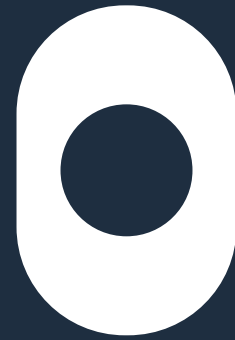


newsbridge 



ObjectMatrix

Newsbridge & Object Matrix Solution Brief

ObjectMatrix

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Overview

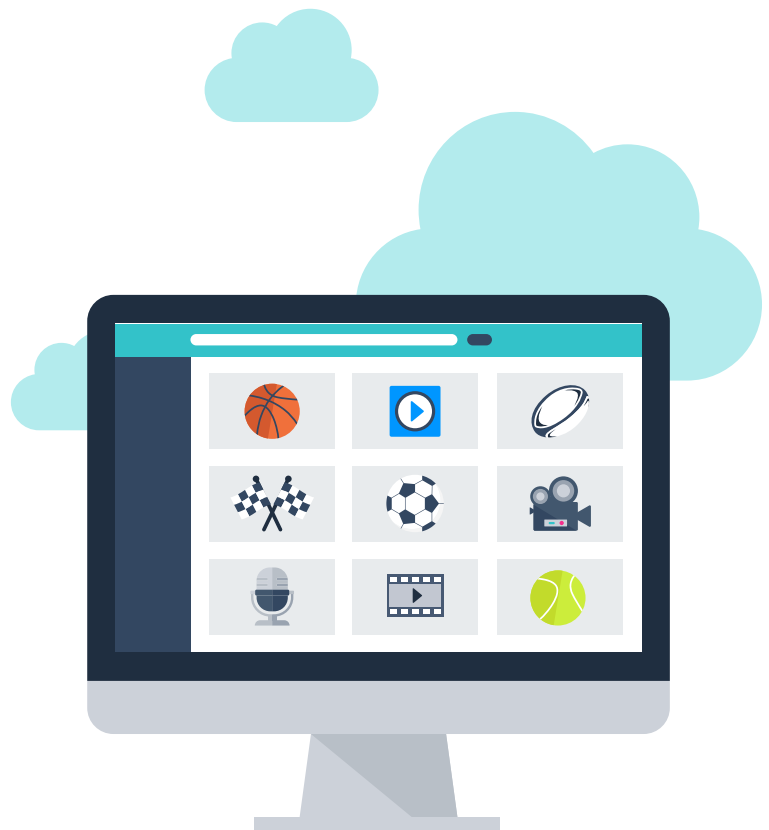
Object Matrix, the leading provider of object storage solutions and media-focused cloud platforms to the media industry, have partnered with Newsbridge, a cloud-based platform for next-gen media valorisation designed by AI & cloud experts for Media and Sports Rights-Holders.

Whether organisations are looking for a way to turn existing archives into a catalogue of fully indexed assets or monetise live workflows, the Object Matrix and Newsbridge partnership can help kickstart new revenue streams.

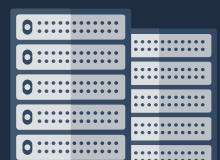
By utilising Object Matrix's MatrixStore Cloud solution, you can upload new assets or scan existing archives to create rich metadata using Newsbridge's powerful AI tools. Newsbridge is able to create and use proxies of your original assets that are stored securely on Matrixstore, which ensures your production workflows are faster than ever.

Newsbridge enables users to search for logos, faces, images, objects and even speech-to-text, and create clips and collections using their suite of clipping tools. By combining MatrixStore and Newsbridge you can turn even the oldest archive into monetisable content, all whilst increasing productivity and ensuring everything is securely stored.

The combination of Newsbridge and Object Matrix ensures your media is always secure in its original location and means your content is now searchable, reusable and available for long-term use and revenue generation.



Newsbridge and Object Matrix enable you to connect your content to opportunities and unleash your archives through automatic multimodal indexing, enhancing the user-experience of a cloud-based object storage solution.



Why MatrixStore and Newsbridge?

