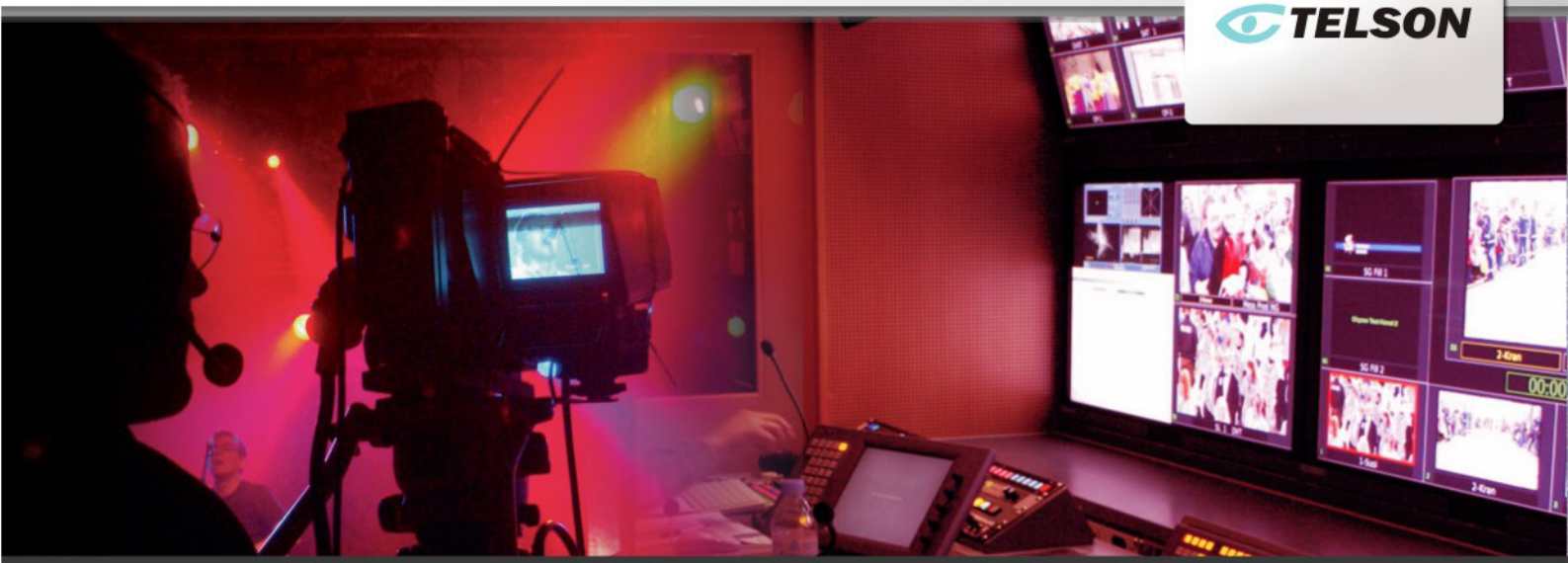
mxf speed rail F1000

TELSON



FILE-BASED INGEST ENVIRONMENT

Avid ingest from archive and transcoding services and unified wrapper conforming

Customer Profile

With over 30 years of experience, Telson has established a large presence in the Spanish audiovisual industry, specifically in post-production services for cinema and advertising; in design and thematic channels «packaging» and in corporate communications. Telson is based in Madrid-Spain and is part of the Vertice 360 Group providing a post-production and a TV channel play out service.

Telson distinctiveness over three decades has been its comprehensive services, technical liability, capacity and amplitude as a TV channel playout service provider company.

Integrator Profile

Video Promotora SA, PROMOVISA is a dynamic and experienced company offering the most advanced solutions in the audiovisual sector and broadcast industry.

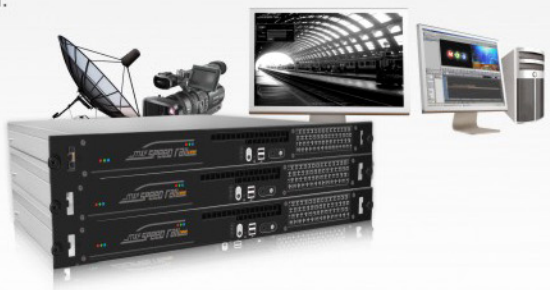
Founded in 1979, PROMOVISA is now a landmark in the sector nationally, with a staff of over 68 professionals located in four delegations: Madrid, Barcelona, Valencia and Seville. During the past year 2007 the company achieved a turnover of around 30 million Euros.

PROMOVISA activity is divided in broadcast; production and post-production; audio; radio frequency IP; video-display and magnetic; engineering and facilities. The company also provides assistance in all the stages of project, since the development, installation, training until maintenance and technical assistance.

