

CANTEMO®



ObjectMatrix

Object Matrix & Cantemo® Solution Brief

MatrixStore Object Storage & Cantemo Portal™ MAM

ObjectMatrix



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Protecting content is our business. Working in media is our passion.

Overview

Object Matrix and Cantemo®, partners for over ten years, enable organisations to benefit from providing tightly integrated and automated media workflows making content available on demand from ingest through to archive.

The combination of the media-focused object storage solution MatrixStore, integrated at API level with the powerful Cantemo Portal™ MAM, provides many benefits from increased operational efficiencies through to enhanced revenue generation opportunities.

As the demand for access to media assets increases, organisations are looking to enable creative professionals to self-serve content. For that, they are turning to media asset management systems that are tightly integrated with archive storage platforms, that enable them to automate the processing of content, allow them to provide a collaboration platform and also identify strategies for monetising the content they own.

Implementing such a platform can be an all-consuming and expensive task if building your own systems, which is why global broadcasters, banks, energy companies and ad agencies have turned to Cantemo® and Object Matrix with their proven and well supported solutions. Cantemo Portal™, built on the acclaimed Vidispine backbone, provides all of the functionality you require from a MAM. It is flexible, powerful, cost-effective and, more importantly, tightly integrated with MatrixStore from Object Matrix. The integration ensures that content can be protected in a scalable and secure nearline platform without you, the end-user, needing to manage the process. This means that organisations can now empower their editorial and production teams to produce more content in less time with fewer hurdles to jump.

Where you might benefit from Cantemo Portal™ and Object Matrix MatrixStore

- 1 If you need to manage the daily deluge of content pouring into your organisation or you need to collaborate with global teams
- 2 If you need to perform repeatable tasks in an automated fashion
- 3 If you need to tie in many of your existing applications into one seamless workflow
- 4 If you want to modernise your archive workflows and move away from scripts, simple databases and spreadsheets



MatrixStore Object Storage

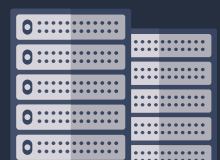
MatrixStore is the media-focused private and hybrid cloud storage platform that enables organisations to benefit, financially and operationally by modernising video workflows and providing instant access to all media assets. Built upon object-based storage technology, MatrixStore provides digital content governance through an integrated and automated storage platform, supporting multiple media-based workflows whilst providing a secure and scalable solution for all your data storage requirements.

Benefits of MatrixStore

- Puts your content and metadata where you want it, when you want it, from ingest and nearline to archive and cloud.
- Increases operational efficiency through tight workflow integrations and automation.
- Limits disruption with built-in disaster recovery and business continuity.
- Enables global collaboration and empowers creativity.
- Reduces management overheads and increases productivity.
- Provides valuable data insights using intelligent metadata support and comprehensive analysis tools.
- Ensures your archive platform is future proof in performance, capacity, workflow and access.
- Enables all archived assets to be monetised.
- Digital Content Governance ensures your data is safe so you can worry about the things that add value to your business.

MatrixStore Product Highlights

- Intelligent data and metadata protection ensures you will always be able to find, use and share your content with internal or external teams.
- Future proof and non-disruptive scale ensures you will never run out of room for your 8K videos, photography stills or project documentation.
- Business rules support to ensure your organisation is seen to put data protection, audit and content security first.
- Built-in Disaster Recovery & Business Continuity ensures organisations can keep working in the event of a local outage.
- Unique Process in Place (PiP) functionality processes the data where it lives providing a platform to put AI at the heart of your workflows.
- Standard interfaces and formats ensure you are not tied into a proprietary platform (SMB, NFS, FTP, S3 and MatrixStore API access).
- MatrixStore works with the tech you work with ensuring a smooth and seamless integration into your daily workflows: Avid, Adobe, Vidispine etc.
- Direct file system access to your objects on Mac, Windows and Linux.



Cantemo Portal™

Cantemo Portal™ is like a warehouse of the ever-growing pool of video, audio, still images, and other forms of digital media. It provides fast search and playback no matter where your content lives in the multi-tiered storage environment, and it easily integrates with mainstream third-party tools like NLEs, transcoders, distribution engines, and archive solutions.

