



Object
Matrix



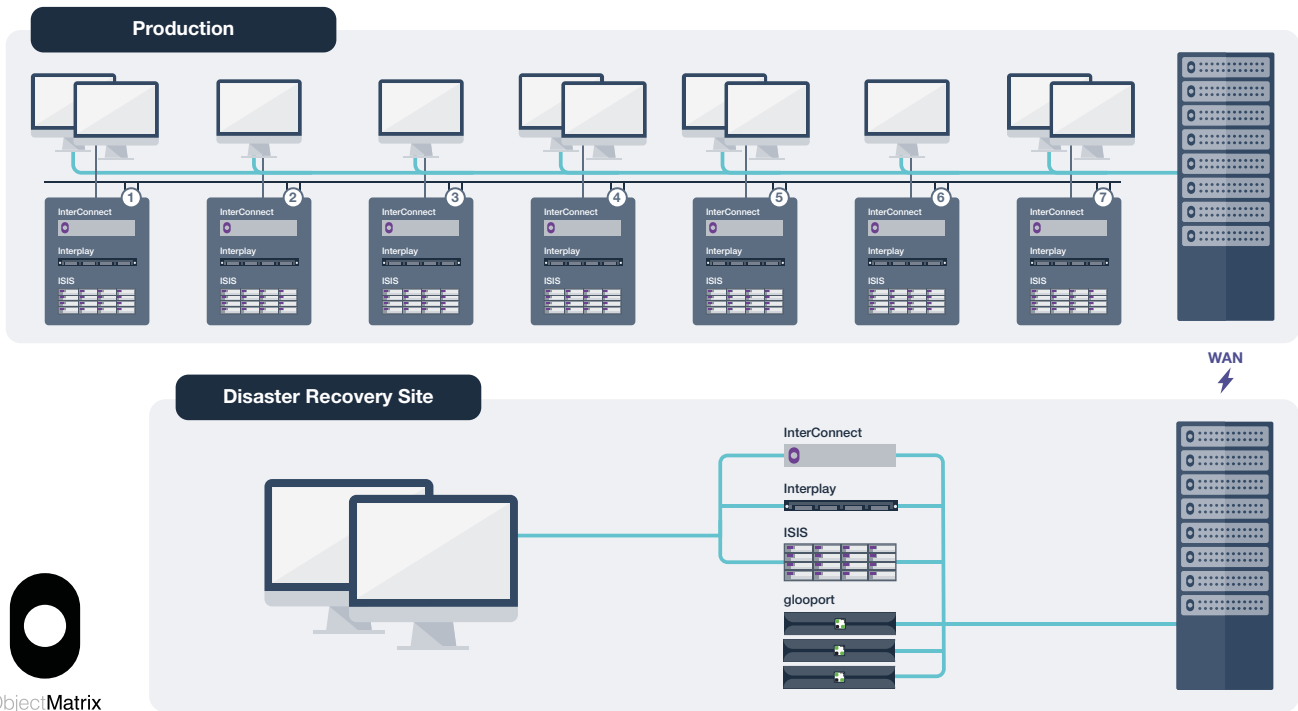
- **Do you have Avid MediaCentral PAM or MAM and need to modernise your archive?**
- **Do you need to implement true disaster recovery and business continuity for your Avid production teams to self-serve access to content in the event of a local outage?**
- **Are you looking to move away from LTO to private, hybrid or public cloud storage?**
- **Do you need a secure, scalable nearline storage platform for your production workflows?**



Typical Pain Points in Broadcast and Production Workflows

- Your inability to produce revenue would cause damage to the business if physical access to content is not possible and production was halted
- You need to modernise your archive by moving away from LTO to a private or hybrid cloud storage solution
- You need to implement a disaster recovery and business continuity strategy that ensures editors and producers can self serve content from anywhere in both good and challenging times
- You need to be able to search and access your assets on-demand even if the MAM, DAM or PAM are not available
- You have multiple Avid Interplay platforms and need access to all of the assets from platforms at a remote site
- Backing up and restoring MAM databases can be painful and error-prone so need a solution that protects, and future proofs, both data and metadata
- You need to design your production storage to meet the streaming requirements and not for bulk capacity so you want to be able to seamlessly park assets with the metadata until you actually need them to another platform
- You do not want your assets and content tied to a single workflow. Other workflows may require access to archived content.
- You have mostly Avid technology but also need graphics artists and producers using other creative applications to be able to protect, browse and share work also.

