

Boomerang+

Embraces Tapeless Workflow Challenges

Object Matrix
Case Study

The Company: Boomerang+

Boomerang+ is comprised of a group of companies whose activities include program production, post production services, television services including outside broadcast, and talent management. The groups creative and highly motivated production team spans the globe to deliver programs from some of the world's most spectacular locations.

The Need

In 2009 the Boomerang production team recognised that increasingly work coming into the business was no longer going to tape based and therefore began the search for solutions to assist in providing a repeatable and efficient workflow for dealing with digital media. The first decision was choosing the right cameras and formats that would allow them to meet the strict criteria set out by their core customers. Once settled on the camera technology they then faced a new paradigm of managing 100s of terabytes of file based digital media data.

The problems they needed to solve included:

- Secure and verified daily ingest of content and metadata from up to 20 cards
- The safe parking of data until it was ready for rough cuts and then final editing
- Finding a solution that Integrated into their existing AVID workflows
- Finding a solution that would not fall over because of a single piece of hardware failing

The Solution

Boomerang selected to use Panasonic P2 cameras offering 4:2:2 image processing, intra-frame compression and proven solid-state reliability. For storage and integration with their existing Avid workflow, they selected Object Matrix's secure and scalable MatrixStore solution.

The Process

1. Capture: P2 data is captured in the field
2. Ingest: When the P2 media enters the facility the content is immediately ingested into a MatrixStore Vault using the DropSpot application. This ensures there are two authentic copies of the content across two RAID5 storage nodes.
 - The data is authenticated. Protected at two locations, MatrixStore ensures that the data is byte-by-byte the same as was originally captured.
 - The data is safe. It's protected "read only" so that the data cannot be accidentally deleted for a set period of time. Administration mistakes, viruses, or malicious actions cannot delete the data.
 - The data is searchable. The Metadata from the P2 card is harvested and protected in the MatrixStore during ingest providing a very simple search facility to find the clips. Additionally extra metadata can be entered.
 - The P2 card can be confidently wiped and reused out in the field.
3. Editing: Using the AMA and the MatrixStore file system interface (MxFS) the editor can link straight to the clips in AVID Media Composer via the AMA and choose the shots or clips they wish to use. Then using the 'Consolidate' function the content is moved from the MatrixStore to the ISIS where the creative process continues.

Quick Facts

- 40 AVID EDIT SUITES
- 192 Terabyte AVID ISIS
- 65 Panasonic P2 Cards 64GB
- 66 Terabyte MatrixStore
- AVID Symphony, Media Composer
- Pro Tools
- www.boomerang.co.uk



ObjectMatrix

Panasonic

"I simply do not have the time in the day to manage where to put the content that comes into the facility. MatrixStore handles that for me so I can assist elsewhere in the workflow"

Colin Daniel, Post Production Manager

"We wanted a cost-effective, secure and repeatable P2 workflow and that is what we got." Paul Owen

Contact the Object Matrix Reseller in your region for more details.

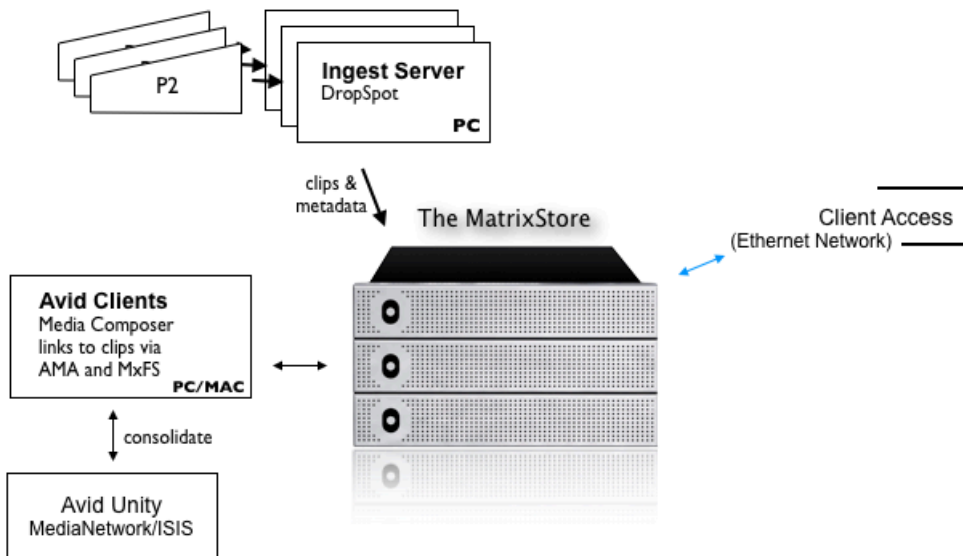
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Benefits of Tapeless Workflow

MatrixStore provides Boomerang+ with a highly secure and searchable rushes repository that manages the location, availability and authenticity of the content with very little manual intervention. Based on ethernet networking, and integrating with both P2 and Avid technology, the solution fitted easily into their existing infrastructure and was up and running the day of delivery to provide a long-term, scalable and performant solution.



"As solution provider and system integrator, our reputation is built on attention to detail and the choice of product. With MatrixStore, we have been able to develop a robust and truly dependable near-line solution that integrates directly into Boomerang's existing post production environment." Mike Fitchie, The Picture Exchange

Out of the box MatrixStore provides:

- Guaranteed ingest
- Harvesting of the P2 metadata
- Data Lock Down to stop accident deletes
- Capability to add and search on Metadata
- High availability of data and automatic failover in the case of a hardware failure
- Ability to add in future storage (e.g., disks with larger capacities) as and when they become available

Paul Owen, Head of Post at Boomerang+ stated, "The MatrixStore solution from Object Matrix allows us to concentrate on tasks that are beneficial to the business as a whole and not spend cycles managing storage. We ingest up to 20 Panasonic P2 cards on a daily basis so the very simple ingest process using the DropSpot application not only means we know the data is protected in two places but also allows us to search for clips and access them directly from an AVID client."

The MatrixStore Benefits

- Self-Managing
- Self-Healing
- Metadata protection
- Search
- Highly Secure
- Audited Management
- AVID integration
- www.thematrixstore.com

P2 Benefits

- Industry Leader
- Trusted Technology
- Flexible Metadata
- www.panasonic.co.uk

Solution Elements

- Panasonic P2 Media
- HP (z800s, z400s, xw8600s) & Mac Pro Clients
- DropSpot, MxFS from Object Matrix
- AVID MediaComposer and ISIS

Integrator

- The Picture Exchange
- thepictureexchange.co.uk
- Avid Elite Reseller



The 3 Maxims

Number One : If you do not have two copies you do not have it.

Number Two : If you cannot find it you do not have it.

Number Three: Your data should outlive your vendor.

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