Benefits of Portal

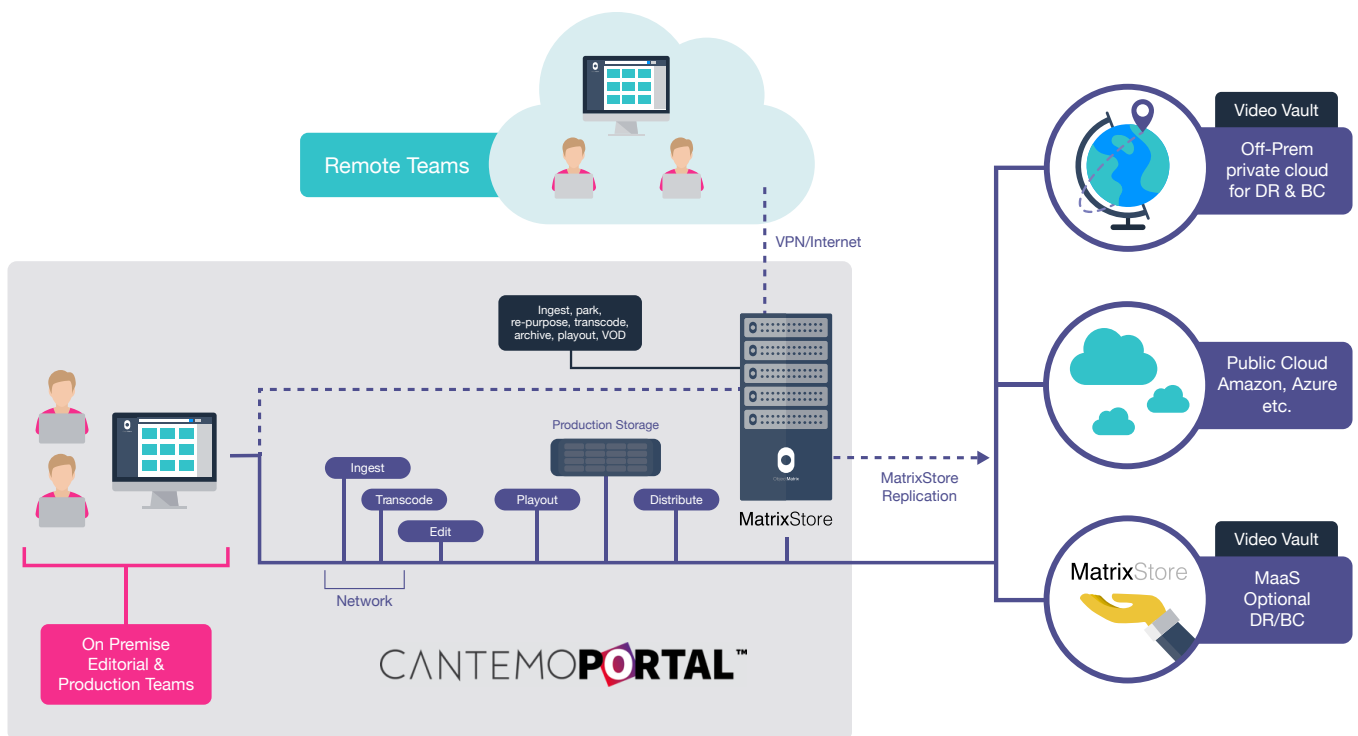
- **INGEST** - Ingest all types of digital media in different ways to suit your own unique workflow.
- **TRANSCODE** - Transcode your video file to a wide range of different formats.
- **MANAGE** - You are in control of your media with easy searching, flexible metadata, and sharing.
- **DISTRIBUTE** - Ensure media is fit for distribution to anywhere by exporting to multiple platforms with ease.
- **ARCHIVE** - Integrate Cantemo Portal™ with any number of archive solutions with the option to set automatic archiving rules.
- **COLLABORATE** - Cantemo Portal™ is an easy-to-use web-based interface, which makes collaboration simple.

