



Object
Matrix



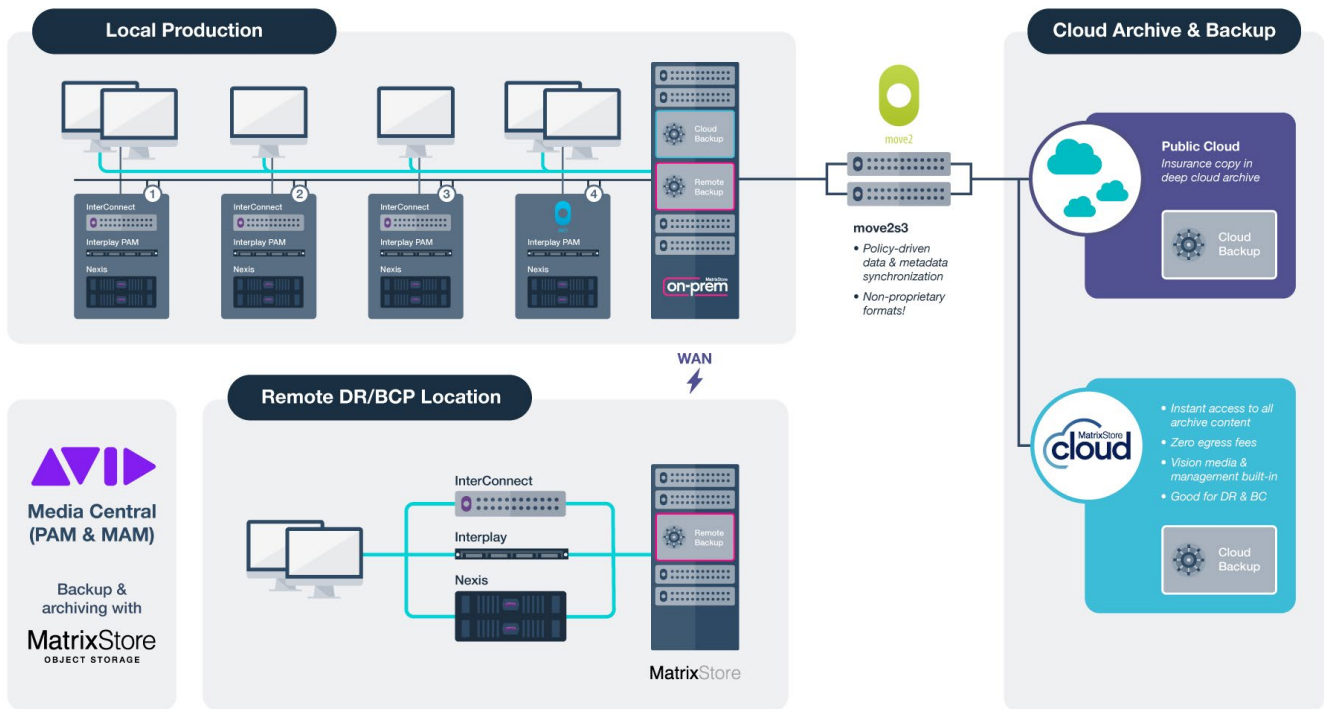
- Do you have Avid MediaCentral PAM or MAM and need to access your archive content from anywhere?
- Are you looking to replace or augment your LTO with private, hybrid or public cloud storage?
- Do you need to implement disaster recovery and business continuity for your Avid production teams to self-serve access to content in the event of a local outage?
- Do you need a more intelligent, secure and scalable nearline storage platform for your production workflows?



