

SILEX MEDIA GMBH

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SOLUTION APPLICABLE TO

- | | |
|-----------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Agency | <input checked="" type="checkbox"/> Network & Cable TV |
| <input checked="" type="checkbox"/> Local TV | <input type="checkbox"/> Cable Operator |
| <input type="checkbox"/> IPTV | <input checked="" type="checkbox"/> Satellite Operator |
| <input checked="" type="checkbox"/> Mobile TV | <input checked="" type="checkbox"/> Production/Post |

GEOGRAPHY

- | | |
|------------------------------------------------|--------------------------------------------------|
| <input checked="" type="checkbox"/> N. America | <input checked="" type="checkbox"/> Asia/Pacific |
| <input checked="" type="checkbox"/> EMEA | <input type="checkbox"/> Carib/L. America |



> SOLUTION OVERVIEW: Video Archive Integration

Today's broadcasters and media professionals are faced with exciting new opportunities resulting from the dramatic growth of delivery platforms clamoring for content. However, these opportunities also spell increased competition, with more companies entering the space, all drawn to the smell of tremendous potential profits. New opportunities also spell constant pressure to produce more content, while being extremely fast at doing so and driving costs down.

The biggest impact on time-to-air is the production workflow, where often, the workflow is sequential, causing bottlenecks. Getting on air faster with the best content is key. The second business driver is costs. With production and broadcasting tools becoming commodities, the benefit of cheaper applications also requires increased focus on the integration of the heterogeneous workflow.

Optimizing Your Storage Requirements

As your storage requirements seem to be constantly increasing due to more and larger files, finding the most cost-efficient solution that still allows you to have broadcast-specific archive functionality is the goal. This means your solution must be flexible and scalable. And specific point solutions need to be integrated so that data and information can be easily shared.

The Silex Media video archive solution provides transparent access to a hierarchical, storage-management, digital, tape-based system where you get almost unlimited storage

capacity at a reasonable price. The benefit to this approach is that the user's workflow and the existing infrastructure do not have to be changed. The solution works with a wide variety of HSM systems and media asset management systems.

Benefits you can count on include the following:

- Improved efficiency: no format conversion is needed on the client side; clients are available faster for new jobs
- Improved integration: less data is moved; heterogeneous environments can be implemented
- Reduced time-to-air: workflow activities can be performed in parallel, such as editing while ingesting and playing out while transferring
- Better use of resources: a central server can be used to manage data; jobs can be finished on any NLE

> SUCCESSES

Silex Media enjoys a reputation for knowing the business and technology extremely well and has a successful track record that includes creating professional media solutions for more than 30 major broadcast and media companies, including NBA Entertainment, Danish broadcasting Corporation (DR), CIRIS DutchView, SWR, ProsiebenSat.1, EuroNews, and Red Bee (formerly BBC Broadcast).

> ABOUT SILEX MEDIA

Silex Media is a solution provider and prime contractor for the broadcast and media markets, enabling broadcasters and professional media companies to transition from traditional tape-based environments to parallel digital workflows, and to transition from a "radio and television" market to an "Internet and telco" market.