



motionmedia

www.motionmedia.com

SIMPLE. POWERFUL. COMPLETE.

4K Studio Bundle

Experience Accelerating Efficiency In Your Media Workflow

As file-based workflow evolves, editors do more and more on ever-tighter budgets. Motion Media has designed a bundle that integrates five key components within the media workflow.

4K MEDIA & ENTERTAINMENT WORKFLOW

INGEST

EDITORIAL

MASTERING

DISTRIBUTION

ARCHIVE



Out-of-the-box Perfection!

Motion Media's platform offers interactivity within the various touch points of your workflow. Our platform serves to integrate five key areas that will help you shape your content from inception to completion and archiving.

Industry proven components, working together for you...

Motion Media's Studio Bundle is engineered from the ground up for your convenience. Our 4K Studio Bundle enables artists and technicians located globally to connect and collaborate on Editing, Design, Graphics, Color Grading, Online Mastering, and Archiving.

Infortrend

Infortrend has many years experience providing OEM solutions to M&E companies. At last, Infortrend brings to market its own storage solution specifically optimized for the M&E workflows. Infortrend Corporation is a leading provider of high performance enterprise storage solutions focusing on quality, reliability, and value.

"The 4K Studio Bundle brings together the best components from established M&E manufacturers. Motion Media's bundle emphasizes price, performance, stability, and redundancy. It offers more features than any other solution on the market but at an exceptionally competitive price. They do not cut corners or sacrifice reliability."

Brian Austin, Systems Architect

ATTO Technology

As the premier connectivity provider for the Media and Entertainment industry for over 25 years, ATTO specializes in low-latency, high-bandwidth I/O. ATTO adds its extensive experience to the new 4K File Based Editing Platform. ATTO has delivered workstation connectivity, access, and functionality to M&E storage solutions since 1988.

Tiger Technology

Together, Project Store PRO and Tiger Serve form the advanced Tiger Workflow System. The Tiger Workflow System is a full management system for workspaces, projects, users, media, and metadata. The system encapsulates a complete media workflow platform. We maximize capability, performance, and value for rich media and enterprise applications. Additionally, our field-based expertise in high performance network storage and storage virtualization has inspired wide adaptation of our technologies. Platforms operate across Linux, Apple OS X and Microsoft® Windows® operating environments simultaneously.

Telestream

Telestream's Lightspeed Server accelerates compute-intensive image processing within Vantage workflows, including scaling, deinterlacing, frame rate conversion, and motion vector calculation. The server basically helps to accelerate all tasks that require computation and analysis for the purpose of modifying or creating new video frames. We believe faster video preprocessing benefits the output quality of all video output formats for both transcoding and automated content assembly.

