



ObjectMatrix

PRESS RELEASE

Mwnci chooses The MatrixStore for its Pre-Production Rushes and Nearline Archive

Post Production implements 'The MatrixStore' to secure digital assets in its Avid file based workflow.

Cardiff, UK – Object Matrix, a developer of secure asset archive and retrieval software, has today supplied Cardiff based post-production facility Mwnci with its pre-production rushes archive and nearline archive solution, The MatrixStore. The multi-purpose data management solution provides a secure archive for client owned content that enters the facility and also acts as a secure parking location for ongoing projects.

Rich Moss, Managing Director of Mwnci stated, "More and more of the projects coming into Mwnci are file based and as such we need to ensure we have the best infrastructure in place to cope with not only the incredible amount of content but also the wide variety of the content formats that come into the facility. The DropSpot software from Object Matrix understands the Panasonic P2 and Sony SxS formats allowing metadata entered on the camera to be harvested and attached to the content in our MatrixStore cluster. We made a decision to keep our production SAN at an optimal size for both performance and throughput whilst moving older content that still needs to be accessed to a more appropriate platform. The MatrixStore fits perfectly as both the pre-production and the nearline archive in our Avid based workflow."

Mwnci uses mostly Avid technology in the post production of television programming for clients such as the BBC and S4C.

"The MatrixStore will act as a central, searchable repository accessible to all from every edit suite in the facility without taxing our admin staff every time a clip is required", added Rich.

The MatrixStore solution consists of a cluster of off-the-shelf server hardware combined with innovative and powerful software to ensure the integrity of data stored and self healing in the case of component failure. Extra storage can be added simply by adding a few components. The MatrixStore provides users with a keyword search tool to quickly and efficiently search through stored material and metadata. The cost effective and easily scalable nature of The MatrixStore makes it the perfect solution for today's digital workflows.

Nick Pearce, founder and marketing director of Object Matrix, commented, "Implementing a tapeless or file based workflow has been highlighted as one of the top challenges facing creative organisations in 2010. With no tape to put on the shelf broadcasters, post-production facilities and creative agencies are looking for a solution to keep their assets secure and more importantly available throughout the production process. A single MatrixStore cluster acts as pre-production, nearline or local archive allowing content to move seamlessly through any digital workflow from ingest to delivery."

In October, Object Matrix released the latest version of its MatrixStore product which introduced enhanced data protection and replication, 2TB disk drives and File System browser options. The MatrixStore scales from 12TB to 1PB+ with pricing from £450 per TB including all software and hardware.

Of the solution Mike Fitchie, Technical Director, The Picture Exchange said, "Every now and then a disruptive product enters the market that completely fits the requirements of our client base and creates a buzz. With the growth of file based acquisition, the need for a rock-solid nearline and archive product has been very evident. The MatrixStore is such a product. One of the reasons we have taken the product on is down to the Object Matrix team who have proven themselves to be willing, flexible and capable to ensure their product fits seamlessly into our clients workflow. The MatrixStore may be disruptive to the creative storage market in solution and in price but it fits into Avid and other NLE workflows like a glove."

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About Object Matrix

Established in 2003, Object Matrix is a software company based in Caerphilly (Wales, UK). Its acclaimed product MatrixStore has been used in production since 2006 by broadcast and creative agency customers.

Object Matrix is comprised of a team of storage industry experts with a shared vision for high levels of data security combined with intuitive user interfaces. In addition to providing solutions and product integrations for the storage, search and retrieval of media assets, Object Matrix also provides consultancy, training, systems integration, and ongoing support services.

www.object-matrix.com

About Mwnci

Mwnci is a Cardiff-based independent TV Post Production Company specialising in editing Film and Video for Broadcast. Established in the summer of '99, Mwnci has become synonymous with quality and cutting edge expertise. Mwnci is part of the Boomerang Group which founded in 1994. The Boomerang Group has extensive experience in producing content in a variety of genres, including youth programming, music, entertainment, children's programming, extreme sports and drama.

Boomerang is ranked in the top five independent television production companies, by revenue, in the Nations and Regions according to the Broadcast Survey (Nations and Regions) 2007.

www.mwnci.tv

About The Picture Exchange

A long established, well-reputed company who have been serving the Film, Television and Media industries for many years. The Picture Exchange, an Avid Premier Reseller and Systems Integrator, is independent and based permanently in the region to serve Wales, Central and South West England for the long term. The core team rely on decades of expertise in the industry with a range of skills, from Broadcast and Avid to I.T., technical and creative.

www.thepictureexchange.co.uk