

### CORPORATE PRODUCTION



**In today's competitive business environment, commercial organisations across a broad spectrum of industries face many common challenges. Communicating effectively with external audiences is tougher than ever. From multichannel TV to the web and mobile devices, there's an extended choice of media platforms and delivery channels, serving a fragmented marketplace where viewers enjoy 24/7 access to an enormous breadth of content.**

The ubiquity of the web and IP networks has challenged the dominance of print and other traditional modes of communication. It can be cheaper, faster and more efficient to communicate with customers, shareholders and other external partners through a streamed video than with a printed brochure that rapidly goes out of date.

Cost-effective, high quality audiovisual communication matters to internal stakeholders as much as it does to the outside world. Staff performance and satisfaction are linked directly to the quality of information flowing from senior management – whether it's a presentation of sales results for the quarter or a personal word from the CEO. Companies can update staff on latest news via webcasts to every PC or a using network of screens throughout the building. The quality and cost efficiency of employee training and development can be transformed with video materials to augment or replace traditional learning methods.

Corporates of all sizes have traditionally outsourced the creation of audiovisual material to specialist production facilities. Aside from relatively high hardware and maintenance costs, it's seldom viable for corporates to tie up human capital in skilled operational and support staff. As a result, the AV production process is something that's typically managed via marketing communications teams who provide a specific agency brief for each project – a process that devolves responsibility for the quality of the final product to a third party.

The increasing affordability of non linear editing tools, however, has encouraged organisations of all sizes to re-examine the viability of in-house audiovisual production. An ideal match for the requirements of small, medium- and large-sized businesses alike, Sony HDXchange provides an affordable, easy to use environment and puts the creation of high-quality AV content within reach of in-house marketing teams. With HDXchange, a PC and network connection is all that's required for staff to collaborate on high-quality media projects that have traditionally been the preserve of AV production specialists.

Linking audiovisual content and metadata to deliver new workflow efficiencies, HDXchange allows organisations to create high-quality content for distribution via videotape, DVD, the web, mobile devices or office-wide digital signage systems.

With HDXchange, High Definition (and Standard Definition) content from a wide range of sources is stored centrally and made instantly available for browsing, shot selection, editing, finishing and distribution by in-house production teams.

Scalable, reliable and highly cost effective, HDXchange offers the perfect solution for commercial organisations that need to create great-looking content – quickly and affordably.

## ***HDXchange***

Ingest, Share, Edit, and Manage HD & SD Content in a Single, Seamless Workflow.



**Multimedia content has a wide range of applications in corporate bodies and smaller commercial organisations. These include:**

### EXTERNAL COMMUNICATIONS

- Shareholder meeting webcasts
- Public relations – video newsreels
- Product demonstrations
- Exhibition / display materials

### INTERNAL COMMUNICATIONS

- Employee news updates
- HR announcements
- Staff training materials
- Health and safety demonstrations

## 1 Superb picture quality

HDXchange stores up to 250 hours of true High Definition content in a 'native' environment without transcoding or additional compression. This assures superb picture and sound quality right through the production process to delivery of the finished programme.

## 2 Powerful metadata handling

HDXchange simplifies true collaborative working through its powerful yet easy-to-use metadata handling capabilities. Once HD content has been ingested from tape or disc to the system's central server, clips can be freely browsed and searched via creation date, original author, current owner, duration, timecode, keyword and other criteria. This dramatically speeds up the process of tracking down the right clip from hundreds – or even thousands – of separate items of content that may be resident on the central server.

The system's SQL-compliant database also allows text-based shot markers to be added to clips at any time. For example, the name of each presenter can be added to relevant shots in a shareholders' meeting, making it quick and easy to track down appropriate clips for a summary package.



HDXchange – Ingest GUI



HDXchange – Browse GUI

INGEST

STORE

SHARE

MANA

### 3 A choice of acquisition options

HD content can be derived from a number of sources, including the latest generation of compact Sony camcorders that combine exceptional portability with superb HD picture and low running costs. Content acquired on tape (HDV, DV or DVCAM), hard disk (HDD) or professional disc (XDCAM HD) can be ingested directly into the system's core server, where it is instantly made available to all networked users on the system. In particular, HDXchange offers an extremely 'format friendly' solution for users of Sony non-linear acquisition formats, assuring seamless compatibility with the latest generation of Sony XDCAM and XDCAM HD optical disc production tools. With XDCAM HD as the acquisition source, HDXchange can selectively ingest chosen shots from disc at 2x faster than real time – slashing project timelines compared with traditional ingest from tape. In addition, HDXchange can accept live feeds from a connected studio camera or other content providers.

### 4 Streamlined workflow

During ingest, HDXchange automatically stores browse-quality MPEG4 proxies of all media clips. This allows clips to be searched and viewed by workgroup users with minimal network bandwidth overhead. Original full-resolution clips are stored centrally until they are required for final editing.

Once initial shot selection has taken place, storyboards can be exported to other network users as standard HTML files. This allows other users to review projects – either as basic text-based storyboards or with linked media – even if they don't have an HDXchange browsing/editing client application installed on their PC.

