



CLARKPOWELL

fusion AV TECH EXPO

CLARKPOWELL FUSES THE LATEST PRODUCTS FROM MULTIPLE MANUFACTURERS TO SOLVE YOUR MOST COMPLEX AUDIOVISUAL CHALLENGES



45 EXHIBITORS
100's
OF PRODUCTS



FULL DAY OF SEMINARS
HOT TIPS AND IDEAS
FREE ADMISSION



CONDUCT ALL OF YOUR RESEARCH IN **1** DAY LOCATION



CLARKPOWELL

fusion
2011
an audiovisual technology expo

THURSDAY, OCTOBER 20, 2011
CHARLOTTE, NC • THE BLAKE HOTEL
9:00 AM - 4:00 PM

SEMINAR SERIES NOTES

Now What?



CLARKPOWELL
Audiovisual Technologies and Systems

Sound Intelligence. Visible wisdom.

The digital revolution continues



YouTube says more than 24 hours of video is uploaded every:

- a) Second
- b) Minute
- c) 1/2 hour
- d) Hour

Food for thought

- How much video
 - 1440 hours every hour
 - 34,560 hours every day
 - 241,920 hours every week
 - 967,680 hours every month
 - 1,161,160 hours every year

And the old stuff?

- How many tapes do you have on the shelves?
- How many old decks do you have that are in working order?

Did someone say Tape?

- VHS
- 3/4"
- Hi8
- Beta
- SVHS
- MII
- DVCam
- DVCPPro



The Harmonic Convergence

The Past

- Aging Videotape
- Aging decks with limited parts availability

The Harmonic Convergence

The Present

- Explosion of file based media and file based formats
 - Inexpensive acquisition
 - Inexpensive intermediate storage

The Harmonic Convergence

The Future

DIGITAL ARCHIVE AND BACKUP

Parts of the Solution

- Storage
- Media Conversion
- Media Metadata
- Accessibility

Definitions

- Archive implies long term storage
- Backup implies short term storage in case of primary failure
- Metadata is information that is ‘tagged’ on a media file.

Now a word from our sponsor

- ClarkPowell
 - Offers workflow solutions
 - Provides analysis and consultation from people who have been where you are
 - Understands post production and broadcast workflows
 - Desires your success

Storage

- Reliable
- Accessible
- Excellent shelf life
- Cost effective
 - determined by the other three items

Single Hard Drive

- Inexpensive (widely varies)
- Large capacities (widely varies)
- Accessible
- Vulnerable



Blu-Ray DVD

- Can be very cost effective
- 25-50GB
- Time consuming burn, but...
- Easy to duplicate
- Can't erase, but...



Stop by the Rimage booth to see their network burner.

LTO

(linear tape-open)

- Inexpensive (\$50+)
- Large capacities (1.5TB-3TB)
- Local or network accessible
 - Cache-A over ethernet
- IT standard
- Requires an LTO drive



Visit the JB&A booth for a closer look

NAS

(networked attached storage)

- Inexpensive to expensive
- Large to very large capacities
- Network accessible
- Different RAIDs available
- Always on
- Good intermediate archive



SAN

(storage area network)

- Very expensive
- Large to very large capacities
- Network accessible
- Usually RAID5
- Always on



***This is NOT an option for archive or backup.
Primarily used for collaborative and realtime workflows***

The Cloud

- Price varies
- Large to very large capacities
- Internet accessible only
- Retrieval speed questionable



Acquisition and/or Conversion

- Getting the media into a longterm format
- May also apply to current file based media
 - You may not want to keep it in the format it was shot in



DIY with WYH

- Capture with current editing software
- Needs constant monitoring
 - Condition of tape
 - Condition of deck

***Be realistic, tape capture is a 1:1 process.
How many tapes will you be able to capture
and monitor during your work day?***

DIY with Someone Else's Eyes

- Capture with 3rd party hardware
- Self monitoring with pre-determined parameters set to watch for drop out, capstan issues, levels, etc.

See Front Porch Digital at their Fusion Booth



DIY with Someone Else's Eyes and Someone Else's Hands

- Robotic capture with 3rd party hardware
- Self monitoring with pre-determined parameters set to watch for drop out, capstan issues, levels, etc.

See Front Porch Digital at their Fusion Booth



FRONT PORCH DIGITAL

LSEDI

- Saves employee time
- Prices will vary
- Still requires backend time for metadata entry



Media Metadata

- Tagging your video
- Creating proxies

This is a DIY process. Why? Who knows your business better than you?

Who will need this video? (start making a list)

CatDV

- QuickTime based (may require specific codecs for video playback and transcoding)
- Works well with Cache-A
- Very customizable
- Networkable



Avid Interplay

- Enterprise solution- the whole enchilada
 - Acquisition, production, archive and search, and distribution
- Add metadata during the production process which carries over into the archive process automatically. No need to enter data twice.
- Works with DIVArchive
- See them at their booths



Your Take Away

- Aging video and decks
- Media created almost daily
- Storage
- Acquisition and/or Conversion
- Metadata
- Clock is ticking...