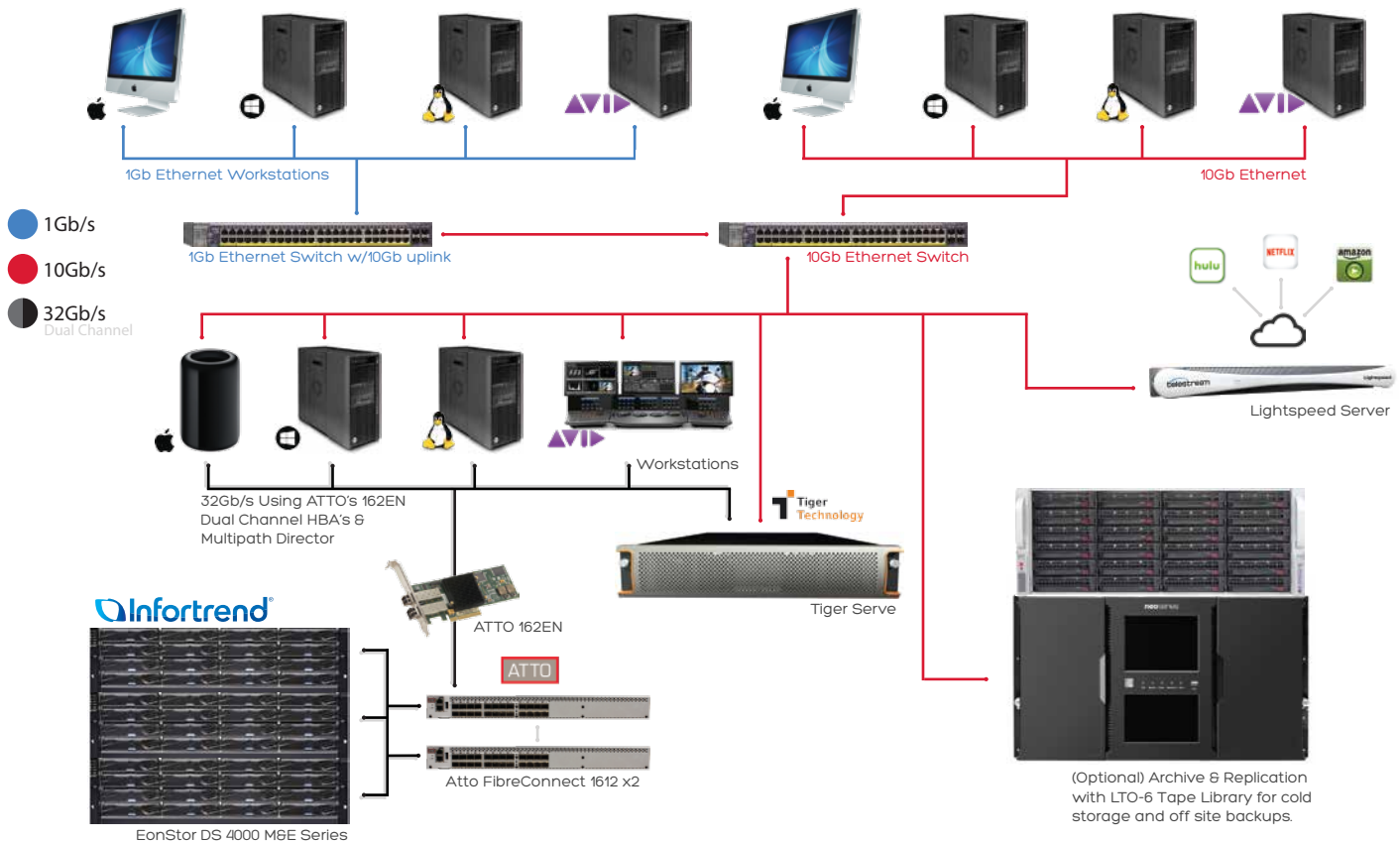
"Media and Entertainment companies are asked to do more on increasingly smaller budgets. Motion Media worked cooperatively with Infortrend, ATTO, and Tiger Technology to develop this Ultra fast 4K Studio Bundle. Our bundle is comprised of proven, industry-standard components that create a tremendously cost-effective, high-performance, full-featured solution. It easily meets the needs of today's workflows."

Brian Gorne, President, Motion Media

4K MEDIA & ENTERTAINMENT WORKFLOW

Sample configuration for full service editorial, visual effects and graphics, finishing, and grading

This is the ultimate setup for large post production workflows, including editorial and high-resolution finishing and mastering. This versatile configuration can power all stages of content-centric production for a large number of users.