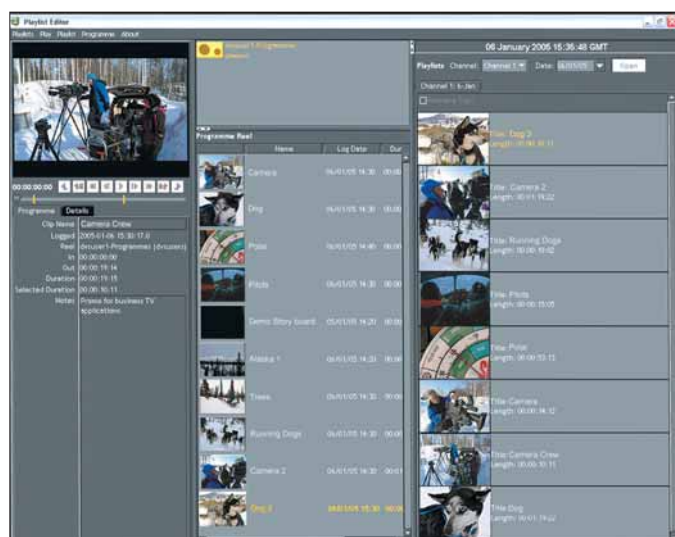
### 5 Simple, secure web-based administration

HDXchange offers an ideal environment where a large number of distinct projects can be stored concurrently on the core server. A web-based administration tool allows marketing staff to manage other employees' access rights and storage quotas from any client PC on the network. Routine maintenance tasks such as license management can also be managed via the same user-friendly interface. System administration rights can be assigned on a per-user basis with password-protected access, safeguarding against unauthorised deletion or alteration of files and modification of system settings.

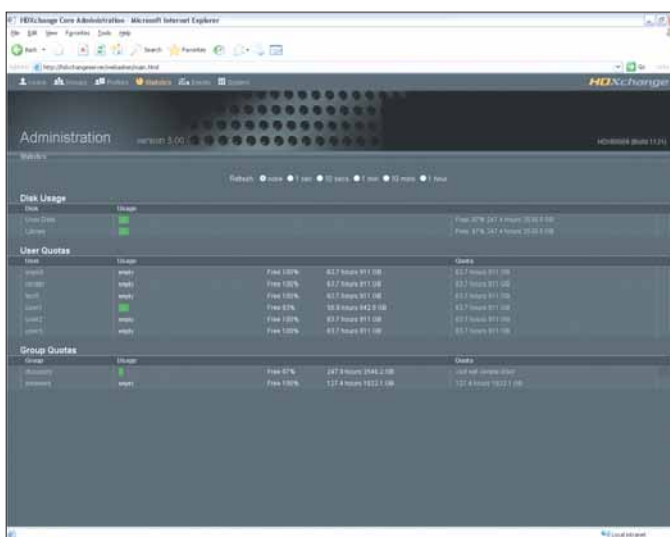
### 6 Versatile editing and playout options

Workgroup members are free to edit and finish programmes using their preferred non-linear editing application. Support is currently provided for Apple Final Cut Pro and Sony Vegas. In addition, basic cuts editing can be performed using the system's on-board browsing application.

Finished stories can be pushed to a networked playout server, logged and archived or written directly to tape or disc for distribution. Content can also be readily repurposed for dissemination via digital signage or mobile devices.



HDXchange – Export GUI



HDXchange – Admin GUI



## HDXCHANGE: THE CHOICE FOR CORPORATE PRODUCTION

Based on open standards and offering a superb price-to-performance ratio for corporate users, HDXchange makes networked High Definition and Standard Definition media creation accessible to organisations of all sizes.

HDXchange represents a true collaborative environment where marketing professionals can work on projects, either individually or collectively. Just as important as the system's power and flexibility is its simplicity. Installation of applications and set-up is quick and fuss-free, even for non-IT specialists.

### Networked content management with HDXchange **THE BENEFITS AT A GLANCE**

- Complete solution for collaborative media production
- Excellent compatibility with Sony HD and SD formats (HDV, XDCAM, DV)
- Runs on standard IP networks
- Open platform with support for choice of popular third party non-linear editors
- Centralised storage of content and metadata facilitates collaborative working between project group members
- Powerful media management tools based on rich metadata and low-resolution proxies
- Easy archive integration
- Versatile content delivery options: videotape, disc, web streaming, digital signage, mobile devices
- Quick and simple to configure, learn, use and expand

### KEY FACTS

CPU	Dual Xeon
System memory	2GB ECC RAM
PSU	2 + 1 Redundant Power Supply
Operating System	Red Hat Linux Enterprise Server V4
Network	Dual 1000Base-T
Database	MySQL
System disc	2 x 80GB (RAID1 configuration)
RAID Composition	16 media drives, RAID 10 configuration
RAID Capacity	4TB (approx 250hrs of storage @ 25Mbps)
RAID Controller	Dual Configuration
Internal HDD interface	Serial-ATA Hot-swappable

**HDXchange**