



Partners in Broadcast

The DataDirect Networks and Omnibus partnership provides a next generation digital broadcast solution for SD, HD and 3D video.

As the foundation for Omnibus ITX, DDN's xStreamScaler intelligent storage solutions speed broadcast and production workflows, increases flexibility, removes bottlenecks and reduces complexity and costs.

Target Markets

- Centralcast and Multi-Site, Broadcast Organizations
- Single Channel and Multi-Channel Facilities
- IPTV, Mobile TV, Over the Air, Cable and DBS

Next-Generation Production and Transmission Solutions for Broadcast

New Challenges in Broadcast

High-definition television and video, along with demand for multiple delivery formats and other bandwidth-intensive media workflows become bottlenecked by conventional storage systems, which were never designed for the special demands of broadcast applications. Broadcast companies need a solution that cost-effectively stores and protects digital assets while ensuring easy high performance access for the entire workflow process, as well as the ability to scale primary and archival storage as growth warrants; transparently moving data to more cost effective tiers of storage as the assets age and are archived.

The DDN and Omnibus ITX Solution

ITX is a next-generation, software-based production and transmission solution for single or multi-channel operations - complete with automation, ingest, editing and content management.

Leveraging DataDirect Networks' high performance media storage solutions and years of experience in delivering large broadcast and archive systems, DDN's xStreamScaler solution for Omnibus ITX provides a flexible and cost effective, scalable storage architecture that's purpose-built to support rapid subscriber and transmission growth with price/performance that's unmatched in the industry.

xStreamScaler Benefits for Omnibus ITX

Manage the Entire Broadcast Workflow From One System.

Highest performance storage for priority applications can be combined with capacity optimized disk storage for archive - all managed under one shared and scalable file-based solution.

Run More Transmission from a Common in Parallel.

Shared access for high-productivity environments with a scalable, parallel storage architecture. DDN storage parallelism and concurrency means that organizations can do more with less HW as compared to traditional NAS platforms.

Reduce Archiving Costs

Cost-effective online and nearline repositories are designed with industry-leading density and efficiency to reclaim data center space.

DataDirect Networks, the Media Storage Experts

As the storage provider of choice for more than 450 digital media companies worldwide, DataDirect Networks along with Omnibus bring their market expertise to the needs of digital media professionals with flexible, turn-key solutions for broadcast including IPTV, mobile TV and solutions for business continuity and disaster recovery.



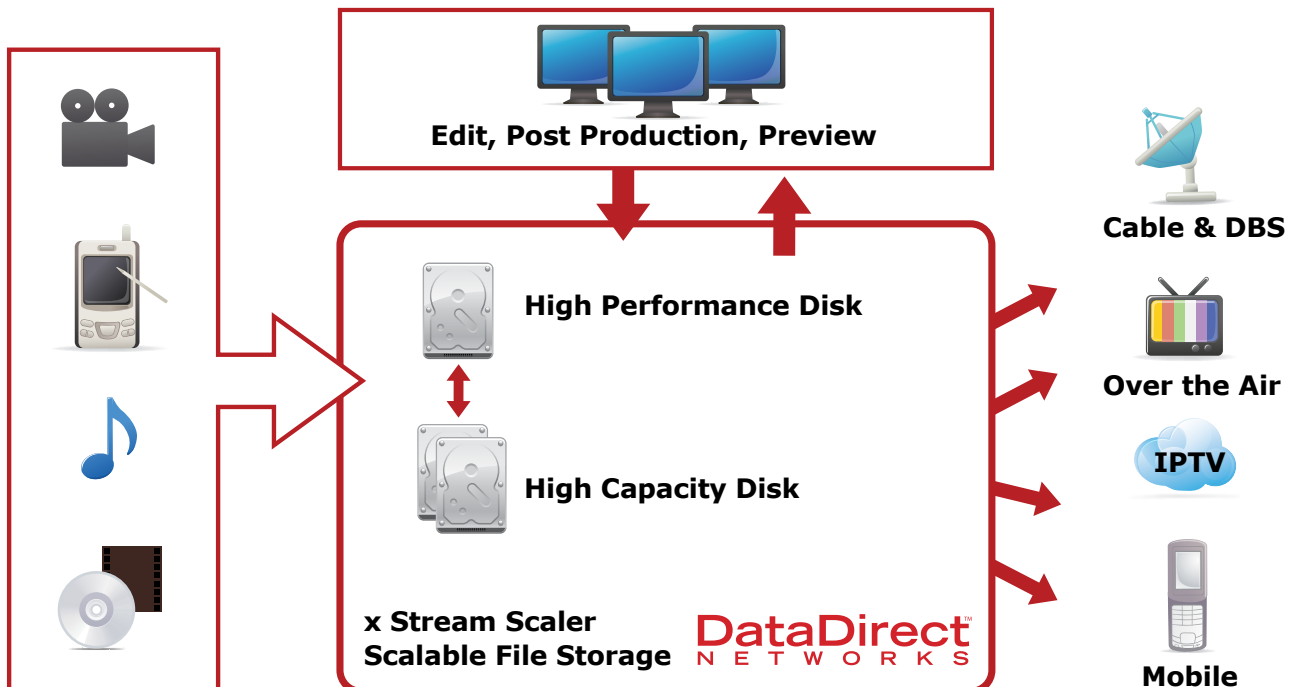
A Data-Centric Storage Architecture with High-Speed, Shared Access

