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TITLE: Scale-out Storage for Cost Effective Broadcast Automation Media Workflows

ABSTRACT

The broadcast industry is facing an unprecedented influx of digital content, driven by the incredible surge in sales of high-definition flat screen displays, as well as the increasing ubiquity of high-speed Internet access across TVs, PCs and mobile devices. Not only are broadcasters managing significantly larger digital files but in an age of breaking news and high-definition programming, production teams cannot afford to wait for production servers to ingest data before editing raw footage. Today, broadcast programming is being created, managed, delivered and archived digitally, end-to-end. However, the underlying workflows are anything but smooth, as they must accommodate various silos of storage that introduce bottlenecks and interruptions into the digital processes. As both the sheer volume and the strategic business value of this content continues to increase, broadcast organizations are looking for ways to streamline the end-to-end process of ingesting, editing and bringing content to air while maintaining the highest level of program quality.

Isilon has joined with Gallery to build a collaborated solution using the Sienna software suite (integrated with ENPS News System and Final Cut Pro editing software) to deliver a single media broadcast workflow that is cross-platform, highly scalable, reliable, and easy to manage, eliminating the bottlenecks associated with traditional storage systems. In this solution, content is captured directly onto an Isilon cluster, while also being simultaneously streamlined into the broadcast workflow using Sienna software, allowing producers and journalists to associate media rushes with story scripts in run-downs. Moments after ingest begins, Final Cut Pro editors can start editing the rushes on their stations and send those back as finished packages to the play-out automation system, all while content is still being captured.

BIOGRAPHY

Shai Harmelin is a Solutions Architect with Isilon Systems where he serves as the subject matter expert in next-generation scalable storage architectures, providing technical expertise and solutions design to corporate business units, partners, and customers, maximizing their investments. A veteran software engineer and architect, Shai is an authority on next-generation storage, server virtualization, and complex distributed systems.

Previously, Shai lead teams at CheckPoint Technologies delivering unified security data protection; was one of the key software architects at Xuma Technologies' (now part of Verizon Network) build-to-order Internet Operation System (IOS); and developed distributed data processing services at Rafael Advanced Defense Systems. Shai is completing Masters in Medical Engineering at the University of Washington, and holds a B.S. in Information Systems Engineering from Technion University, Israel Institute of Technology.