Workflow Requirements

Telson's challenge consisted to create a centralized solution able to ingest MXF OP1A IMX50 media files, from different sources into an Avid Unity Medianet/Interplay system with Avid Nitris, NewsCutter and MediaComposer editors. The ingest process would process file-based media from Sony XDCAM and eVTR devices, Storedata and DIVA archive systems and Agility's transcoding engines faster than real-time under the supervision of Tedial's Media Asset Management.

In addition to allow access of the files in the editor's seats while restoring from Archive, media would also be regenerated with additional metadata extensions to a unified video wrapper Sony XDCAM/eVTR type to an ISILON storage cache working with Edius video editors from the XDCAM/eVTR, Agility and Seachange and Avid MediaStream servers. The solution requires processing multiple files simultaneously on both operations without stability issues and would provide APIs to monitor and control to Tedial's MAM.



mxfSPEEDRAIL F1000 was the ideal solution, able to meet the customer ingest requirements.

MOG

mxfSPEEDRAIL F1000

TELSON

The solution

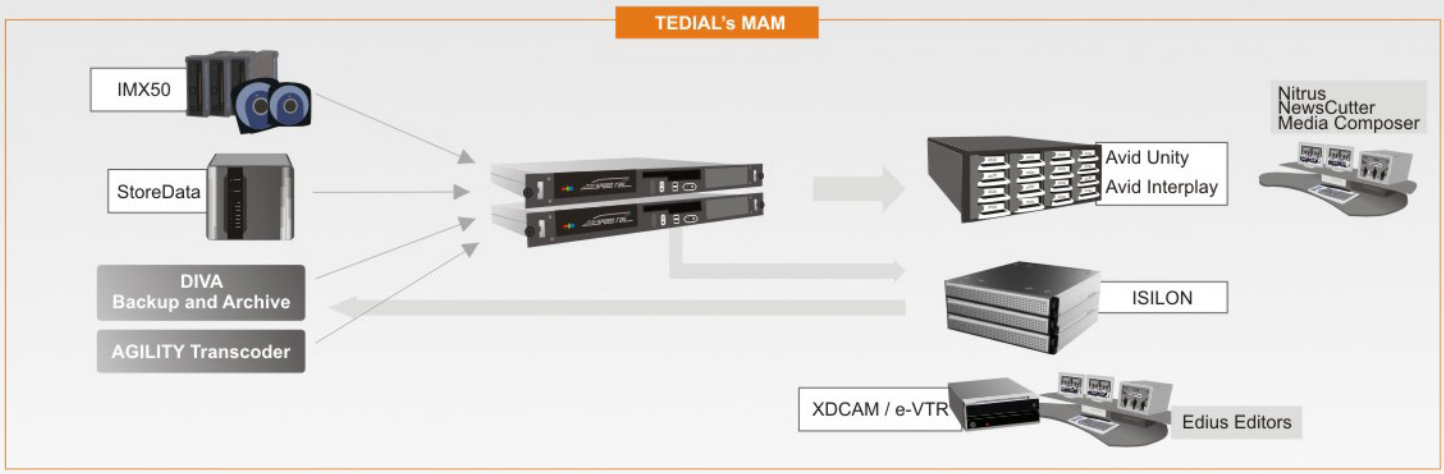
mxfSPEEDRAIL F1000 transparently moves the media from any location into and out of the shared storage and archive systems into Avid Unity ISIS and allows to consolidate and unify the MXF file wrapper with extended metadata for Edius editors.

For Telson, mxfSPEEDRAIL F1000 also allows the easy ingest of the OP1A files during their creation, copy or file restore with metadata which is vital to keep the track of assets under the supervision of the Tedial's MAM faster than realtime. The mxfSPEEDRAIL preserves camera metadata when transferring the clips, making it available on the Avid editors and MAM's.

Processing a high quantity of tasks simultaneously without stability issues has become a reality for Telson, using MOG file-based solution. The ingesters and editors were able to control and monitor the status and progress of the files using mxfSPEEDRAIL User interface and API's.

""mxfSPEEDRAIL F1000 is installed in our thematic channels area and is being uses primarily as the fundamental application to upload materials from Unity/interplay to the Stornext Cache, controlled by Tedial. It is also used to rewrap the materials recorded on the Media Stream Server, with MXF OP1A IMX50 XDCAM/eVTR and then make them compatible with Sony monitoring applications and Non-Linear-Editors like Edius."

Agapito Otero, Telson



Benefits

The ability to swiftly transfer the material between editors, devices, servers and network folders was a key- factor to the implementation of mxfSPEEDRAIL at Telson's facilities.

The system allows the client to save time and resources since it moves media between servers and editors, faster than real time, allowing multiple simultaneous transfers and having the ability to edit-while-ingest. It also works as a workflow automation enabler, allowing an easy interaction with the third-party Media Asset Management and Automation Systems.

mxfSPEEDRAIL

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