Typical Pain Points in Broadcast and Production Workflows

- You need content creators, editors, producers to be able to access archived content from anywhere
- Ensuring access to archive content with good governance, high levels of security and full audit of every operation is essential
- Protecting against malware and ransomware is becoming more of a challenge as networks are opened up
- You need to modernise your archive by replacing or augmenting LTO infrastructure with on-prem object storage or hybrid cloud storage
- You need to implement a disaster recovery and business continuity strategy that ensures creative professionals can keep working in the event of a local outage
- You need to be able to search and access your assets on-demand even if the MAM, DAM or PAM are not available
- You have multiple Avid Interplay platforms and need access to all of the assets from platforms at a remote site
- You do not want your assets and content tied to a single workflow; other workflows may require access to archived content
- You have mostly Avid technology but need graphics artists and producers using other creative applications to be able to protect, browse and share work also

**If you are experiencing any of the pain points above...
we can help!**

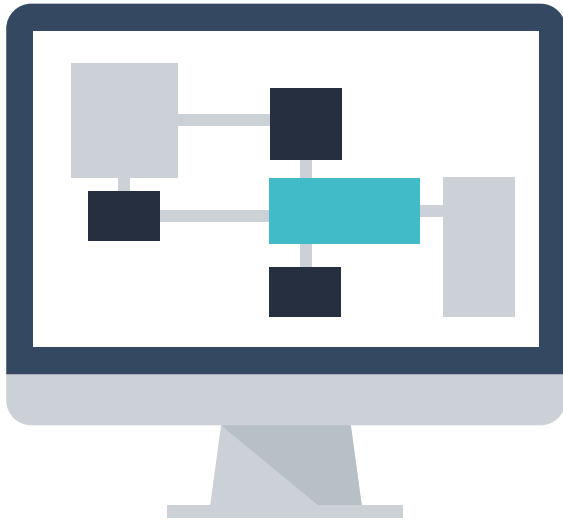


Object Matrix has been integrated into Avid production and broadcast workflows since 2009. As requested by its customer community, Object Matrix integrated MatrixStore object storage with Avid Media Central | Production Management (formerly Interplay PAM) to ensure content and metadata, from one or more Avid workgroups, can be protected onto a secure, fast, and scalable archive platform. This tight integration ensured archive content would be available, from anywhere, should any local outages occur or should the video assets be required outside of Avid workflows.

Since then, global broadcasters and post-production facilities (Virgin Media, Globo, MediaPro, BBC Wales, ITN, NBC Universal etc.) have implemented MatrixStore, the award-winning object storage solution, to protect content in Avid ingest, nearline, archive, disaster recovery and business continuity workflows.

The tight integration between MatrixStore, InterConnect and Avid Media Central | Production Management enables manual or fully-automated protection of assets, metadata, projects, and folder structures into on-prem object storage or hybrid cloud archive platforms. This in turn can be seamlessly replicated onto a second MatrixStore in a remote location or pushed to public cloud storage and subsequently restored into any other Avid environment for true business continuity and future-proof access to your content.

MatrixStore object storage is also the perfect nearline and archive to Avid Media Central | Asset Management, in that you may have Avid proxies in online storage (such as Nexis) to edit in the Avid environment and high-resolution assets in MatrixStore for confirmation at the end of the edit cycle.



Workflow Integrations

Avid Media Central | PRODUCTION MANAGEMENT (Formerly Interplay PAM)

Object Matrix InterConnect integration for full automated mirroring of assets, metadata, and project folder structures.

Avid Media Central | ASSET MANAGEMENT

MXFS mounted vaults for storage of high-res assets while online storage such as Nexis for linked proxies to edit in Avid.

Benefits

- Assets and metadata will be available from anywhere and no longer be locked in a workflow or LTO silo
- Finding, sharing and using content will be easier whilst bringing operational efficiencies and savings
- Your creative and production teams can access nearline and archive content from anywhere at anytime
- Productions will not come to a halt should local outages occur or access to buildings is not possible
- Access to the content and metadata you own is future-proof and not tied to one workflow
- Do more with the content you own by making it available to multiple teams or workflows
- Your staff can work on tasks that bring value to the business and not spend time managing media or servicing requests for content



Customer Deployments



Technical Partners in Avid Workflows





ObjectMatrix

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.

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