sgi™

SGI™ Broadcast Asset Management Solution
With Key-MediaWorks™ from Keyvia

Features
- Simultaneous high- and low-resolution video ingest
- Frame-accurate browsing of any asset
- Edit controls for edit-list construction
- Ability to export edit decision lists to nonlinear editing systems
- Archive manager for moving assets to and from archive storage
- Immediate, simultaneous access to all material from multiple desktops
- Asset management services for indexing and searching recorded material
- Simple and advanced query by attributes or data models

Benefits
- Reduced costs, streamlined production workflow, improved communication, and easier repurposing of assets
- Consistent approach to online, near-online, and offline asset storage and retrieval
- Faster, more efficient editing of material stored on SGI Media Server for broadcast

Integrated Asset Management Enhances Your Bottom Line
Generate revenue, streamline time-consuming operations, and increase efficiency by equipping your staff with state-of-the-art productivity tools that make the most of your media assets. The SGI Broadcast Asset Management Solution combines hardware infrastructure with software tools to provide frame-accurate desktop browsing, rough-cut editing, and edit decision list creation in a single system. A robust, integrated asset management infrastructure handles the tasks of simultaneous high- and low-resolution video ingest and metadata creation.

The challenges for media companies, broadcast news operations, or any enterprise that performs media-intensive operations such as training are the tasks of capturing, cataloging, editing, distributing, and archiving video content under tight deadlines. The SGI Broadcast Asset Management Solution digitizes, stores, and manages media assets centrally, providing retrieval from users' desktops. This eliminates searches for tapes and the limitations of viewing files without jog, shuttle, and search controls. It provides the access and control needed to evaluate, compare, and make informed decisions about content and then send the results via an edit decision list to a professional editing system for fast turnaround.

Already in operation in facilities around the world, this solution reduces the costs of using expensive online suites for making rough cuts and sharing access to equipment and the problems related to the need for several people to access the same material.

Powerful Combination of Servers and Software
SGI and Keyvia deliver this solution by integrating SGI servers and asset management software with the Keyvia™ Key-MediaWorks ingest, browse, and rough-cut edit environment. This advanced system involves four main components:
- SGI™ Origin™ family servers—Powerful, scalable SGI servers run the SGI StudioCentral™ Library digital asset management software and host the associated database
- SGI Media Server™ for broadcast—Records, stores, and serves broadcast-quality video; unique because it treats video as data until it is viewed, SGI Media Server is the ideal platform for storing and distributing assets over a variety of networks
- Keyvia Key-MediaWorks—Key-MediaWorks handles the control and management functions needed to ingest, store, edit, and archive video files
- SGI StudioCentral Library—This proven software provides a solid asset management infrastructure, including indexing, logging, and metadata searching through database records

Professional Implementation

SGI Professional Services gets you up and running quickly with the SGI solution that meets your needs. SGI offers a complete broadcast asset management solution that provides a robust, flexible, cost-effective choice for broadcasters, production houses, ad agencies, training companies, stock-footage providers, sports organizations, and other enterprises that deal with growing volumes of digital assets. SGI consultants are industry experts who have worked with major clients to deploy a wide range of media projects. They understand your complex business dynamics and can help you creatively solve your toughest business challenges. SGI consultants provide the expertise and experience required to implement best-of-breed asset management solutions for a variety of purposes. For more information on SGI Professional Services, please contact your local SGI office or visit *www.sgi.com/services*.
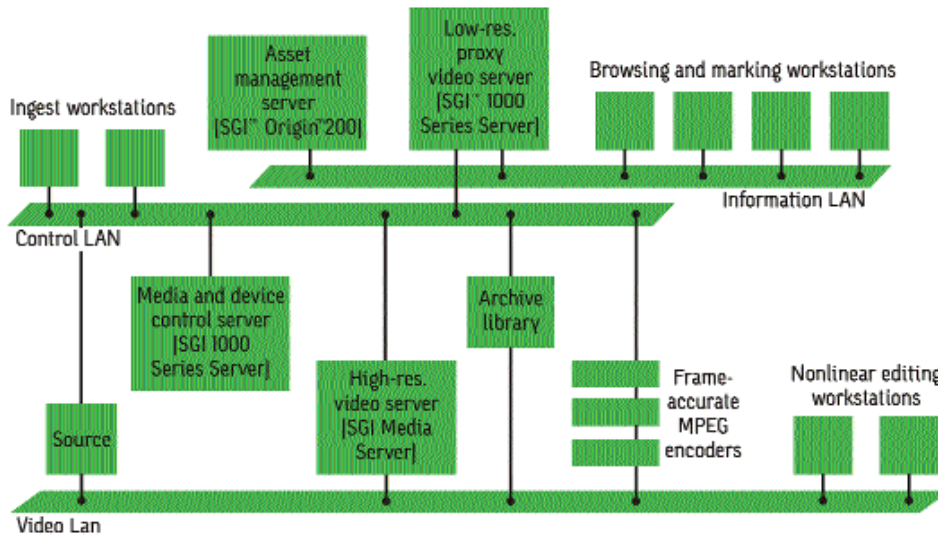
Worldwide Support

SGI's comprehensive network of service and support personnel provides assistance in 90 countries and offers maintenance services for all SGI platforms. Flexible and comprehensive, there's a service program to meet your specific needs. Protect your valuable product investment with comprehensive hardware and/or software support directly from SGI.

Media Commerce™ Solutions

Media Commerce solutions from SGI enable entertainment, media, telecommunications, and broadband Internet customers to create, manage, deliver, and transact content over a vast range of networks. For more information on the SGI Broadcast Asset Management solution and other Media Commerce solutions, please contact your local SGI office or visit *www.sgi.com/go/broadband*.

Solution Architecture Example

SGI Broadcast Asset Management Solution
Technical Specifications

System Hardware	Software	Related SGI Products and Solutions
• SGI 1000 series servers for Windows NT®	• SGI IRIX® 6.5.X operating system	• SGI Media Server for broadband
• SGI Origin 200 servers	• SGI StudioCentral Library	• SGI™ 2000 series server and SGI™ Origin™ 3000 series server
• Silicon Graphics® visual workstations	• Microsoft® Windows NT for workstations and servers	• SGI™ Total Performance 9100 storage array
• SGI Media Server for broadcast*	• Informix® or Oracle® database	
• RAID storage*	• X-Windows	
• Telemedia nSpectre encoders	• Keyvia Key-MediaWorks Asset Management Server	
• Archive repository and server	• Keyvia Key-MediaWorks Low-Res Proxy Server	
	• Keyvia Key-MediaWorks Control Server	
	• Keyvia Key-MediaWorks Ingest Monitoring	
	• Keyvia Key-MediaWorks Browsing	
*Optional	• Keyvia Key-MediaWorks Browsing and Marking	
	• Keyvia Key-MediaWorks Archive Management	

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