

SONY



Ingest, Share, Edit, and Manage HD & SD Content
in a Single, Seamless Workflow.

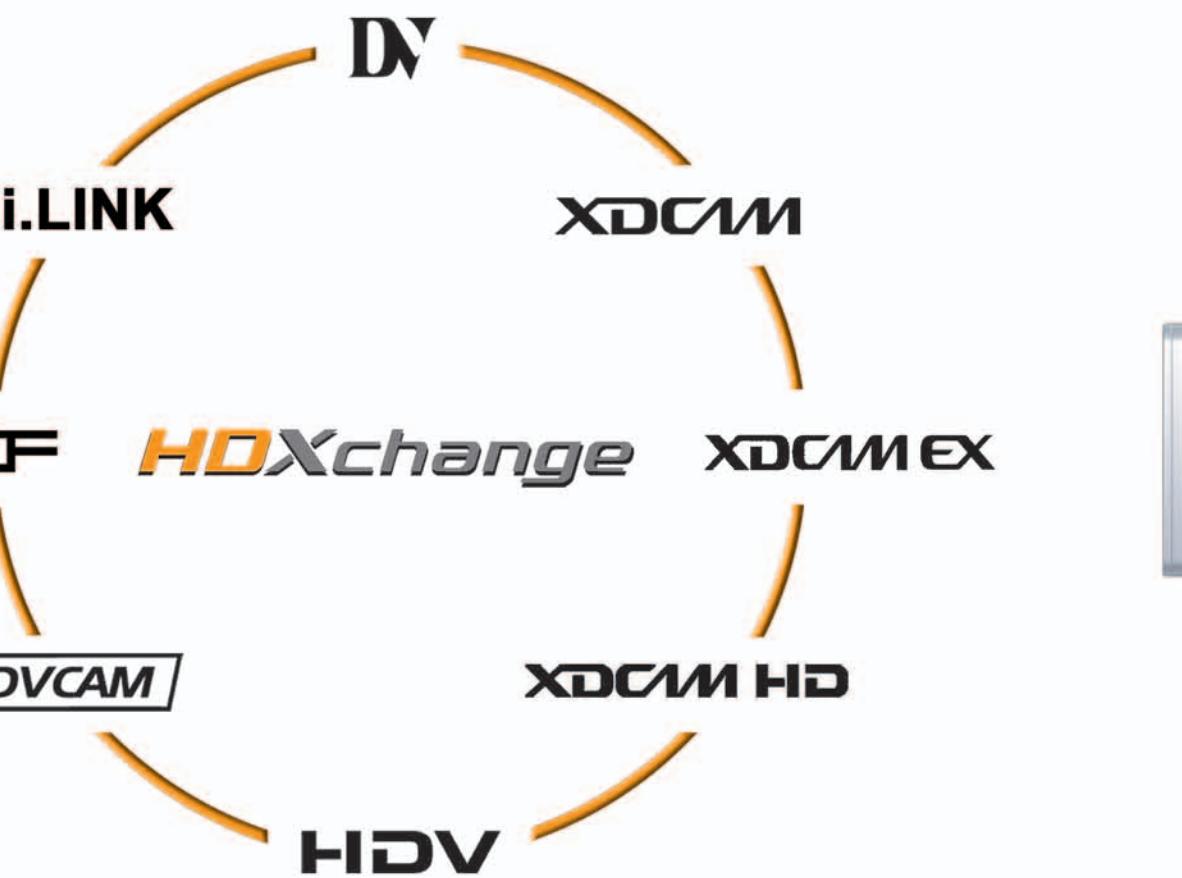


HDXchange™

Networked Content Management System

No matter what business you are in today there is great pressure to increase output while reducing costs. Implementing a streamlined workflow should not mean compromising business needs or goals.

By providing efficient tools together with an optimized and proven workflow, the HDXchange system provides significant enhancements to workgroup production. Designed with rapid content production in mind, it enables a fast, flexible, and efficient workflow in a single storage and content management device for SD and HD workgroups.