xStreamScaler storage for ITX delivers a unique data-centric architecture that addresses the challenges faced by the broadcast industry. With its single namespace storage pool, xStreamScaler eliminates workflow bottlenecks associated with traditional storage systems throughout the entire broadcast process reducing storage duplication costs and speeding project completion. From ingest to production to playout, distribution and archiving, DDN has xStreamScaler solutions suited for centralcast and multi-national distributed environments. DDN's scale out storage solutions for ITX improve workflow and accelerate the transmission of media assets to meet the needs of the most demanding environments.



Store, Manage, Protect and Distribute Video Assets

xStreamScaler solutions deliver high-performance data access in highly collaborative environments and provides the ability to scale primary storage, nearline storage and archival storage independently and on demand



Intelligent Tiered Storage

The value of your media assets changes over time. xStreamScaler solutions from DDN use flexible and customizable automated policies to move content to the type of storage most compatible and cost-effective for the defined performance requirements. An xStreamScaler storage solution includes automated, tiered asset management features that provides for newly ingested content or content for broadcast to be stored on the fastest SAS disk drives, while reference or archival data can be stored in near-line cost effective SATA storage that combined with DDN's D-MAID technology will efficiently manage the system's performance and power consumption delivering energy efficient tapeless archives.

Files in xStreamScaler are automatically moved between storage tiers based on administrator-defined policies. Tiered movement is completely transparent to every application and user in the workflow process as the files always remain in the same namespace, regardless of their physical location on tiers such as SAS or SATA disks. This comprehensive data lifecycle capability ensures that short-term and long-term performance needs are balanced against storage capacity requirements.

xStreamScaler Intelligent Tiered Storage

Optimized Media Storage

A single shared pool of storage eliminates provisioning and allows delivery of standard and HD aggregated media content without creating redundant copies on multiple servers.

Long Term Management and Protection

Policy driven protection and retention policies within a single storage appliance simplifies storage management.

Consolidating Online and Nearline Assets

Eliminates the requirement for storage provisioning based on usage, workgroup or operating system.

