video editing teams merely by supplying NAS and SAN devices. Until now, no solution has met the over-arching video asset management needs of video production markets. Phoenix changes that.

The video and entertainment industry's video assets have evolved to include an extensive set of metadata, including shoot dates, edit dates, closed caption information, frame rate information, lab references, edit decision lists, clapper board information, and subtitling, just to name a few. Being able to search and retrieve video assets utilizing this information is critical.

CG Artists, animators, illustrators, and effects artist routinely handle video files and their associated asset files repeatedly before they are 'finished', and collaboration among involved users is vital to the proper management of assets. Consequently, support for the "push/pull" method of asset retrieval, preservation of asset integrity, and "chain of custody" tracking are crucial.

SoleraTec's digital asset management solution for video, the Phoenix Video Content Manager (VCM), provides the entertainment industry with unparalleled functionality to manage, protect, search, retrieve, and collaborate on video assets and associated production files.

The Phoenix Video Content Management (VCM) Solution

Phoenix VCM is equipped with features specifically designed to manage digital video data effectively and efficiently. It incorporates the metadata in the post-production processes to allow for the rapid search and retrieval of these needed assets in the future. Phoenix supports a much broader variety of file attributes/metadata than most data management products. It also provides a much more flexible way

to search for data and offers unique search result viewing formats that make it easy to determine whether the correct data has been located.

Special Metadata Extraction and Processing

Phoenix VCM recognizes over 100 different metadata identifiers used by the video entertainment industry to define video file composition. This metadata, which can be as simple as a SMPTI time code or as comprehensive as clapper-board information, makes it much easier to manage digital production video effectively.

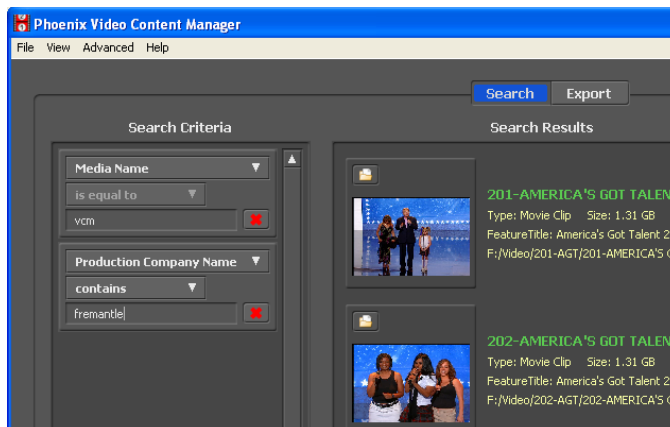
Once video file assets are ingested and cataloged within the Phoenix Information Repository, user-configurable policies can then migrate and replicate the video assets to secondary, less expensive, storage, immediately generating a greater return on investment of storage resources. Even if migrated completely offline, all resources remain fully searchable.

Visual Search Capabilities

Finding a video asset or section of a video file that you need can be very time consuming. And if you have to rely on just file and standard file attributes, the task is even more daunting. It is often the case that a user does not know whether she has found the correct file until it has been retrieved and run in a post-production application, such as a transcoder or publishing system. In contrast to the way things are currently done, Phoenix VCM presents search results in visual thumbnails that represent video files that match search criteria. The thumbnails are derived from a frame within the corresponding digital video file. When the user selects a thumbnail, Phoenix launches a low resolution version of the

► BENEFITS

- Production video data is protected on a regular basis
- Locating required video data is quick and easy because search queries can utilize a much broader set of identification criteria
- Initial video data recognition from search results is easy with visual reference files
- Confirming that you have found a required video file in search results is fast and conclusive using the playable proxy file
- Defining a clip within a video file to be extracted using the provided video player/editor is very efficient
- Staging video files for retrieval is easy with the export queue
- Exporting video data to post processing systems, such as transcoders or publishing systems, is simple using the export configuration tool
- Video production workflow processes maintain their original form because the software supports native attributes common to the discipline
- Video production storage environments can comprise a mix of storage resource mediums that meet the storage and performance needs of the environment while reducing overall costs
- Video data is managed efficiently by data service policies that use the data's native attribute elements as trigger parameters



The Phoenix VCM Search Application is uniquely tailored for video content.

corresponding file in its media viewer. The Media Viewer enables the user to view files at variable speeds, navigate to a particular point in a file (visually, by time code, or metadata), clip particular parts of files for export, and send clips to an Export Queue. It comprises the controls that one finds in any popular video viewer (such as volume, play, stop, skip forward, skip back, beginning, and end). This makes identification, verification, and retrieval of needed video data quick and easy.

