

Splash Entertainment

ATTO FIBRE CHANNEL HBAS ENABLE 4K MEDIA WORKFLOW SOLUTION

SOLUTION COMPONENTS

Motion Media 4k Studio Bundle:

- Celerity™ FC-162E Fibre Channel host bus adapter (HBA)
- Infortrend DS4000 M&E Series 16Gb Fibre Channel Storage Head Units
- Tiger Technology Tiger Serve shared storage workflow controller

ABOUT ATTO TECHNOLOGY

For 30 years, ATTO Technology, Inc. has been a global leader across the IT and media & entertainment markets, specializing in storage and network connectivity and infrastructure solutions for the most data-intensive computing environments. ATTO works with partners to deliver end-to-end solutions to better store, manage and deliver data. Working as an extension of customer's design teams, ATTO manufactures host and RAID adapters, network adapters, storage controllers, Thunderbolt™ adapters, and software. ATTO solutions provide a high level of connectivity to all storage interfaces, including Fibre Channel, SAS/SATA, iSCSI, Ethernet, NVMe, NVMe over Fabrics and Thunderbolt. ATTO is the Power Behind the Storage.

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ABOUT SPLASH ENTERTAINMENT

Specializing in children's entertainment, 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 (over 540 half hours) contains content airing in more than 160 territories worldwide. www.splashentertainment.com

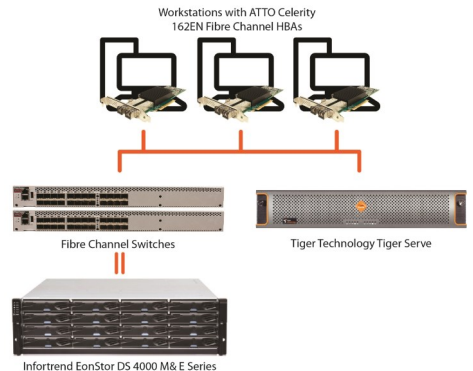
Splash Entertainment, a producer of animated television series shown across a range of digital platforms in more than 160 territories worldwide, was looking to transition to a shared storage solution as it ramped up its operations for feature-length productions. The key goals for the company were to increase performance, scalability and reliability. With the prospect of producing in 4K resolution on the horizon, it also recognized a need to increase capacity and bandwidth.

BUNDLED FOR 4K: ATTO CELERITY™ 16 GB FIBRE CHANNEL HBAS

To facilitate its transition, Splash Entertainment turned to Motion Media, a reseller of leading software and hardware solutions. Motion Media's 4K Studio Bundle is a cost-effective, high-performance solution comprised of proven, industry-standard components. Designed to meet the needs of today's workflows, it enables artists and technicians located globally to connect and collaborate on editing, design, graphics, color grading, online mastering and archiving.

A key component of the 4K Studio Bundle is the ATTO Technology Celerity 16Gb Fibre Channel host bus adapters (HBAs). With speeds up to 1,600MB/s per channel, Celerity 16Gb host bus adapters support the most demanding application requirements, including high-definition video, rich content databases and other high-bandwidth environments.

For Patrick Coy, director of technology at Splash Entertainment, a main draw of the Motion Media 4K Bundle was ATTO exclusive MultiPath Director™, a feature incorporated in Celerity HBAs that enables Windows®, Linux® and macOS® workstations to connect directly to enterprise-class storage. By using redundant data paths to enable failover protection and optimize data transfers, MultiPath Director provides a completely redundant, high-availability, high-performance storage solution for workstation applications. Said Coy, "Without ATTO Multipath Director, we would not be able to achieve our goal of delivering the



best solution for post-production. Many tests and configurations were tried, but only when using MultiPath Director could we achieve acceptable speeds."

The storage component of Motion Media's 4K Studio Bundle is provided by Infortrend's DS4000 M&E Series. With up to 11,000MB/s read and 4,200MB/s write speeds, this mid-range option from Infortrend is designed to handle high-demand applications such as media editing, databases and VDI. The DS4000 M&E Series can scale up to 436 drives per system and supports SSD cache and automated storage tiering. For Splash Entertainment, another important ingredient in the 4K Studio Bundle was Tiger Technology, Tiger Serve. An alternative to Avid Unity, Tiger Technology Shared Storage Workflow Controller provides full Avid file system bin locking capability so entire production teams can collaborate more effectively.