

FLAVOURSYS AND PANASAS®

SIMPLIFIED SCALABLE POST-PRODUCTION EDITING

FlavourSys Strawberry and Panasas® ActiveStor® Simplify and Scale Post Production Editing Workflows—Boosting Productivity and Accelerating Creativity

FlavourSys is an innovative company dedicated to simplifying production workflows, helping editors to be more productive, and liberating production companies to make their creative and storage decisions independently. Strawberry is the flagship product. Panasas is a leader in high-performance storage for the most demanding technical environments. In its fifth generation, the ActiveStor hybrid scale-out NAS platform is optimized for the heavy aggregate workloads of post-production editing, digital active archives, and video rendering.

HIGHLIGHTS

PRODUCTS

- FlavourSys Strawberry
- Panasas ActiveStor Hybrid Scale-Out NAS

INDUSTRY

Television and Film Production

- Post-production editing
- Digital active archives

THE CHALLENGE

Use of multiple applications in shared editing environments adds complexity and hinders productivity and workflows. Integration is required, along with a single global namespace, data security, and seamless storage scalability to address the performance demands of high-resolution editing environments.

THE SOLUTION

- FlavourSys Strawberry for seamless integration of multiple post-production applications.
- Panasas ActiveStor for high-definition editing performance, enterprise-grade data reliability, and massive single global namespace.

INTEGRATED POST-PRODUCTION

FlavourSys and Panasas simplify workflows with any combination of the following applications:

- Adobe® Premiere® Pro/After Effects®
- Avid® NewsCutter®
- Avid Pro Tools®
- Apple® Final Cut Pro®

As partners, FlavourSys and Panasas solutions seamlessly integrate into multi-platform and multi-application environments to simplify production workflows while delivering, exceptional performance, seamless scalability, leading reliability.

PANASAS ACTIVESTOR

“No Compromise” scale-out hybrid NAS deployed by leading post-production editing firms for reliable high definition video editing. ActiveStor is used for high-performance video rendering and fast active archives.

Panasas ActiveStor is fully compatible with the latest versions of FlavourSys Strawberry

KEY BENEFITS

- Share media files and projects from Avid Media Composer®, Adobe Premiere, and Final Cut Pro
- High-performance for dozens of editing bays using high-resolution video formats
- Fast retrieval from active digital archives including Strawberry
- Single namespace scalability to 12PB of capacity
- Industry-leading data reliability and availability with RAID6+ to guard against disruption of post-production operations from data loss

STRAWBERRY FROM FLAVOURSYS

Strawberry is a Panasas ActiveStor compatible collaboration and management tool for Avid, Adobe Premiere and Final Cut Pro

editing projects. Its award-winning technology provides all the benefits of state of the art project sharing and project management by giving you the choice of how to build the hardware infrastructure around it.

Project Sharing

Strawberry provides fast and secure project sharing for Avid, Final Cut Pro and Adobe editing projects. Editors don't have to worry about the volume organisation. They don't need to mount volumes and copy, move or rename any files or folders. Strawberry is doing all of the storage related tasks in the background so editors can focus on their editing.

Project Management

The key functions of Strawberry, which focuses on the needs of an editor, are searching, finding, sharing and collaborating. New users do not have to go through hours or days of training, as they will be able to understand the software within minutes. Strawberry is a smart and reliable solution for companies looking to invest their money in rich and creative content and to improve their workflow.

User and Team Management

Strawberry's functionality provides a unique user and team management solution which makes projects available for those who require access, while keeping them invisible



PANASAS ACTIVESTOR

ActiveStor is a next-generation storage appliance that delivers the high performance benefits of flash technology with the cost effectiveness of enterprise SATA disk drives. ActiveStor is specifically designed to accelerate production workflows for post-production editing, active digital archives, and video rendering.

Exceptionally high aggregate performance enables editing in full high resolution with faster time-to-results. More efficient workflows are the result, along greater productivity and profitability.



WHY PANASAS

Panasas ActiveStor is the first “no compromise” hybrid scale-out NAS appliance. As a next-generation storage appliance, ActiveStor delivers the high performance benefits of flash technology with the cost

effectiveness of enterprise SATA disk drives. High parallel performance scales linearly with capacity—without the manageability and reliability compromises that often occur at scale.

Put simply, ActiveStor is:

Fast

- High parallel performance

Reliable

- Industry-leading RAID6+ reliability

Easy-to-Manage

- Under ten minutes to install
- Automatic load balancing
- Little or no additional management at scale

CHOOSING THE RIGHT STORAGE

The right platform will set the stage. Choosing the right storage for fast, efficient delivery of high quality programming and film production. A storage platform must deliver certain basic requirements if it is to meet the needs of digital broadcast and film workflows. First, the storage platform should be file-based. Production teams generate content in files and post teams and editors work with files, but

paradoxically many IT-oriented storage providers sell block storage (a proverbial round peg in a square hole problem). The storage should seamlessly scale to multiple gigabytes to support dozens of simultaneous editors. This directly implies the need for exceptional performance and a large single global namespace.

Sometimes forgotten is the need to easily manage the storage. A single global

namespace assists in this regard, but automation for load balancing, snapshots, capacity quotas, and a single management GUI enable a focus on production—and not storage.

Lastly, high reliability and data availability is a given. The cost of delayed post-production can easily exceed the cost of the storage itself.

SOLUTION FOR FILM AND POST-PRODUCTION

As seen here, Strawberry allows for all of the uniquely defined hierarchies typical found in film and television post production workflows.

Assistant editors can add new projects to a compendium of their own ongoing projects in order to have a cache of all incoming material, accessible at any time.

The editor can add the assistant editors’ rough cuts to his or her own jobs in order to keep projects up to date and to ensure time efficiency.

MULTIPLE EDITORS WITH STRAWBERRY

Strawberry also supports cross-departmental workflows meant to facilitate simultaneous processes. For example, while one department is going through color correction,

another department could work on the audio, while yet another could be focusing on adding special effects and graphics.



SUMMARY

FlavourSys Strawberry and Panasas ActiveStor remove the complexity of integration and managing workflows in media environments at scale. FlavourSys

environments expect the performance, reliability, and manageability of ActiveStor. This is especially true at scale where many scale-up storage products increase complexity and become less efficient at scale.

“Modern production requires a tool that can help across functions and free production to independently make their storage decisions. That’s why Strawberry is such a powerful tool for modern post-production workflows. All creative applications can use Strawberry to collaborate within a unified platform, and with best-of-breed, scalable, robust storage. As such, we are very pleased to partner with Panasas”.

Derek Barrilleaux
Vice President of Worldwide Sales
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