INGEST

STORE

SHARE

MANAGE

EDIT

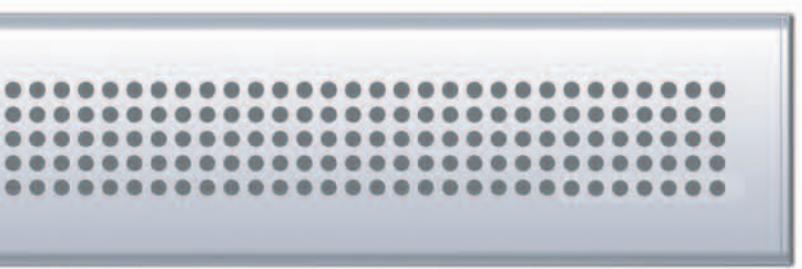
DELIVER

ARCHIVE

HDXchange Web Administrator

Administrative controls and maintenance through a simple web browser

HOXchange



Administrative functions that are required for the HDXchange server are safely handled through a simple web browser administrator interface. Access to the administration functions are password protected and can be accessed from any client on the HDXchange network.

User logins and group assignments can be established and maintained dynamically. Access rights and storage quotas can be assigned on the user and group level.

Maintenance tasks and operational parameters such as license management, diagnostic testing, software updates, and RAID drive replacement are managed through a simple user friendly interface. The Web Administration interface simplifies the maintenance access of the HDXchange system, and prevents the inadvertent modification of prohibited system settings.

HDXchange Ingest Application

Capture live or tape sources via the i.LINK® interface* from your compatible DV, DVCAM™, or HDV™ format tape

The HDXchange system features an embedded proxy generation engine which extends the access to all material through a simple Java based browser application.

The HDXchange system has a superb ingest process that allows manual or timed recordings to be made as well as connection to tape acquisition devices. When ingesting material, information about a clip, or real time-linked metadata such as Clip Type and Quality classification and timecode based Event data can be added and associated with clips. This metadata is stored in a high-performance, searchable database.

During the ingest process it is also possible to review and replay the incoming clips and to mark and annotate the material.

Where content is acquired on other formats or media, then it is simple to use the manual or batch upload from a VTR through the industry standard i.LINK interface*. For unattended operation it is possible to schedule recordings, thus saving time and using resources efficiently and effectively.



HDXchange Export Application

Send finished projects to the web or playout devices

The HDXchange export application enables the user to manage and distribute finished content and completed projects.

With the ever-increasing number of delivery mechanisms and reception devices available, the HDXchange system offers a flexible, expandable and secure export application that allows content to be delivered in the form best suited for the receiving device or process.

Direct to Internet or Intranet workflows are supported, as well as export for web authoring functions.

For broadcast operation, the content can be delivered to a playout server (via FTP transfer), in both HD and SD for final transmission. Where automation is required, there is integration with third-party systems for automation/playout applications.