Phoenix creates its thumbnails and low resolution proxies as it ingests video data into the Phoenix Information Repository, which is an active tiered secondary storage environment managed by Phoenix. Thumbnail and proxy files remain online and searchable even when their corresponding video assets are taken offline. This enables fast, efficient searches, and keeps even offline data fully search enabled.

Export to Post Process and Publishing Systems

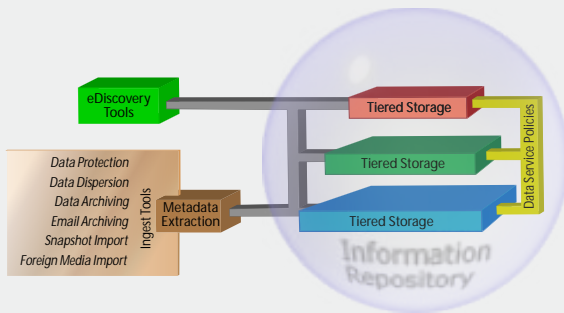
Phoenix VCM also makes exporting video data easy and painless. Utilizing an easy to use interface, as

the end-user finds required video files and defines needed clips, he puts them into an export queue. He can then easily define to where the video data is to be exported. Choices range from any network location, including hard drives, tape drives, and glass media burners, to specific post production systems, transcoding systems, publishing solutions, and FTP addresses.

The Right Solution

The requirements for managing production digital video go far beyond the capabilities of software products that are designed to provide backup and archiving. Phoenix VCM is a comprehensive video asset management solution that provides innovation in the areas of data protection, preservation, and lifecycle management for all types of computer data. The product is also equipped with extended file metadata support, unique visual search aids, as well as export processing capabilities and other features specifically designed for the management of video data. Phoenix VCM is the right solution for the management of digital video data. Phoenix gives you control.

The Phoenix Information Repository



A Better Approach to Secondary Storage

The Information Repository is the heart of Phoenix and the answer to secondary storage requirements. Instead of managing separate storage solutions for backup data, reference data, regulatory data, archive data, and others, Phoenix presents a suite of mixed storage resources as a federated information repository deployed as a single tier of secondary storage. Data service policies manage all the archiving needs of data within the active, tiered storage environment.

Designed for OEMs and Integrators

Phoenix is designed to be rebranded, integrated with other product offerings, and sold as an OEM solution.

For Hardware Manufacturers - Phoenix can be offered as a bundled solution with an upgrade path to the full solution including specialized modules. It operates with any standards adhering storage hardware. The executable modules have a light footprint that can be configured as a loadable module that self-installs on command and requires a low amount of CPU and memory overhead.

For Software Development Firms - Phoenix can be operated as a stand-alone software offering, or it can be tightly integrated with other software through an API, which is provided. Phoenix can be licensed in its entirety or as individual components.

For Solution Integrators - Phoenix is a robust data management and archiving solution that provides cost and resource saving benefits for your customers. It scales easily and works well with off-the-shelf computing hardware of average performance. It is easily configured and provides a great deal of operational flexibility. Phoenix is designed to be offered as a pre-configured solution, a custom configured offering, or to be sold as a service.



▶ **COMPATIBILITY**

– **Operating Systems**

- Microsoft Windows XP, Server 2003, Vista, and Server 2008
- Apple Mac OS X
- Linux
- Please inquire for others

– **Hard-Disk Storage**

- JBOD, RAID, NAS, SAN

– **Tape Storage**

- LTO, SAIT, DLT, AIT, UXA, Exabyte, DDS, Libraries, Changers, Single Drives

– **Optical Storage**

- Blu-ray, CD, DVD, MO

About SoleraTec

SoleraTec is a leading developer of archive, storage, and digital asset management software for corporate customers. SoleraTec leverages a heritage of nearly a decade and a half to deliver a level of quality, sophistication, and technological advancement that has established it as one of the premier data protection solution providers in the industry. SoleraTec works through OEM relationships with hardware, software, and technology integrators to deliver complete data protection solutions. The company was established in 1997 by a team of industry veterans with experience deploying data protection, HSM, and storage management solutions to some of the largest companies around the world.