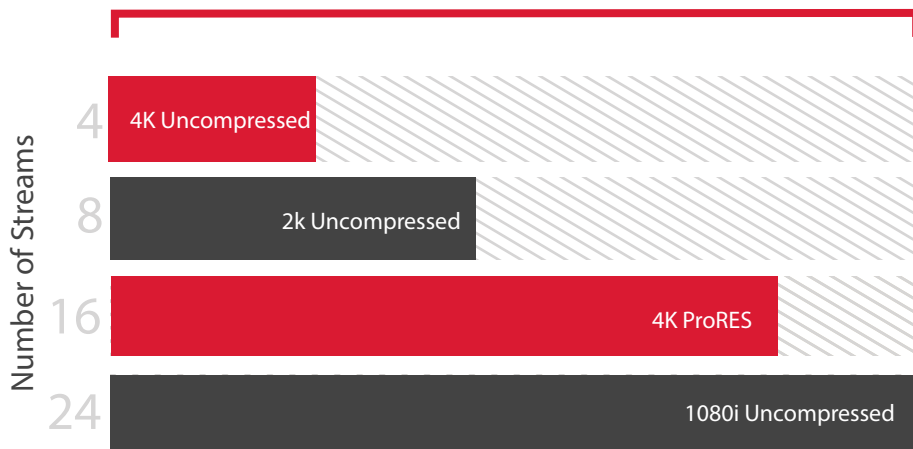


THE RIGHT DATA SHARING METHOD FOR YOUR WORKFLOW

Dynamically designate volumes to be shared through the Tiger Serve System for collaborative multi-platform access over Fibre Channel and Ethernet, or volume-locked sharing for ultra-high performance up to 15GB/sec over 16Gb Fibre Channel.

CONNECT WITH 8/16Gb FIBRE CHANNEL & 1/10Gb ETHERNET

Access image and audio data through various connectivity methods to fit your particular requirements and budget. Client workstations can connect directly to the TerraBlock or through cost-effective network and fabric switches.



4K Studio Bundle

160TB, 15 seat bundle

160TB Disk Space

Best in class price performance

Complete, highly reliable and scalable

Ideal Avid Unity Replacement

Simple migration for existing environments

No single point of failure

True 32 Gb/s throughput

Ask Us About Pricing

4K Studio Bundle Case Study



SPLASH Entertainment is an innovator, developer, and producer of original animated television series, properties and brands that are implemented across all digital platforms of the media. The company's library (500 half hours) contains content airing in more than 160 territories worldwide. Splash Entertainment has produced animated series for a number of high profile brands, such as Care Bears™, Clifford The Big Red Dog, Lalaloopsy™, Strawberry Shortcake™, Bratz®, Zhu Zhu Pets® and He-Man Master of the Universe.

Splash's Top Shows



THE PROBLEM

Splash Entertainment's existing storage situation wasn't ideal. They had 5 different systems deployed, from network attached storage to various USB drives floating around. They wanted an integrated central storage solution that would increase performance and scalability. Also, to be 4K ready they would need significantly more capacity, higher bandwidth, and reliability was vitally important as they simply could not have any failures. After reviewing the options in the market and speaking with several storage solution providers, Splash Entertainment trusted our system engineers, more than any other company, to build them the perfect solution. Ultimately, Splash decided to implement Motion Media's 4K Studio Bundle

Continued...



THE SOLUTION

Motion Media was approached by Splash Entertainment to architect a solution to replace their existing Avid unity system. The solution would need to scale as the company expands from making weekly animated shows for television into the full length feature film market. The directive was to come up with a five-year plan, keeping within Splash's budget. Motion Media's engineers were determined to construct a complete bundle from established manufacturers that would provide all the functionality, performance, and reliability yet stay within Splash's budget requirements.

Motion Media's 4k Studio Bundle's backbone is built around ATTO Technology's 16Gb Fibre Channel Switches and Host Bus Adaptors. They are twice as fast as any Ethernet solution with far less latency and are backed by ATTO's unparalleled support and 25 years of experience in data-intensive computing environments.

For storage we turned to Infortrend's new DS3000 M8E Series 16Gb Fibre Channel Storage Head Units. We conducted a **price performance** comparison shootout with other leading fibre channel storage manufacturers, Infortrend won hands down. Each DS3000 has Dual Redundant RAID Controllers, Redundant Power Supplies, Redundant Cooling Fans and the ability of playing back two streams of uncompressed 4K Video per RAID head. Need more speed? Adding expansion units provides virtually no limit to the speed or capacity of the Motion Media 4K Studio Bundle.

Tiger Technologies is the brains of the bundle. The Tiger Serve Meta Data Controller was the key ingredient for Splash Entertainment, providing full Avid file system bin locking capability. ProjectStore PRO allows the entire production team to collaborate much more effectively. In addition to the Automatic System Defragmentation & File Sequence Optimization that is included with every Tiger Serve, the Motion Media 4K Studio Bundle includes the optional Replication & Tiering module. This addition provides Backup, Archive and Hierarchical Storage Management, making it a complete turnkey solution.