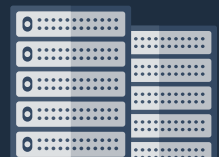
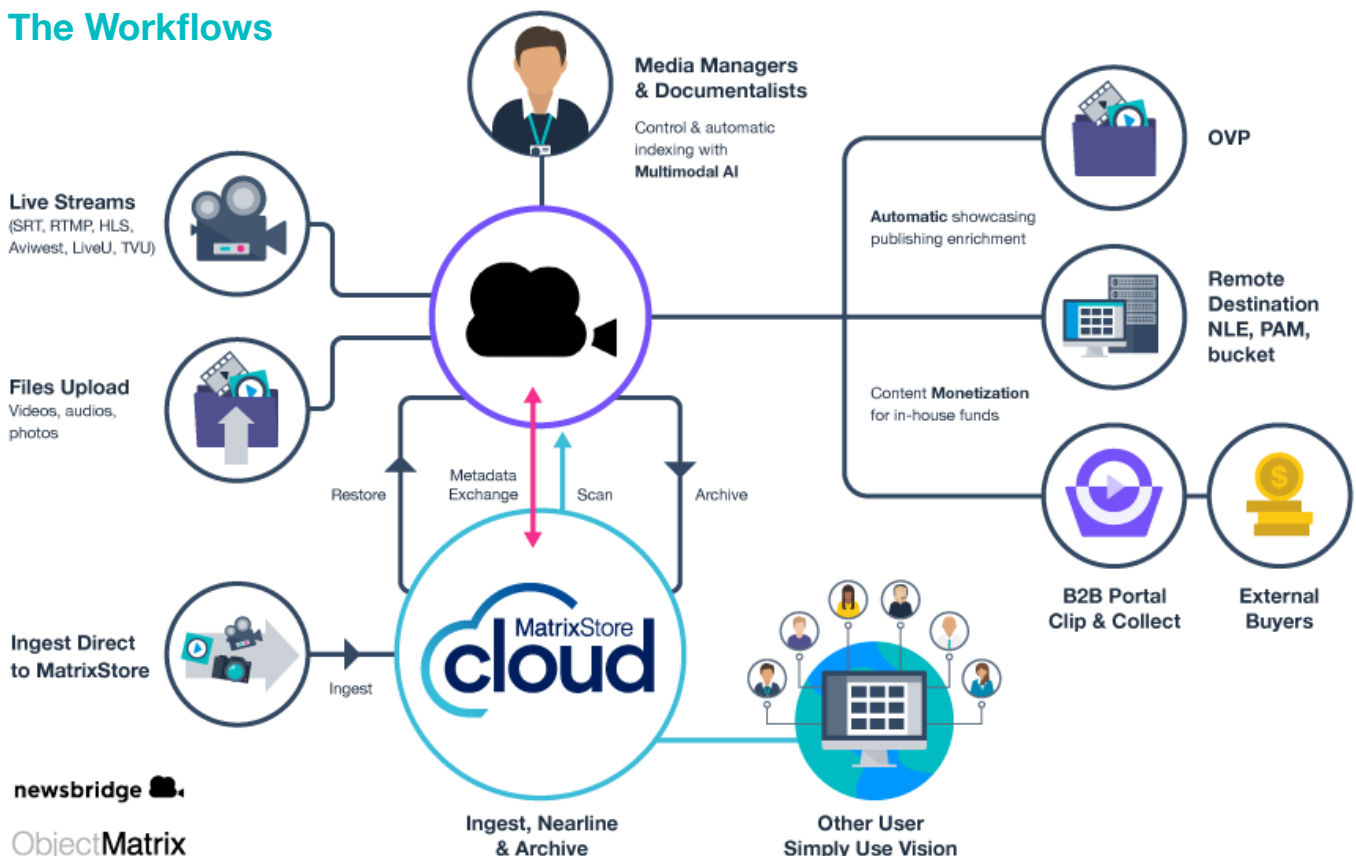
The collaboration between both platforms helps speed up production workflows without compromising on the security of your assets. As more organisations take a hybrid approach to working from home and in the office it's more important than ever to keep production on track. The use of proxies keeps your original files secure and speeds up production, as well as being able to work with them from anywhere!

Empower your creative production teams to produce more content faster and without hidden costs. A seamless integration between MatrixStore and Newsbridge means your content can be uploaded, scanned, indexed, and then monetised quickly and efficiently.

Key Benefits of the Integration

- Increased productivity
- Non-disruptive technology that is integrated into your current workflows
- Self-serving content from the archive increases operational efficiency
- No egress fees when downloading content from MatrixStore Cloud through Newsbridge
- Speed up workflows by using proxies of original content stored on MatrixStore

The Workflows



MatrixStore

OBJECT STORAGE

MatrixStore

MatrixStore is the leading media-focused object storage platform that benefits organisations, financially and operationally, by modernising video workflows and providing instant access to all media assets. Built on mature, feature-rich, and future-proof object-based storage technology, MatrixStore delivers operational efficiencies, full digital content governance, multiple media-based workflows, and provides secure access to all archive content, from anywhere.



