



MAXIMISING YOUR MEDIA WITH DIGITAL WORKFLOWS.

For file based post-production, broadcast
and content delivery operations

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OWCdigital.com



EFFICIENT STORAGE NOW A NECESSITY

What storage products are transforming media production workflows?

Media professionals are experiencing fast-growing amounts of digital media in file based post-production, broadcast, and content delivery operations. Therefore efficient storage has become a necessity as part of any creation, delivery, and archive file based workflow.

To maximize efficiency in file based workflows, media professionals need file based storage that enables seamless collaboration and processing in their digital media value chain.

To meet the ever-growing demands for managing, storing and re-purposing digital content, Media Professionals are on the lookout for long-term solutions, enabling them to maximise flexibility, scalability, reliability, and performance.

FLEXIBILITY



SCALABILITY



RELIABILITY



PERFORMANCE





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From a freelance designer to high end multimedia broadcaster, each media professional faces challenges in their environment that requires the use of storage.

The demand for content has not only grown, but so has the speed requirements of transferability. Media Professionals can meet and maximise these demands and evolve their media landscapes with the correct digital workflow. Each company will have their own individual workflows and way of operating. The operations of these business models will need to be defined and have the ability to adapt their media landscapes.

It is important that barriers and disturbances to media workflows are identified, as it is vital for broadcasters or content providers to have the full ability to innovate and collaborate, to ultimately generate revenue.

BARRIERS EFFECTING TRANSITION TO THE NEW WORKFLOW

One of the most common barriers affecting the efficiency of media workflows is bottlenecking. This inefficiency can occur for a number of reasons. Identifying where the bottlenecking is coming from and resolving them is a priority for a successful workflow. Business process bottlenecks occur when demand outweighs production capacity and this can often be due to out of date equipment and scarce resources.

The first step would be identifying your Performers and Systems. Also know your employees and technology. Performer analysis would be identifying the time taken to perform a task. If this task is taking longer than it should, this would be a performer bottleneck. A System bottleneck will be uploading errors, slow systems or other technology - related errors. These can include long wait times and backlogged work.

Other barriers include dependency on historic workflows. Producers, broadcasters and programmers have in the last few years made the switch to more digital based storage, however some have remained with their traditional workflows from content ingest, creation and play-out.

These are stored, transported and maintained via physical tapes and traditional post production workflows; working in 'silos' supported by departmental servers and networks resulting in fragmented transfers and delays.

This 'Fear of change', comes with a host of workflow barriers. Media companies work hard to maintain historic backup systems to store archives and stock footage. These archives consume huge amounts of space, as well as significant resources for power, maintenance, and management. Storage Systems requirements can differ. From Speed of data transfer, Cost of products and maintenance and security are all factors media professionals should consider when choosing their equipment.





WHAT MEDIA PROFESSIONALS SHOULD ASKING THEMSELVES

Are you Prepared?

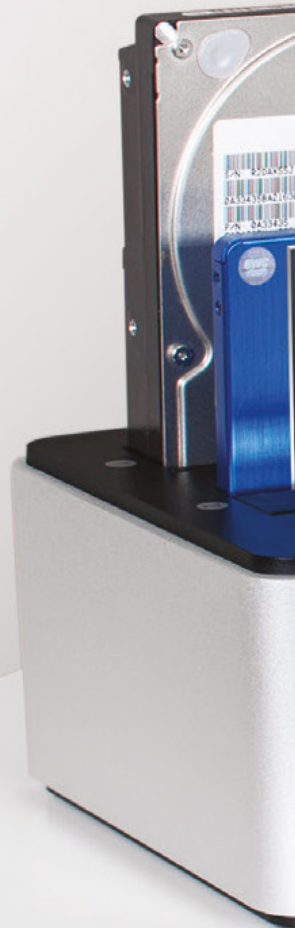
Ready to move to 4K/ultra high definition broadcasting? What about 8K or high dynamic range/wide gamut?

Are you easily adaptable?

Can you quickly add new applications or capacity, simply by expanding your network infrastructure?

Are you future proof?

Do you know how to future-proof your infrastructure against even more radical technologies that haven't yet been invented?



The background of the page is a collage of various images related to media production. On the left, there's a close-up of a blue OWC Solid State Drive (Mercury Electra 6G) installed in a laptop. On the right, there are several overlapping images of video editing software interfaces, including a timeline with multiple video tracks, a preview window showing a city scene, and a list of clips. The overall color scheme is a mix of blues, greys, and whites, with a semi-transparent blue overlay covering the text area.

“ Broadcasters and media production Professionals will have to consider replacing their older technologies with something that enables adoption.”

With the multitude of challenges media professionals face, combined with the constant need to adapt and understand how each of these challenges can be addressed in a way that will cause the least amount of financial impact is crucial. Embracing future demands whilst minimizing costly upgrades is an everyday pressure for media professional.