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Archiving

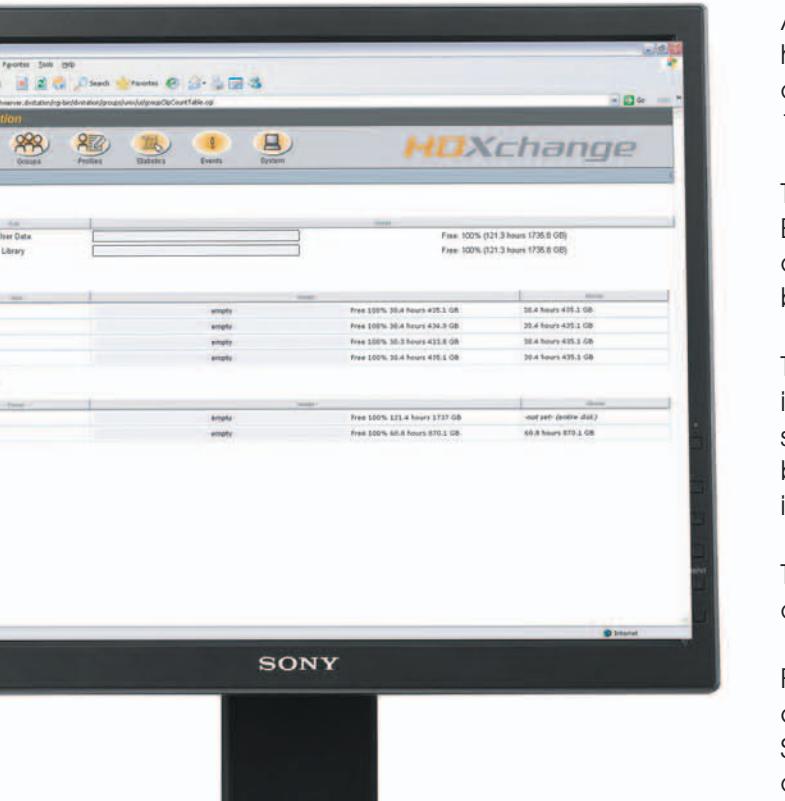
Back up high resolution media and edit with available proxy

The HDXchange archive module gives even greater power to the overall system by facilitating the re-use and re-purposing of content, especially when legacy material has also been added and cataloged.

When used in conjunction with the HDXchange browser, the archive content is fully searchable on keywords, titles and other metadata.

Like the other HDXchange applications, the archive component has been designed to seamlessly fit into the overall HDXchange workgroup workflow. The full integration of either an XDCAM Cart or Petasite™ data robot helps eliminate the risks associated in just adding 3rd party software applications and hardware devices. This approach also gives maximum flexibility and choice in selecting the most appropriate archive format for the operational environment. Where large capacity and small footprint is required, the Sony Petasite system is a great solution.

The HDXchange workflow allows users to send hi-res material to the archive, yet retain an ongoing active proxy and metadata catalog online for searching, logging, and editorial use. When needed for edit conforming or simple dubbing, material can be easily tagged for retrieval and restoration back into the shared library.



HDXchange System Core

Networked central server with a robust database

All content is stored on the HDXchange system core, protected with triple hot-swap power supplies and hot-swap fans benefiting from a standard and open operating system. Protection is further enhanced by using RAID 10 architecture to combine high performance with high reliability.

The system operates on a standard IT platform over a standard Gb Ethernet networking architecture, allowing support for both Windows® and MAC® (OS X) operating systems. This protects the initial investment because key components are readily available and supportable.

The HDXchange Core is configured by default to operate as a fully isolated island network server. It provides normal DNS, DHCP and Domain Server services. IT security elements such as firewalls and virus protection can also be implemented. When necessary, the HDXchange system can also be integrated into an existing network.

The HDXchange system has a comprehensive system of users, permissions and allocations so that all roles are correctly managed.

For full system security and ultimate peace of mind, the HDXchange system can be connected to remote monitoring services offered by Sony Professional Services Group, where it can be fully managed, supported and kept up to date without the need to interrupt the daily operational routine.

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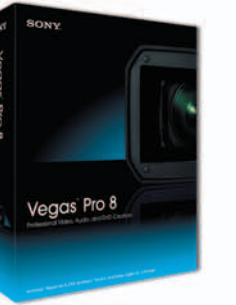
Nonlinear Editing

Integrated with popular Nonlinear Editing applications

Workgroup editing systems are sometimes characterized by expensive closed offerings where there is no choice of editor type in the workgroup. Some lower priced offerings also exploit proprietary features including operating systems and platforms binding the customer to a single vendor.

The HDXchange system offers a different approach. By considering the most appropriate tools for the job being done, or by the skills of the people available for work on a particular day, it is possible to provide a mix of editing tools in the same workgroup.

