sgi™

SGI™ Media Asset Management Solution
With Media360™ from Ascential Software

Features and Benefits

- Flexible management of a wide variety of content
- Streaming files captured from professional-quality tape or live feeds
- Automatic metadata logging, thumbnail generation, and asset management in a single system
- Full vertical movement and arbitrary grouping of all asset types and metadata within a collection
- Web-based user interface for management, search, and retrieve
- Compatibility with RAID and other external storage systems
- New streams of revenue through repurposing of assets
- Enhanced services and workflow through storage and access of streaming assets
- Ease of use for nontechnical personnel
- Customizable with single-point contact for support and training

A Winning Combination

The ability to manage the exponential growth of digital media assets and deliver content quickly and efficiently is a core advantage for enterprises dealing with digital media. The SGI Media Asset Management solution provides a winning combination of high-performance SGI™ Origin™ family servers and the flexible Ascential™ Media360 media asset management system. This combination lets you process digital media throughout its entire life cycle: from digitization, indexing, cataloging, and metadata creation to content storage and delivery over an intranet or the Internet. SGI and Ascential, leaders in their fields, provide a tightly integrated turnkey solution for the new age of digital media.

State-of-the-Art Digital Asset Management

The integration of SGI Origin family servers and Ascential Media360 helps businesses manage a wide variety of content, including static and streaming assets. Users with bandwidth requirements ranging from regular dial-up Web access to streaming real-time high-definition TV can benefit from this solution. Together, SGI and Ascential help you create better content, manage it more efficiently, and deliver it more effectively. The SGI Media Asset Management solution consists of three primary areas of functionality: ingest, management, and workflow. Ingest comprises the digitizing, logging, and creation of metadata for your media. This is optimally performed on an SGI workstation equipped with the necessary interfaces to handle multimedia data and the Virage VideoLogger® and AudioLogger™ software. The management functionality utilizes the Ascential Media360 media asset management software, which resides on the SGI Origin family server. Media360 also leverages the fast, flexible, object-relational Informix® Internet Foundation 2000 database (included with Ascential Media360). The workflow encompasses your Web-based client workstations, where assets may be sought, retrieved, edited, and utilized via an intuitive graphical user interface.

SGI: The Platform of Choice

The SGI Origin server family comprises SGI™ Origin™ 200, the SGI™ 2000 series, and the newly introduced SGI™ Origin™ 3000 series. The SGI Origin server family delivers flexibility, resiliency, investment protection, and performance at breakthrough levels. Based on the third-generation SGI™ NUMA architecture, the award-winning SGI Origin 3000 series of servers with NUMAflex™ technology is the most modular and scalable in the industry. The SGI Origin family of servers provides system modularity and the best fit for processing, storage, and networking needs in a media asset management solution.

This outstanding combination of breakthrough SGI server technology, digital media I/O bandwidth, and the Ascential Media360 media asset management solution provides content creators, content owners, aggregators, and distributors with an efficiently integrated workflow.

Industry-Specific Solutions

The SGI Media Asset Management solution can be configured to meet the specific needs of many businesses in a variety of industries. It provides the native functionality of the individual components and user interfaces that can easily be customized for unique applications. A few of these applications include:

- Broadcast to broadband—The SGI Media Asset Management solution enables broadcasters and Internet providers to store and manage digital media footage for multiple purposes, including program generation, multilanguage programming, streaming over intranets and the Internet, and mass storage management of content.

- Education and research—Universities and other educational and cultural institutions can establish a scalable and flexible digital media infrastructure to support applications such as course content creation and management, distance learning and learning-on-demand, research and development programs, and library and multimedia collections management.

- Government, scientific, and medical—The SGI Media Asset Management solution is appropriate for a variety of other sectors and applications dealing with large stores of multimedia content that need to be dynamically managed. Examples include major earth sciences projects, medical image management, chemical and pharmaceutical research and development, and law enforcement data such as facial images, fingerprints, crime scene photos, video footage of interviews, and police sketches.

These are integrated business solutions for media and entertainment enterprises, including broadcast and cable networks, motion picture studios, professional sports leagues and teams, publishers, and new media businesses.

SGI Professional Services Organization

SGI Professional Services gets you up and running with the SGI solution that meets your needs. We offer a high-end asset management solution that provides a robust, flexible, cost-effective choice for businesses or organizations that need to store and access high-bandwidth data. SGI consultants are industry experts who have worked with major clients to deploy a wide range of media projects. They understand the market's complex business dynamics and can help clients creatively solve their business challenges. Our consultants provide expertise and experience from a wide spectrum of industries, enabling best-of-breed asset management solutions for a variety of purposes. Let SGI Professional Services give you a hand. 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 provide development assistance in 90 countries. SGI offers maintenance services for all SGI platforms. Flexible and comprehensive, there's a service program to meet your specific needs. Prolong and protect your valuable product investment with comprehensive hardware and/or software support direct from SGI.

Media Commerce™ Solutions

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

SGI Media Asset Management Solution
Technical Specifications

Hardware	Software	Related SGI Products and Solutions
• SGI Origin 200, SGI 2000 series, or SGI Origin 3000 series server	• IRIX® 6.5.8 operating system for asset management server and IRISconsole™	• SGI Media Server™, broadband
• Silicon Graphics® 230 and Silicon Graphics® O2® visual workstations	• Media360 package	• SGI Media Server, production and broadcast
• Osprey-200 video capture card	• Netscape® Enterprise Server	• SGI Origin 200, SGI 2000 series, and SGI Origin 3000 series servers
• Optibase MPEG Moviemaker encoder	• Microsoft® Windows NT® 4.0 for ingest and client workstations	• SGI™ TP9100 and SGI™ TP9400 storage arrays
• Video/audio sources and monitors	• Virage VideoLogger 4.0 and AudioLogger 4.0	• Silicon Graphics® 230, Silicon Graphics® 330, Silicon Graphics® 550, and Silicon Graphics Zx10™ visual workstations
		• Silicon Graphics® 1600SW flat panel display

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