MatrixStore Benefits

- Enables creative staff to self-serve access to content from anywhere, ensuring they can do more with the content you own
- Increases operational efficiencies reducing time spent managing media
- Enables you to work from anywhere, bridging the gap between talent and content
- Provides a fantastic return on investment (ROI), not only saving money through increased efficiency and productivity but also enabling new opportunities to generate more content
- Enables global collaboration and empowers creativity
- Non-proprietary formats ensure your content and metadata is portable and future-proof meaning no more vendor lock-in
- Digital Content Governance and cyber attack prevention ensures your assets and your customer's content are protected at the highest levels possible
- Limits disruption with built-in disaster recovery and business continuity meaning work continues should outages occur

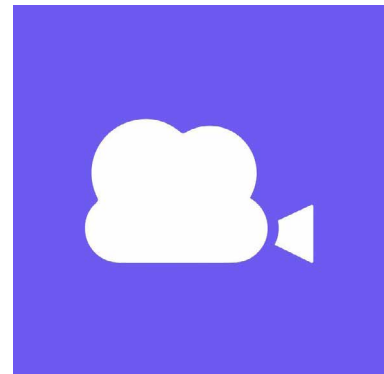


MatrixStore Product Highlights

- Intelligent data and metadata protection ensures you will always be able to find, use, and share your content with internal or external teams
- Unique Process in Place (PiP) functionality processes the data where it lives providing a platform to put AI at the heart of your workflows
- Access via API, MXFS, S3, SMB, NFS, FTP and Vision
- Direct file system access to your objects on Mac, Windows, and Linux
- MatrixStore works with the tech you work with ensuring a smooth and seamless integration into your daily workflows: Avid, Adobe, Vidispine, etc.
- Standard interfaces and formats ensure you are not tied into a proprietary platform (SMB, NFS, FTP, S3, and MatrixStore API access)

Newsbridge

Newsbridge is a cloud-based platform for next-gen media valorisation offering Multimodal Indexing via Artificial Intelligence (AI). Taking into account facial, object and scene recognition with audio transcription and semantic context, Newsbridge provides unprecedented access to content. Whether it be media logging, archiving, monetising, or investigative research, the solution allows for smart media asset management.



Newsbridge Benefits

- AI-Powered Media Hub to ingest, store and manage your archives, rushes and live streams
- Newsbridge's Multimodal AI processes audiovisual content like Big Data, in near real time
- Production workflows reimaged... work collaboratively with live content, files or rushes directly in the cloud
- The one-stop shop to provide a unique clip & collect experience for external buyers, sponsors or partners
- Newsbridge's Multimodal AI cross-analyses multiple data sources to detect what's inside your rushes



Newsbridge Product Highlights

- Ingest, collect, store, manage archives, rushes, live streams
- Auto-index your media assets via Multimodal Indexing AI
- Detect & cross analyse faces, logos, contexts, OCR, speech-to-text & translation
- Give users the ability to find media sequences they need for their story in seconds
- Valorize media assets by leveraging online collections to browse, search and view them
- Clip video highlights via our Advanced Clipping Tools and Speech-To-Cut™ functionality
- Centralize, work on and share your content via a shared cloud workspace
- Compatible with protocols: RTMP, SRT, TS, Aviwest Safestream, LiveU, TVU, Zoom
- Invite content buyers to Clip & Collect your assets and generate revenue
- Generate new revenue streams for your organization without going through an intermediate
- Integrations with industry standard tools & platforms for an easy end-to-end production workflow: Avid®, Adobe Premiere®, Final Cut®, BlackBird®, Easylive®, ObjectMatrix®, Youtube®, Dailymotion®



GET IN TOUCH

To learn more about how your organisation could benefit operationally and financially from implementing MatrixStore with Newsbridge, 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.



About Newsbridge

Newsbridge is a cloud-based Media Hub offering Multimodal Indexing via Artificial Intelligence (AI).

Taking into account facial, object and scene recognition with audio transcription and semantic context, Newsbridge provides unprecedented access to content. Whether it be media logging, archiving, monetising, or investigative research, the solution allows for smart media asset management.

Today our platform is used by TV channels, press agencies, major sports federations, production houses, journalists, editors and documentalists to boost their media value chain.