



ObjectMatrix

PRESS RELEASE

Boomerang chooses The MatrixStore for its Pre-Production Rushes and Library Archive

Content creator chooses 'The MatrixStore' to keep its content alive.

Cardiff, UK – Object Matrix, a developer of secure asset archive and retrieval software, has today supplied Cardiff based content creator and post-production facility Boomerang Plus Plc with its rushes, nearline and library archive solution, The MatrixStore. The multi-purpose data management solution provides a secure archive for client owned content that enters the facility and also keeps content available to be re-purposed, re-used or monetised.

Paul Owen, Head of Post Production at Boomerang stated, "In line with the rest of the industry we are facing up to the challenges of tapeless and HD production. We manage a mixture of studio and post content which must be protected and available on demand. The solution from Object Matrix provides the peace of mind that the content that comes into the facility, or that we produce locally, is authentic and protected at the highest levels. "

Boomerang is largely an Avid facility that produces its own content for clients such as the BBC, S4C and Channel 4.

"Boomerang owns a lot of content that it has created over the years which is mainly tape based and less accessible when we need to re-purpose content. We will use the Vault functionality of MatrixStore to keep legacy content available online to all authorised personnel which means we will save time and money when a request comes in for content.", added Paul.

The MatrixStore solution consists of a cluster of off-the-shelf server hardware combined with innovative and powerful software. The MatrixStore ensures the integrity of data stored and self heals 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, "The trend for post-production facilities, content creators and broadcasters to look for secure solutions to protect their new and legacy assets continues. The ability for MatrixStore to provide guarantees of content authenticity and file based metadata support with little or no manual intervention is turning people away from choosing another block of disk to manage. We look forward to seeing programming going to air using clips that will be liberated from dusty shelves around the country."

Object Matrix recently released the latest versions of its MatrixStore client tools which introduced enhanced support of file based workflows and increased performance.

Of the solution Mike Fitchie, Technical Director, The Picture Exchange said, "This is the second solution from Object Matrix that we have installed in two months and we have more coming online in the next six weeks. The take up has been incredible but the reasons behind the surge in interest are plain to see. Our customers want something that works without intervention and this fits into their workflow. The MatrixStore does just that."

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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 Boomerang Plus Plc

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.boomerang.co.uk

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