

Internal Use Only

Solution Brief



SGI™ Broadcast Asset Management Solution with Keops MediaWorks

Benefits

- Integrates video acquisition, editing, and asset management in one system
- Streamlines workflow processes to cut production times and increase productivity
- Reduces costs compared with manual operations
- Provides multiple-user access (over a LAN or WAN) to all recorded material for browsing and preliminary editing
- Enables reliable, efficient indexing and searching of recorded material

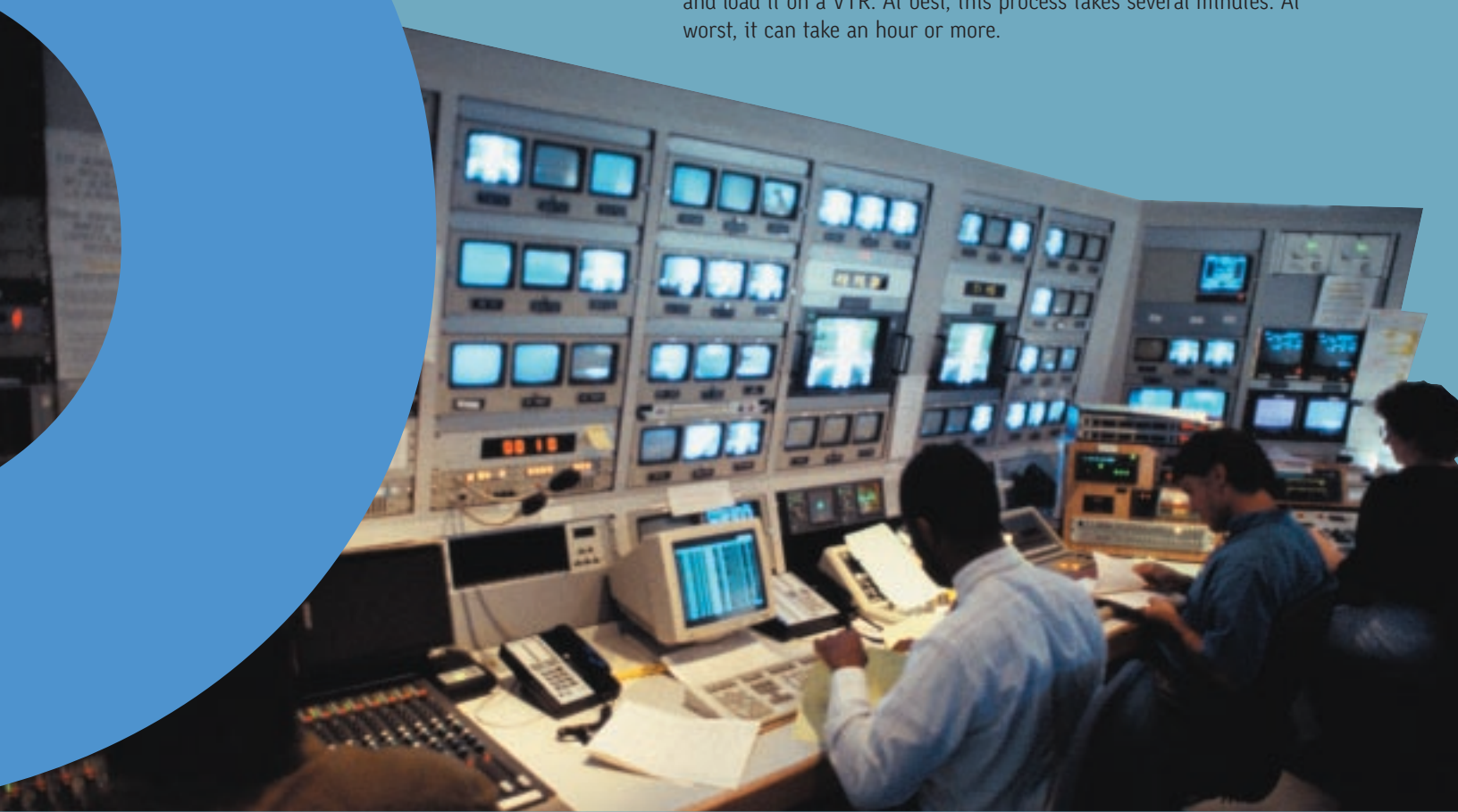
Powerful Solution for Demanding Production Environments

Television news production is a complex art in which video coming in from camera crews, satellite feeds, and other sources must be captured, cataloged, edited, and distributed under nearly impossible time constraints.