**If you are experiencing any of the pain points above...
then we can help!**

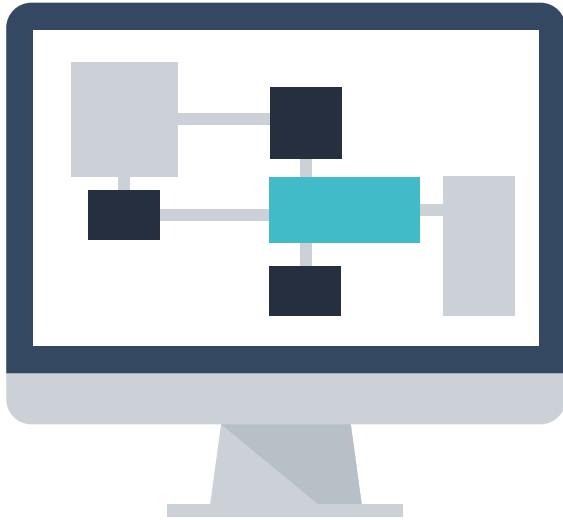


Object Matrix has been integrated into Avid production and broadcast workflows since 2009. As requested by its customer community, Object Matrix integrated MatrixStore the private cloud object storage platform with previously known Avid Interplay PAM, to ensure content and metadata could be protected onto a secure, fast and scalable archive platform. This tight integration ensured archive content would be available, from anywhere, should any local outages occur or should the video assets be required outside of Avid workflows.

Since then, global broadcasters and post-production facilities (Virgin Media, Globo, MediaPro, BBC Wales, ITN, France Televisions, NBC etc.) have implemented MatrixStore, the award-winning private cloud storage solution, to protect content in Avid ingest, nearline, archive, disaster recovery and business continuity workflows.

The tight integration between MatrixStore, interconnect and Avid Media Central | Production Management enables manual or fully automated protection of assets, metadata, projects and folder structures into a private or hybrid cloud archive. This in turn can be seamlessly replicated onto a second MatrixStore in a remote location or pushed to public cloud storage and subsequently restored into any other Avid environment for true business continuity and future-proof access to your content.

The powerful MatrixStore File System (MXFS) ensures fast easy access to assets directly from Media Composer. MatrixStore is also the perfect nearline and archive to Avid Media Central | Newsroom and Asset Management, in that you may have your Avid proxies in online storage (such as Nexis) to edit in the Avid environment and high-resolution assets in MatrixStore for confirmation at the end of the edit cycle.



Workflow Integrations

Avid Media Central | PRODUCTION MANAGEMENT (Formally Interplay / PAM)

Object Matrix InterConnect integration for full automated mirror of assets and metadata

Avid Media Central | NEWSROOM MANAGEMENT and Avid Media Central | ASSET MANAGEMENT

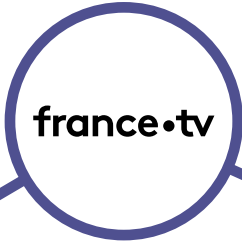
MXFS mounted vaults for storage of high-res assets while online storage such as Nexis for linked proxies to edit in Avid

Benefits

- Finding, sharing and using content will be easier whilst bringing operational efficiencies and savings
- Your creative and production teams can access nearline and archive content from anywhere at anytime
- Productions will not come to a halt should local outages occur or access to buildings is not possible
- Access to the content and metadata you own is future proof and not tied to one workflow
- Do more with the content you own by making it available to multiple teams or workflows
- Your staff can work on tasks that bring value to the business and not spend time managing media or servicing requests for content



Customer Deployments



Technical Partners in Avid Workflows





ObjectMatrix

About Object Matrix

Object Matrix is the award winning software company that pioneered object storage and the modernisation of media archives. It exists to enable global collaboration, increase operational efficiencies and empower creativity through deployment of MatrixStore, the on-prem and hybrid cloud storage platform. Their focus on the media industry gives them a deep understanding of the challenges organisations face when protecting, processing and sharing video content. Customers include: BBC, Orange, France Televisions, BT, HBO, TV Globo, MSG-N and NBC Universal.

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