MEDIARCHIVE DIRECTOR FOR PRODUCTION FACILITIES
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ABOUT MEDIARCHIVE DIRECTOR (M.A.D.)

EVS’ MediArchive Director is designed to maximise while easily and rapidly accessing the archive management process as well as instantly and simultaneously deliver content towards multiple platforms with a central management interface.

Nowadays, many workflows are so broad that media comes from several entry points and is spread over numerous locations on various platforms. It is often difficult to locate a destination for data and method of delivery or where to find footage and how to access it. Receiving and placing media instantly in the right format at the right place is the essential challenge of actual and future workflows.

Above all, descriptive metadata associated with this media is often banked in several databases which are hardly compatible. Incomplete or unrecoverable metadata always means time and money is wasted and brings on stress.

The concept of EVS’ MediArchive Director is to offer a set of software tools to centrally manage all platforms of the workflow, including their formats while allowing intelligent media to browse based on metadata and logging.

Fast and easy delivery is automatically handled by the central tool which manages automated re-wrapping. It controls all the necessary robots to optimize management and provides a cost-effective solution.

With EVS’ Media Archive Director, users can ingest clips or media from any source to any networked point and directly archive new content with a fully centralized management.
FEATURES

M.A.D. is a central archiving system ensuring that material is available as long as it is needed. Archive content or footage can be distributed several ways:

- FTP delivery (Push/Pull)
- Web delivery
- Network delivery
- SDI out (Playout)
- Tape
- DVD and Blue-ray
- Nonlinear editing suites (FCP, Avid)

M.A.D. brings other advantages, such as:

- Fast and easy search via local application or web interface
- Automatic creation of proxy files
- Content import from videotapes and file-based carriers
- Rigorous quality control
- Easy and reliable backup
- Fully automated content cataloguing
- Online, nearline and offline archiving
- Modular architecture
- User rights module
- Reporting and billing module
- Metadata import
- Redundancy on all levels
CONCEPT

TAPE INGEST

EVS video servers are used for digitising video inputs (HD SDI, SDI, analogue, etc.). M.A.D. applications control VTRs and video servers to automate the Ingest process. XTAccess transcodes to another format best suited for customers’ needs.

FILE INGEST

A file base can be similarly ingested via M.A.D. filing applications, manually or automatically. XTAccess will convert it to the proper format, if necessary.

METADATA INGEST

Existing metadata can be ingested and incorporated in the M.A.D. database. This metadata can be used for search purposes and as extra information stored in the MADWeb interface.

CENTRAL STORAGE

The system is built around an Oracle Database Server that forms the heart of the M.A.D. server.

The standard M.A.D. is equipped with an EVS NAS solution. It consists of an EVS XStoreSE system with a storage capacity of 20 TB, 5 TB of temporary storage and SAS disks.

The server can store approximately 300 hours of DNxHD® 120 content or about 700 hours of IMX50 MXF (D10) content. XStoreSE (standard edition) is a dedicated media storage system for sharing and editing audio and video content in both HD and SD. Users encode the material only once but can re-purpose it repeatedly, fully optimizing their file-based workflows.

A solution built around SAN architecture is also available.

EVS online/near-line storage solutions based on SAN architecture offer great flexibility, while ensuring that the recorded media remains 100% secure, a requisite for any integrated broadcast workflow.

The solution also exists in a mixed version, where content is first stored on high-speed SAN disks, and then transferred to a slower NAS storage.

Backups are carried out by an LTO tape robot and stored on LTO-5 tapes, in a “video aware” file structure. By default, the robot is equipped with one actor and 10 slots but can be expanded.
SEARCH & DISTRIBUTION

The user can search for media files in the On-Line storage via a web application (MadWeb).

The search module features an auto-complete function and filter to refine the search.

Content can be distributed in different formats. Each module is equipped with XTAccess which transcodes the footage if necessary. XTAccess is also used to create low res files when importing new video material.

The material can also be delivered to Blu-ray Disk and DVD as part of the same process. A server performs the authoring and creates the ISO file; a DVD robot burns the disk and prints the appropriate label on it.

INTERFACE WITH POST-PRODUCTION

Files can be exported to post-production facilities. M.A.D. modules will copy selected footage in the proper format. A metadata document with footage information can also be generated as everything is checked into the NLE database.

WORKFLOW OVERVIEW
SOFTWARE APPLICATIONS

'M.A.D. for Production' is a modular archive solution with a web interface. The ingest, management and distribution of media and metadata are handled by different modules. All modules use the same Oracle Database.
The user then enters media timecode information into the MediaManager. The data creates media segments, as illustrated in the timecode window screenshot below.
In order to track ingest workflow, users are assigned a series of duties which they have to confirm upon termination. These duties can be classified in a report for administrative purposes. Users can also attach documents and images to each media segment in the M.A.D. system.

**MAD CONFIG**

In MAD Config, an administrator can create companies and contacts. These contacts can become users by giving them a login and password to access MAD system. Users’ rights are defined by the groups they each belong to and the roles that each specific group has been given.
With the User Rights Matrix, it is possible to add user rights at each media level. By creating a set of rules, it is possible to limit the access to certain media for specific groups.

M.A.D. DELIVERY

MEDIA REQUEST

The Media Request module is for requesting resources in a specific format. Users can choose among different delivery formats: DVD/Blu-ray disk, tape, lo-res or hi-res files, Final Cut Pro files, Avid files, etc. They can also search the archive to select the desired content and merge various items or select certain segments of an item.
MADWEB
The MADWEB client has the same functionality as the Media Request module which is featured as a web interface. MADWEB securely connects to the Oracle Database and has its own web server, streaming server and storage.
CUSTOMER SUPPORT & TRAINING

Our clients range from TV stations to video equipment rental companies and production houses worldwide. EVS’ key priority is to make sure that its clients keep performing at the highest possible level. We listen to our customers, identify operating workflows, anticipate needs, and suggest effective and reliable solutions, so that they in turn can offer top-quality productions to millions of TV viewers across the globe.

CUSTOMER SUPPORT

EVS is dedicated to making sure its products are functioning in a way that meets your needs and expectations. We offer technical support 24/7 from each of our regional offices, so you can rest assured that someone will always be available to answer any question that may arise.

All members of EVS’ technical support team are qualified technicians with a solid background in broadcasting. They understand your requirements and can provide you with the best solution available.

TRAINING

Do you want to learn how to operate EVS systems and applications or enhance your skills in using our tools?

EVS Training offers a series of courses on how to operate its products, taught in-house by industry professionals. Some of the training sessions are conducted by the EVS team via a Web interface, so that you get hands-on instruction even at a distance. EVS User Guides and technical documents are available free-of-charge on our Website.

Corporate
+32 4 361 7000

North & Latin America
+1 973 575 7911

Asia & Pacific
+852 2914 2501

Other regional offices
www.evs.com/contact

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