

Collaborative DVD Authoring and Asset Management on a Storage Grid

Content sharing and distribution from multiple sites facilitates growth and improves productivity.

Key Benefits

- 10x faster DVD production enables more contracts or works to be produced
- Cost effective pay-as-you-grow scalability
- Quickly get media professionals up and running on media projects — not learning how to make new systems work
- Reduces TCO by leveraging existing investments in standard network technologies
- Data protection that does not impact media workflow, ensuring ROI

Key Features

- Network-based solution for authoring DVD projects
- Ability to collaborate on multiple projects at multiple sites
- Integrated Digital Asset Management system
- Active/active clustering technologies including N-Way performance scaling and load balancing
- Transparent data protection including Snapshot and Asynchronous Replication
- Standard, IP-based Storage Grid environment for collaborative production



The Business Challenge

Missing advertising deadlines results in lost customers and lost real dollars — Professional educational footage results in attracting higher caliber students and improvement in educational rankings — Advanced medical training and post-operative patient education through digital media results in better healthcare — DVD technology has become ubiquitous and is fueling significant growth directly or indirectly in many sectors of the economy.

Handling Digital Assets Can Be Painful

Film production houses and organizations such as advertising agencies, corporate marketing, schools and educational institutions, medical colleges and a host of other users of DVD authoring solutions are facing the typical pains associated with handling their digital assets. In a DAS-based infrastructure, normally found in multi-workstation DVD authoring environments, a significant amount of time is wasted in copying and transferring files due to the lack of a central repository of digital content. Additional business growth fuels the problems of data scalability, redundancy, and manageability. All of these have an impact on customer commitments and deadlines.

Media personnel understand how to author media, but are not IT administrators — meaning simple, easy-to-use tools and scalable storage-on-demand is required. The more media that can be readily accessed in a repository, the more productive the media team can be. Content sharing and distribution from multiple sites is a requirement for improved productivity and growth.

Intransa® and Pulse Digital Provide the Easy Solution

IntraStor® and DVD SelectNet™ is the perfect, easy-to-use and live with, solution for media professionals. Intransa's IntraStor storage grid platform has a centralized, intuitive management interface that can quickly create new volumes and expand capacities without the need to become a storage expert. DVD SelectNet provides an automated system for creating fully authored, professional quality DVDs in minutes, by anyone in an organization with access to the company network. This combination offers flexibility, scalability, speed and is easy to implement and operate.

Provide Storage On-Demand and Protect Existing Investments

Investment protection is important and the primary goal is to ensure quick access to digital assets, but not spend time on complex and specialized storage technologies. However, this also means a continuous growth in storage requirements. IntraStor's storage grid scalability is the perfect solution because capacity can be added — on demand — to suit the needs of media professionals. Media users are no longer locked into purchasing a storage system, quickly having to upgrade to a larger system and then having large amounts of unused capacity.

Quickly Complete Complex Projects with Multiple Users and Sites

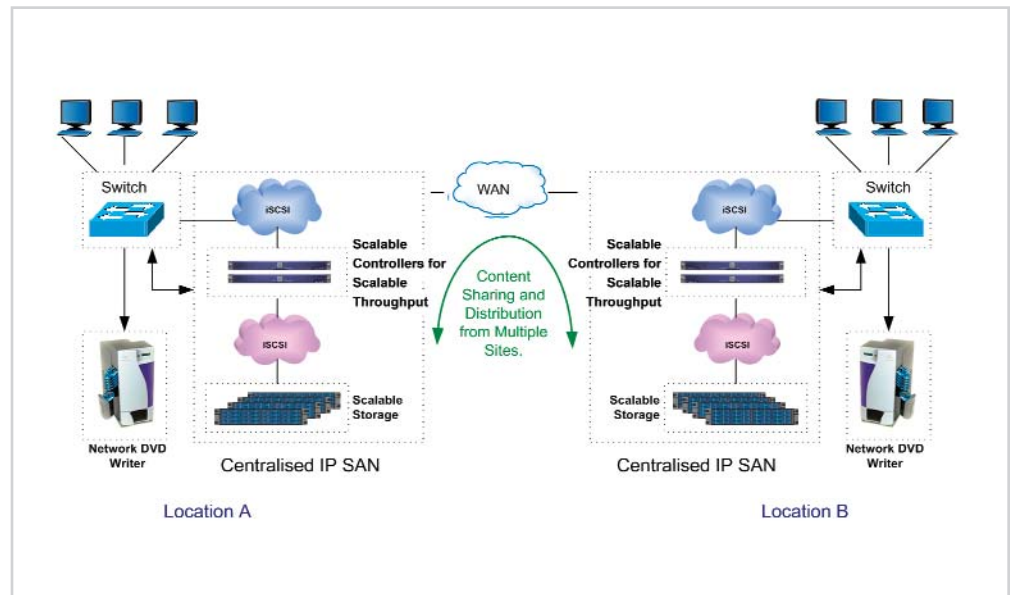
Today, media productivity means multiple users at multiple sites, resulting in complex authoring workflows. DVD SelectNet provides a media organization with the ability to manage its media and author high quality DVDs quickly and easily. DVD SelectNet is up to ten times faster than comparable solutions, meaning more media can be stored in your repository, resulting in powerful media works. DVD SelectNet is the industry's first automated DVD production system providing users with unmatched flexibility. Its remarkable ease-of-use and simplified production workflow enables organizations to create cost effective and high quality DVDs for a variety of applications. Multiple units of production houses can easily collaborate and share data by exploiting their IP-WAN infrastructure. Because IntraStor is completely IP-based, a unified authoring and storage infrastructure can be built.

Leverage on Survivable Storage Grid Architecture

In the media industry, everyone lives and dies by meeting deadlines with quality products. Intransa's broad range of data and storage production features results in a highly survivable system that enables media professionals to meet their deadlines. Features such as StorCluster's active/active failover configuration with load balancing, ensures performance can be delivered under stress. Snapshot (StorSnap) and replication (StorAR) features ensure that data can be protected on-the-fly, with no impact on the authoring workflow. The combined IntraStor and DVD SelectNet solution provides a unified authoring and storage infrastructure to meet the demanding requirements of media and DVD publishing companies.

“The IP-SAN DVD authoring solution provides a perfect fit for media and DVD publishing companies seeking to build a unified authoring and storage infrastructure.”

- Tommy Thompson
Business Development Manager
NewWave Technologies



DVD Authoring & Asset Management on a Storage Grid

Pulse Digital Products

DVD SelectNet

Intrinsa Products

IntraStor Platform

StorControl

StorCluster

StorSnap

StorAR



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About Pulse Digital, Inc.

Pulse Digital, Inc. is the leading manufacturer of integrated media asset management and automated DVD production systems, enabling any organization to author and deliver DVD's on-demand. Employing its patent-pending technologies, Pulse Digital also specializes in the development of middleware solutions that expands the workflow and output capabilities of third party digital asset management systems. www.pulsedigital.com



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About Intrinsa, Inc.

Intrinsa is an innovator of enterprise-class, intelligent IP storage solutions to form a storage grid that radically reduces the complexity of deploying scalable network storage. Based on advanced technology that leverages the cost and performance advantage of Ethernet and the ubiquity of IP networks, Intrinsa's products are enabling a new generation of information storage, delivery, and management over IP networks. By making network storage easy, dynamic, and intuitive, Intrinsa enables businesses to focus their resources, reduce costs, and achieve their business objectives. For more information, please visit www.intrinsa.com.