A crucial part of handling those demands efficiently is having a powerful system to store and manage all of your raw footage and edited clips. The SGI Broadcast Asset Management solution combines video acquisition, editing, and asset management capabilities in one system by integrating the advantages of SGI™ servers and workstations, the SGI StudioCentral™ Library, and Keops MediaWorks software.

The SGI Broadcast Asset Management solution is an ideal system for TV news departments, production houses, ad agencies, training companies, stock footage companies, sports organizations, and any other facility that needs to store and manage a high number of video assets. Existing video management techniques are subject to the following disadvantages:

- They're slow—When you're working with physical videotapes, someone has to go to the tape storage room, look up the desired tape in the catalog, find the tape on the shelf, bring it back to the production area, and load it on a VTR. At best, this process takes several minutes. At worst, it can take an hour or more.



- They're inefficient—In order to edit a tape, you have to go to a specialized workstation. Only one person can work with a given videotape at a time; if two different teams need two different excerpts from the tape, one team has to wait until the other is finished.
- They provide minimal information about each tape's contents—Although tape labels are now frequently supplemented by databases, the database information is not "attached" to the video, so there's always the possibility of confusing which information goes with which tape. There may also be limits on how much information you can store about each tape in your database.
- They're prone to errors—Paper logs can easily be damaged or misplaced. Even with an electronic asset management system, people can type in incorrect timecodes, tape numbers, and filing locations, making it difficult to find the tape or segment you need. Misfiling of tapes on the shelf is also a constant possibility.

The SGI Broadcast Asset Management solution eliminates or minimizes all of those potential problems:

- It's fast—Because video is stored on an SGI server that's been especially designed for video serving, any video you need is always available for fast, easy retrieval. There's no wasted time sending someone to and from the tape library to find the tape and put it on the VTR. The SGI Media Server™ used in the Broadcast Asset Management solution can even deliver video data at faster than real-time rates.
- It's efficient—Video and metadata stored on a Broadcast Asset Management solution can be viewed from any workstation on your network that has the MediaWorks client software. Also, different people can work on video from the same tape at the same time, because the video is on a server available for random access, not on a single physical tape.
- It provides extensive, integrated video information—The Broadcast Asset Management solution works with both Informix® and Oracle® databases, two of the most powerful relational database systems available. That means you can store as much metadata as you want about each video segment and search through your material in nearly unlimited ways using the powerful

capabilities of these systems. Because the metadata is integrated with the video data, you don't have to worry about mixing up which information goes with which tape.

- It's more accurate and reliable—Human errors can creep into even the most sophisticated electronic system. But because the Keops MediaWorks software used on the Broadcast Asset Management solution automates much of the tape cataloging process, the need for manual data entry—and therefore the potential for typing errors—is greatly reduced. For example, when you mark in and out points on a tape, MediaWorks automatically records the timecodes for those points; there are no worries about entering incorrect timecodes.

In short, the SGI Broadcast Asset Management solution streamlines your workflow to make it faster, more informative, and more accurate.

A Comprehensive Asset Management Solution

The SGI Broadcast Asset Management solution offers the following features and functionalities:

- Easy-to-use ingest, browsing, and marking with Keops MediaWorks software—The ingested data is simultaneously sent to a frame-accurate, low-resolution encoder for preliminary editing and to an SGI Media Server for final editing of the high-resolution version
- Efficient proxy encoding and storage using MediaWorks, the Telemedia SpectreView nSpectre encoder, and an SGI™ 1000 series server for Windows NT®—nSpectre provides frame-accurate encoding of audio and video to the MPEG-I standard

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- The powerful SGI Media Server, a fully integrated solution for serving video, audio, and data in broadcast production environments
- Versatile asset management with SGI StudioCentral Library, an innovative software development environment that helps you manage media assets efficiently and intelligently throughout the entire production life cycle

SGI Professional Services

The SGI Professional Services organization gets you up and running quickly. Because of our extensive experience in broadcasting and video, we offer expert end-to-end services. These can include helping you evaluate your current workflow and determining how it could be streamlined and improved for all your users with a Broadcast Asset Management solution.

Contact your SGI representative or local sales office for more information, or visit our Web site at <http://ps.csd.sgi.com/consulting/index.html>.



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