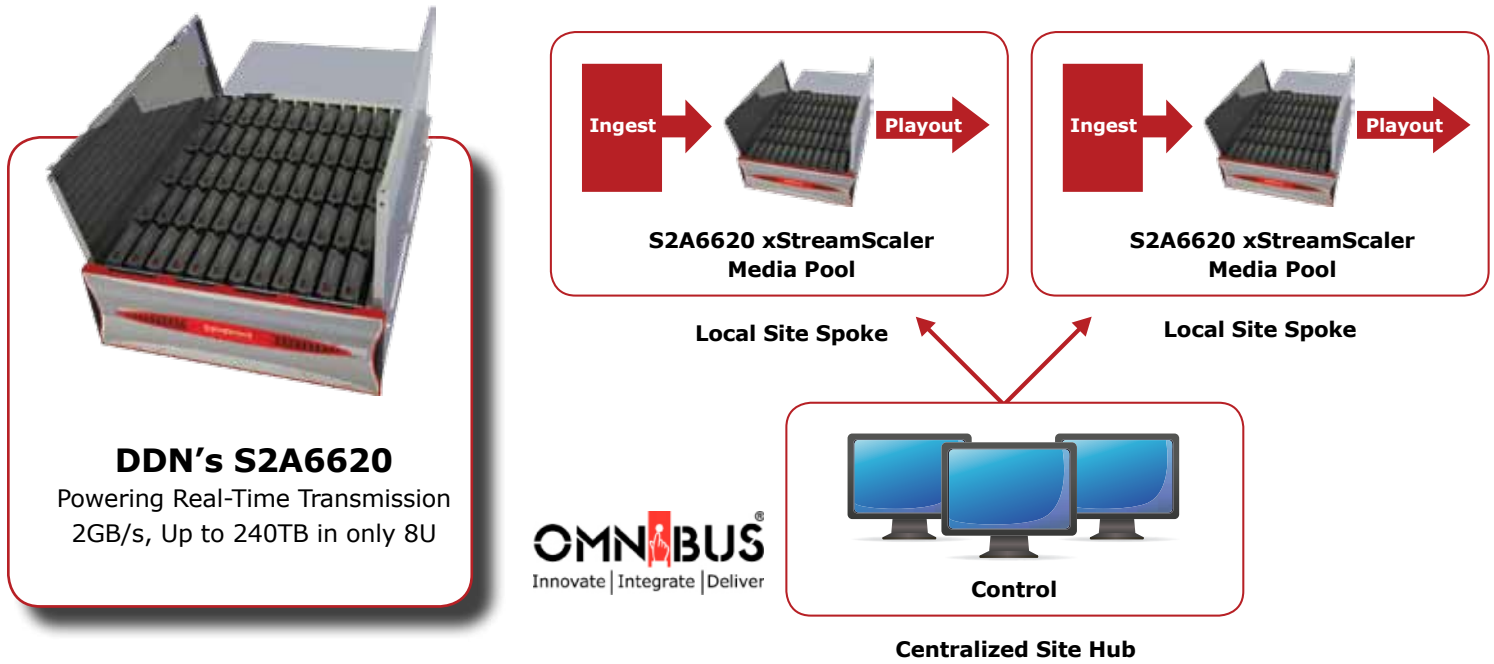


Automated User-Definable Data Management Policies

Use the business value of media assets to determine appropriate levels of access, protection and retention. xStreamScaler's automated policies save time, control operating expenses, and maximize the value of media assets throughout the complete data lifecycle. workflows, increases flexibility, removes bottlenecks and reduces complexity and costs.

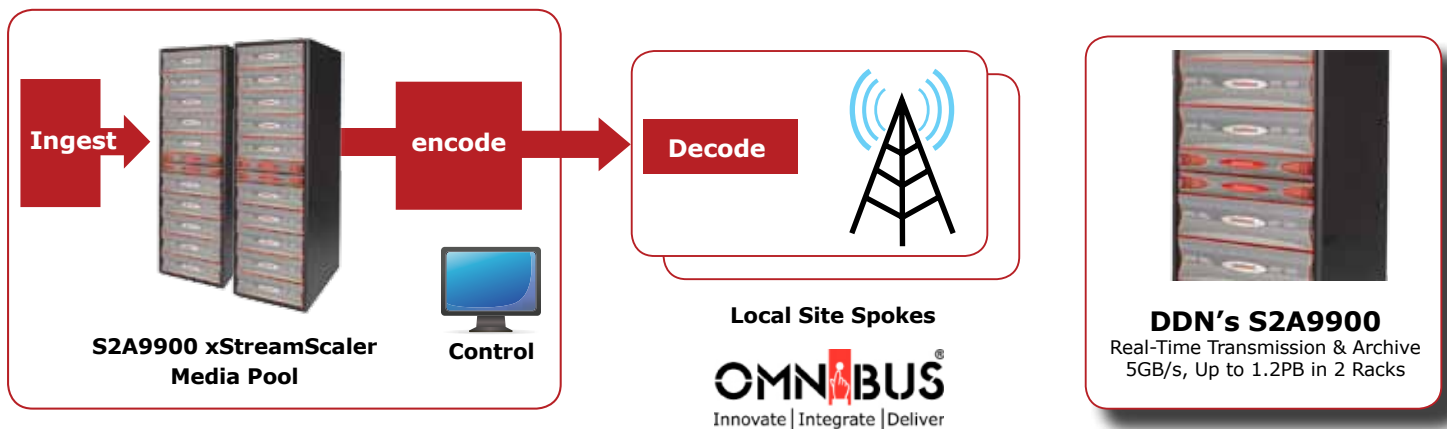
xStreamScaler S2A6620 – File Storage for Multi-Site and Multi-National Broadcasters

With the performance to deliver multi-stream HD broadcasts and scalability to hundreds of terabytes, the S2A6620 xStreamScaler is a cost-effective modular media solution for multi-site and multi-national broadcasters delivering federated operations that simplify and accelerate transmission.



S2A9900 xStreamScaler - File Storage for the Largest Centralcast Environments

The S2A9900 xStreamScaler storage system is an ideal solution for centralcast use as it was architected specifically to house massive amounts of media at very high throughput: managing 2.4 petabytes of media in only two floor tiles and delivering sustained throughput of up to 5 gigabytes per second for both ingest and playout.



About DataDirect Networks

DataDirect Networks, Inc. is the data infrastructure provider for the most extreme, content-intensive environments in the world -- including the largest online gaming and music sites, social networking applications developers, photo and video sharing services, high performance computing environments, and more than 500 broadcast and post-production facilities around the globe. Having sold over 250 petabytes of Extreme Storage systems worldwide, the company's storage technology delivers massive throughput, scalable capacity, consistency, efficiency and data integrity for today's extremely competitive and evolving markets. For more information, go to www.ddn.com