Flexibility and openness is the key to achieving a truly comprehensive, collaborative workgroup system, and the HDXchange system provides a market-leading approach. Media clips or storyboard edits can be passed from the central server directly to the nonlinear editing packages for finishing.



HDXchange XDCAM® Gateway Application

Import and Export from your XDCAM, XDCAM EX and XDCAM HD Professional Disc™ media

When content is acquired to the HDXchange system from Sony's XDCAM disc-based media, a powerful, unique and efficient workflow is unlocked in the subsequent production stages by utilizing the proxy, metadata, and thumbnails that are automatically generated by the camera and recorded on the disc.

The advanced XDCAM gateway allows metadata, proxy, and other information recorded automatically during the acquisition phase to be utilized, so that only relevant material is ingested, reducing the time taken in searching and accessing the required content.

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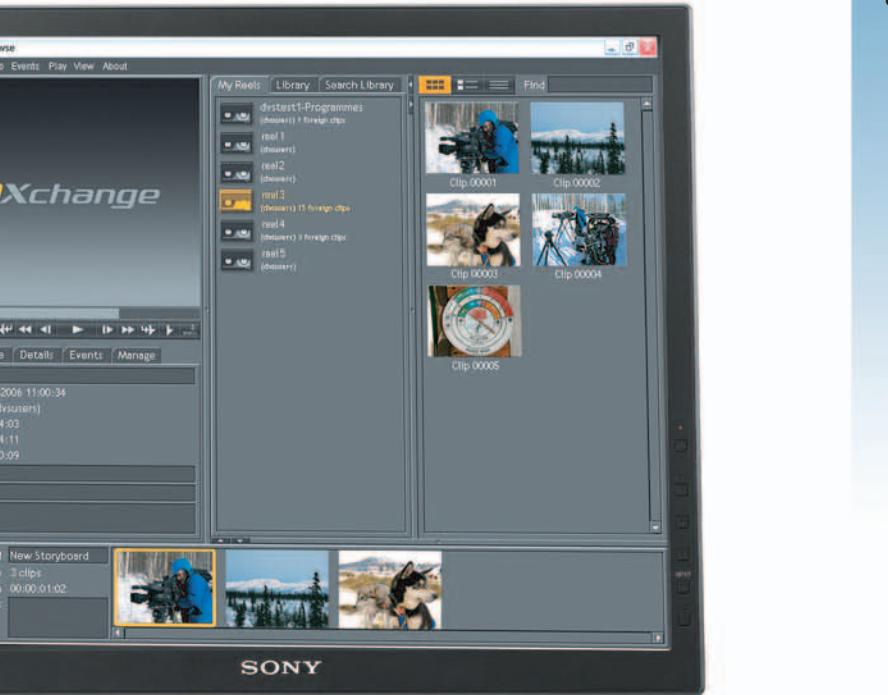
HDXchange Browser Application

Browse proxy content, create and export storyboards

The HDXchange Browser is a comprehensive and intuitive content management application that seamlessly integrates into the overall HDXchange workgroup operation. It provides quick and easy real-time access to the rich media content in the system and allows storyboarding of required clips prior to editing.

This storyboard can be saved in a number of standard formats including HTML and XML that can then be directly accessed by the editor without the need for time-consuming transcoding or import processes. For fast turn-round, the browser can export the storyboard as a finished cuts-only package, thus saving time and allowing the editors to concentrate on more complex production.

This philosophy of using the most appropriate tools for the job optimizes the HDXchange systems not only for workflow, but also for cost and efficiency.



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Sample Configuration

Ingest/Logging



Archiving



Web Administration



Export



Playout Server

XDCAM Ingest



Browsing/Storyboard/
Media Management



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V-2340-A

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* iLINK is a trademark of Sony used only to designate that a product contains an IEEE 1394 connector. All products with an iLINK connector may not communicate with each other. Please refer to the documentation that comes with any device having an iLINK connector for information on compatibility, operating conditions and proper connection.