



USE CASE | BROADCAST & POSTPRO



The installation of the Proxsys Media Management Platform extended and optimized our existing workflow. The combination of the VSH Production server and the Proxsys API is amazing. We were able to individualize the complete Proxsys Workflow exactly to our demands and visual appearance.”

Andreas Winkler, Technical Director
Mainstream Media AG
www.mainstream-media.ag



VSH-Medientechnik has been successfully planning and deploying Proxsys Systems for over 8 years. Proxsys is truly market proven and very popular with our customers for the possibility to customize the system directly to their needs”

Klaus Furtner, CEO
VSH Medientechnik
www.vsh-online.com

VSH
Medientechnik

Broadcast optimized Media Management Platform with NLE Integration

The Background

Mainstream Media AG incorporates the businesses of Romance TV, GoldStar TV and Heimatkanal as well as License and Music trading for its brands and subsidiaries. Their production facilities receive 1000's of hours of footage and video from several TV shows which they post to web to allow producers to verify content, review and approve while Mainstream Media AG's customer's use the site as a Video On Demand platform.

The Challenge

Mainstream Media AG had several challenges for any one Media Asset Management system to overcome. Their primary need was to build a long term, secure, and easily searchable archive with an automated review and approval workflow process for all brands and their specific, individual requirements while making the archive accessible and easily searchable to end users, via their website, for VOD playback. Additionally, they had mandatory requirements for a closed integration with their AVID Non Linear Editing stations and sharing rights for single parts of content.

The Solution

Mainstream Media AG chose VITEC's Proxsys Media Archive solution for its extensive features, workflow integration, and long term archiving capabilities.

Proxsys was integrated by "VSH Medientechnik" with their centralized VSH Production Server which acts as hub for 7 mixed NLE stations (AVID MC, Adobe Premiere, GV Edius). Proxsys allows them to manually upload content or detect content being uploaded to VSH server. This integration

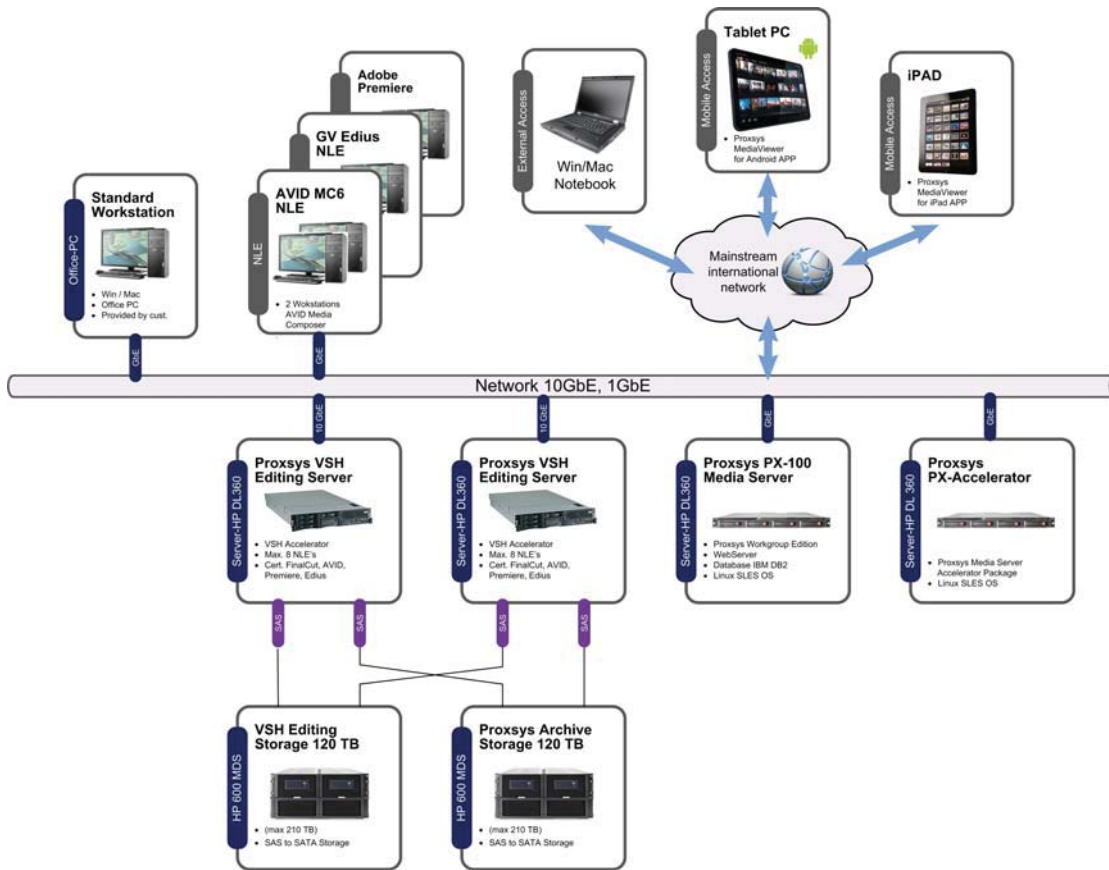
allows them to easily archive content, manually or automatically, from the VSH server by a simple drag and drop into a predetermined folder to finalize the archive process. Proxsys generates standardized reduced bandwidth preview copies which allow the use of standard browsers without any extra codecs needed to access and play the clips. While generating the preview copies, which always remain accessible and online, Proxsys stores and protects the HiRes media in either the server library or long term LTO-5 tape library.

Proxsys provides the functionality for Mainstream AG staff to prepare content for review and approval in Proxsys containers through a custom UI that mimics their own website. By sharing these containers with internal users, groups, and authorized external users, they can preview, verify and comment using the low bandwidth, high quality Preview technology of Proxsys.

Their review and approval notes are captured by Proxsys as meaningful and easily searchable metadata which allows them to effectively manage the production cycle and rights of their content. To make sure that content is protected and only available to authorized audiences, Proxsys enables sharing through a sophisticated user, group, and project access rights management tool. This tool allows for specific visibility or workflows to be assigned to large groups of content or a single file.

As well as providing a robust media asset management system with all the functionality to meet Mainstream AG's requirements, the Proxsys acts as a searchable VOD portal for their customers.

System Setup Schematic



Participating Products



VITEC Proxsys PX-Media Server V7

- Turnkey Media Asset Management Platform
- Modern Design Browser UI, no license fee per user
- Integrated Video Server
 - Preview clip render / Clip/Image extract
 - Scene detection / Watermarking
- IBM DB2 Database and flexible Metadata Model
 - Timecode based Marks and Scenes
 - Multiple Metadata Types
- Diverse Video Payout and Distribution Features
- Custom UI and hbbTV Server Features
- Online, Nearline and Offline Storage (HSM)
- HP/IBM Server Hardware or Virtual Machine



VSH-Production Server

- High-performance data storage. Redundancy, speed and scalability
- Scalable up to 12-NLE's on a server system
- In addition to file-based ingest systems, connectors are available for all popular SD and HD signals
- Data security with replication or Tape-Backup-Robot
- Automatic upload and transcoding into web formats
- Permission management and allocation of resources directly on the server

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