"With the combination of Infortrend and Tiger-Technology we have moved off of old, slow, and unreliable storage to a combined storage solution that enables us to be **competitive in our market.**"

Patrick Coy - Director of Technology, Splash Entertainment

Interested in upgrading your storage to the Motion Media 4K Studio Bundle?

Contact us today at
(888) 610-6828

www.motionmedia.com



The EonStor DS 4000 M&E series heralds the arrival of a brand new generation of RAID excellence from Infortrend, delivering superb performance and flexibility to ensure you get truly unmitigated return on your investment.



Massive performance boost

Systems provide up to 11,000MB/s read and 4,200MB/s write, a massive step up from mid-range storage standards. This performance easily accommodates bandwidth-hungry applications, ensuring you are prepared to take on challenges for data-intensive applications.

Convenient scalability

With 12Gb/s SAS connectivity to compatible Infortrend JBOD enclosures, EonStor DS 4000 systems support up to 436 drives. They support large individual disks, giving you access to massive capacities as needed and enabling future growth.

BEST FOR:



High demand applications: media editing, databases, and VDI



Diverse environments that require hybrid interfaces.



Businesses and enterprises keen on long term scalability

Powerful RAID systems redefine mid-range performance, featuring dual host boards and 12Gb/s SAS integration

The EonStor DS 4000 series sets new milestones in performance excellence and innovation, reaching 11,000MB/s read and 4,200MB/s write to easily handle even the most demanding applications. This is leading performance in the mid-range enterprise storage segment, giving you maximum return on investment.

WHY EonStor DS 4000 M&E Series?

- Mid-range storage performance leadership
- Superior performance up to 11,000MB/s read and 4,200MB/s write
- Dual host board design enhances hybrid connectivity
- Full 12Gb/s SAS integration for drives and hosts
- Scalable up to 436 drives per system
- Support for SSD Cache and automated storage tiering, with extensive data services



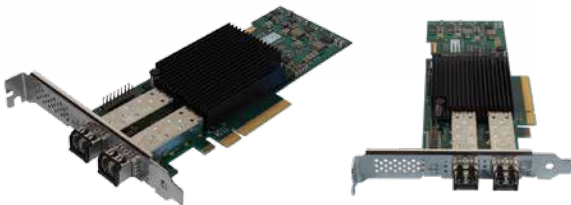


The Tiger Serve Shared Storage Workflow Controller is the ultimate Tiger shared storage workflow solution, with enterprise-class High Availability for mission-critical workflows, unlimited performance potential, and massive scalability for the most demanding rich media and enterprise applications.

- Striking Simplicity
- Superior Performance
- High Availability
- Easy Floating Licensing
- Collaborative Workflow
- Automatic Lifecycle Mgmt
- 24/7 Support

Tiger Serve is the ideal solution for:

- Mission-critical workflows requiring High Availability (failover)
- DI & Finishing - colour grading, special FX and video editing workgroups
- On-set 2K/4K film capture with instant dailies logging and editing
- Broadcast
- Alternative to Avid Unity
- Content Delivery
- Shared storage for rich media educational facilities



ATTO Celerity FC-162E

The ATTO Celerity FC-162E leverages two next-generation storage technologies – PCIe 3.0 interconnect and 16-Gigabit Fibre Channel.

With 16Gb/s FC speeds of up to 1600MB/s per channel, the Celerity FC-162E supports the most demanding application requirements, including high-definition video, rich content databases and other high-bandwidth environments.

ATTO FibreConnect 1600 Series

The ATTO FibreConnect™ 1600 series of 16Gb/s Fibre Channel switches provide flexibility, simplicity, and enterprise-level functionality for small to mid-range SANs to enable high performance and low latency collaborative workflows. Available in 12-port configurations with a 12-port expansion to extend your switch to 24 ports along with an optional dual power supply. FibreConnect switches are an affordable solution for consolidating storage on a SAN, which increases productivity and allows multiple users to more efficiently share media resources.



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