Portal Product Highlights

- Access your content anywhere at any time. Platform independent. Mac, Windows, Linux, Tablets, and smartphones.
- We use the same API toolsets internally to build our own Apps and Themes.
- On-demand or automatic transcoding with the Cantemo Transcode Framework that allows for easy and unified integration with any modern third-party transcoder.
- Share assets and manage access control lists.
- Organise assets into collections, projects, and saved searches.
- Automatically extract and make searchable embedded metadata, such as XMP or closed-captioning.
- Define re-usable export areas, S3, FTP, SFTP, HTTP, file copy, and more.
- Assets can be archived and restored either manually, or automatically through metadata triggers using Rules Engine.
- We are hardware agnostics. The backend platform is Linux based and can be installed on your existing infrastructure, supporting virtual machine installations.
- Access controls on users or groups and uses bulk updates on multiple access controls at once.



Typical Workflows



- Ingest content sending low-resolution proxies to the SAN whilst securing the full-resolution content in a MatrixStore vault.
- Provide access to the entire archive through intuitive interfaces and powerful search capabilities.
- Use Cantemo Portal™ to initiate multiple workflows tailored for your business logic.
- Annotate the video and create an Edit Decision List (EDL) before editing in your favourite Non-Linear Editor (NLE) to save time and resources. EDLs are opened without any file movement and annotations forwarded to the NLEs supporting events.
- Distribute or playout your assets in the format required. Choose to include metadata in different formats using XML transformation mappings.
- Create predefined automated rules to push/pull content to/from MatrixStore nearline storage, Off-prem private cloud, MatrixStore as a Service or your chosen cloud provider.
- Give users the same experience wherever they are working by using Portal's web-based solution.



Joint Customers

Orange (OPTV)

Frontline

FCB Worldwide

The Guardian

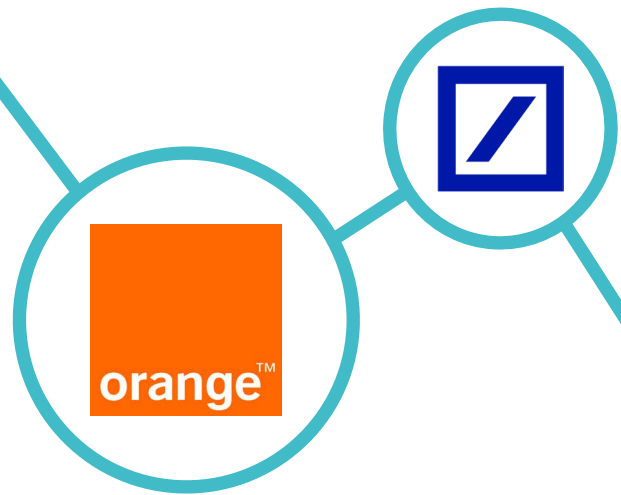
Elephant & Cie

Planimonteur

BNP Paribas

Deutsche Bank

MTA



Book an Online Demonstration

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GET IN TOUCH

To learn more on how your organisation could benefit operationally and financially from implementing MatrixStore with Cantemo®, please visit our website or contact us via any of the methods below.

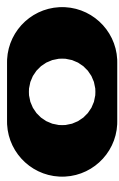


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About Object Matrix

Object Matrix is the award winning software company that pioneered object storage and the modernisation of media archives. It exists to enable global collaboration, increase operational efficiencies and empower creativity through deployment of MatrixStore, the on-prem and hybrid cloud storage platform. Their focus on the media industry gives them a deep understanding of the challenges organisations face when protecting, processing and sharing video content. Customers include: BBC, Orange, France Televisions, BT, HBO, TV Globo, MSG-N and NBC Universal.

CANTEMO®

About Cantemo®

Cantemo® was established to lead the revolution for next generation Media Asset Management (MAM) solution. Our founders, with years of experience behind them, could see a trend emerging for the creation and use of video extending beyond traditional broadcast. This meant that the existing MAM systems would no longer meet the demands of a rapidly evolving market.

Cantemo® solves complex business problems in digital media workflows, collaboration and management. Our approach is to provide tools simplifying ever increasing media management complexity.