One of the most significant transitions would be the upgrade from black-and-white to colour. Then came analog to digital to enable the technological shift from standard definition to high definition. More recent developments would require the upgrade to 4K equipment. This will certainly add a new challenge to media professionals. Today, the rate of change in the broadcast and media industry is at its fastest. The continual development will continue to accelerate, therefore the demands on any existing production technology will need to answer the three questions to ensure they are prepared.

The HD to 4K/UHD transition is solvable and choosing products that allow adaptability, especially with the new developments of 8K, where this will soon become an essential part of the production landscape, or when HDR/wide gamut colour spaces become a standard requirement, Broadcasters and media production professionals will have to consider replacing their older technologies with something that enables adoption.



EDIT. EXPERIMENT. CREATE. DESIGN.

THUNDERBAY 4 — The Speed You Need

OWC meet with hundreds of producers, editors, camera operators, and DITs to gain an insight into their workflows, their challenges, and the great projects they have in the works, in order to create a cutting-edge selection of storage and expansion solutions, designed to support professional video workflows around the globe.

Introducing the ThunderBay 4. Accelerate video production workflows that include multiple streams of 4K video, audio plug-ins, and large RAW photo libraries. Edit, view, stream, and produce more with ThunderBay in your 2K, 4K, and audit production workflow. With ThunderBay's performance capabilities you can complete projects faster, have more time to experiment, and push your creations to the next level.

Enhance editing capabilities in video apps like Apple Final Cut Pro, Adobe Premiere, and Avid Media Composer. Empower greater audio production capabilities in audio apps like Avid Pro Tools and Logic Pro X. Edit large photos in apps like Adobe Photoshop, and browse large photo libraries in apps like Apple Aperture and Adobe Lightroom. Simply put, you can do more with a ThunderBay 4 enhanced workflow, and with a RAID 5 array you get data redundancy on top of great performance!



“Thousands of creative professionals use the ThunderBay 4 with everyday to create their most compelling stories.”

The four-bay production RAID designed for performance and reliability, powered by the SoftRAID engine, delivers the speed and capacity to create workflows without limitations. Workflows evolving beyond the world of platter drives and FireWire and adapting to evolving hardware requirements is almost a routine within the industry. Thousands of creative professionals use the ThunderBay 4 with everyday to create their most compelling stories.

Now, they can with incredible new capacities normally reserved for disk-based desktop storage solutions. Edit, view, stream, and produce more with ThunderBay 4 in your 2K, 4K, and audio production workflow.

In a space where media professionals require faster systems with more storage capacity, the OWC ThunderBay 4 is built to deliver enormous capacity, and supports flexible RAID configurations to perfectly match your performance needs. With the potential for up to 48TB of production-grade storage, ThunderBay 4 delivers the capacity and speed you need.

CONNECT TO THUNDERBOLT AND THUNDERBOLT 2 SYSTEMS WITH EASE

THUNDERBAY 4 — The Speed You Need

The OWC ThunderBay 4 harnesses the power of Thunderbolt 3 to provide backwards compatibility with Thunderbolt and Thunderbolt 2. Whichever interface/speed your workflow demands, it's easy to integrate OWC ThunderBay 4's massive capacity and performance capabilities. Add a Thunderbolt 3 (USB-C) to Thunderbolt 2 Adapter and you're all set.

THE REVOLUTIONARY SOFTRAIID ENGINE



THE MOST POWERFUL
RAID FOR MAC



ENTERPRISE-CLASS
RAID MANAGEMENT



DATA HEALTH ANALYSIS



INTELLIGENT RECOVERY



“ Eliminate those agonizingly frustrating moments of watching progress bars as your projects transfer shared storage for animation, visual effect, rendering, and compositing workflows. With multi-stream compressed 4K video and other bandwidth-intensive workflows fully supported, you'll finally be able to take the brakes off of your productivity and take your projects to heights unimaginable before and test the limits of your own creativity to see just what you can truly accomplish!”





Hear what other professionals have to say...

The OWC product range has helped maximize Investments across the creative industry. From Grammy nominated Keyboardist, Music Director for Billy Joel, to The Sarofky Team on the production of Guardian of the Galaxy. He commented

"It's reliable and has a small footprint – both of which are important to me,"

said the keyboardist, who has also worked with Bruce Springsteen among countless other legendary musicians in his career.

"You turn it on, and it just works ... I never have to worry about it."

Hardware demands within the creative industry are undoubtedly high. Creative experts are well aware of the ever growing technological needs, with workflows evolving beyond the world of platter drives and FireWire and adapting to evolving hardware requirements is almost a routine within the industry.

The OWC product range does not stop there, with most creative professionals requiring a tailored workflow solution for every creative project, see how the entire OWC range can assist, from production-grade SSDs and external hard drives to expansion products and enterprise storage, OWC delivers perfectly.

For more information contact: abitterman@owcdigital.com

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Download brochure here [!\[\]\(173968034f6ca6c36e25dcb8a274badd_img.jpg\)](#)