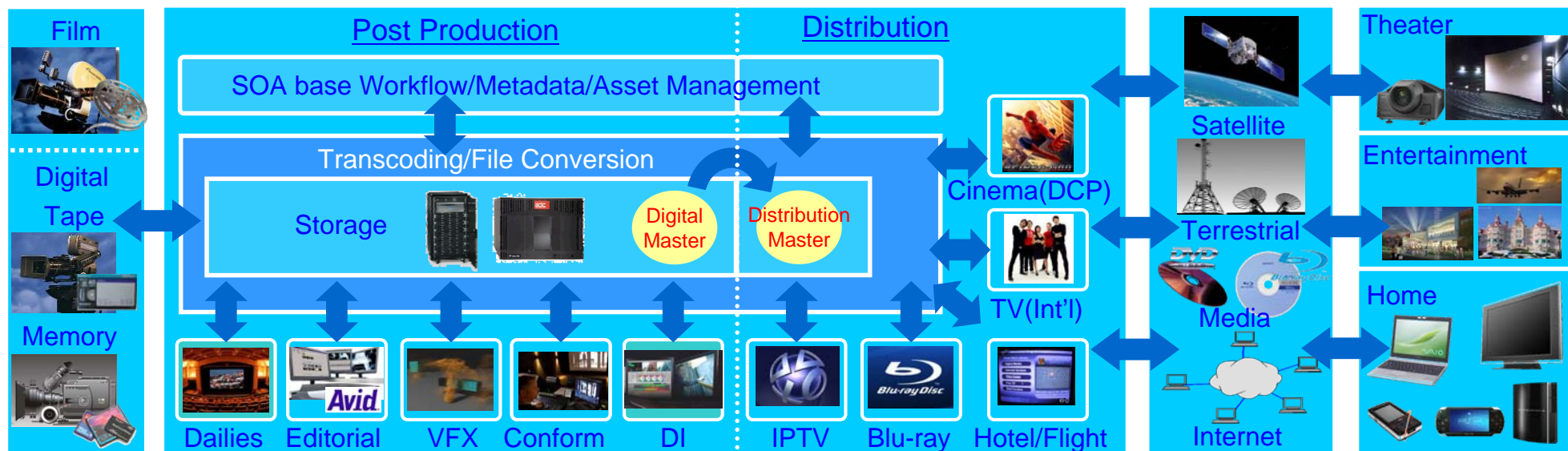


File Based Workflows and Media SOA Benefits

David W. Carroll

Digital Production Pipeline

SONY®



File-based Workflow Issues

- Rapidly Changing Technology & Business Requirements
- Many Different Workflows
- Process Orchestration and SOA
- File Management & Movement
- Security
- Storage and Network Management
- Metadata
- Collaboration
- Legacy Monolithic Systems

SOA Benefit - Studio

- Studio
 - Manage productions
 - Manage versions
 - Manage post process
 - Manage and automate supply chain / distribution
 - Reuse assets
 - Archive

SOA Benefit - Post

- Post facility
 - Manage file assets
 - Move assets between processing islands
 - Manage versions
 - Manage network and storage bandwidth
 - Increase Client and Management visibility
 - Be more agile and flexible – new workflows or technology
 - Automate non-creative tasks

SOA Benefit - Broadcast

- Network
 - Manage file assets
 - Manage versions
 - Be more agile and flexible – new workflows or technology
 - Automate non-creative tasks
 - Repurpose content
 - Improve throughput (faster turnaround of shows)

Benefits of SOA Workflows – Film Production



- Manage millions of DPX Files in File Sequences
- Automate Dailies process and distribution
- Manage versions of files and sequences
- Manage status of each file and sequence
- Move HD, 2K, or 4K film scans between data islands
- Rename files and track genealogy back to master
- Create Proxies and Previews
- Enforce Security and Access Control
- Log all actions
- Offline unused footage to LTO tape
- Automate VFX plate pulls (DPXs) and transfers
- Automate DI Conform to original masters from EDL
- Archive assets when complete

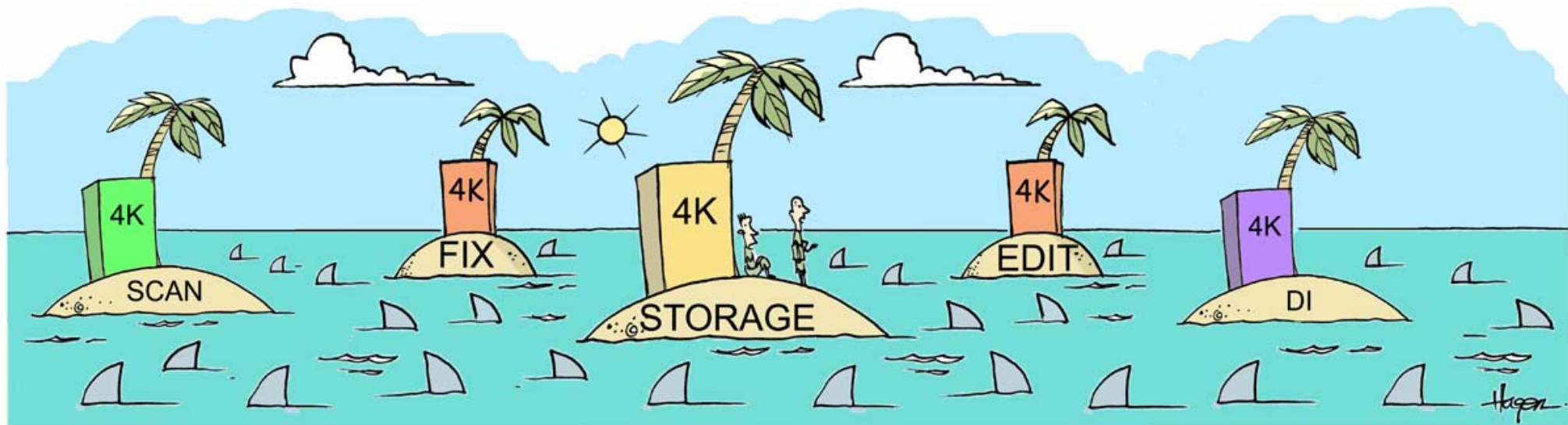
Example Use Case

- New movie 2012
- Shot (mostly) digitally
- 30 million frames
- Every frame ingested and online
- Equal to 1,875,000 ft of 35mm film
- 347 hours
- 240 Terabytes at HD resolution
- 1.44 Petabytes at 4K resolution
- Online for 6, 12, 18 months...



4K Data Islands

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I've seen a lot of data problems, but this is the toughest!

How do we move data around?

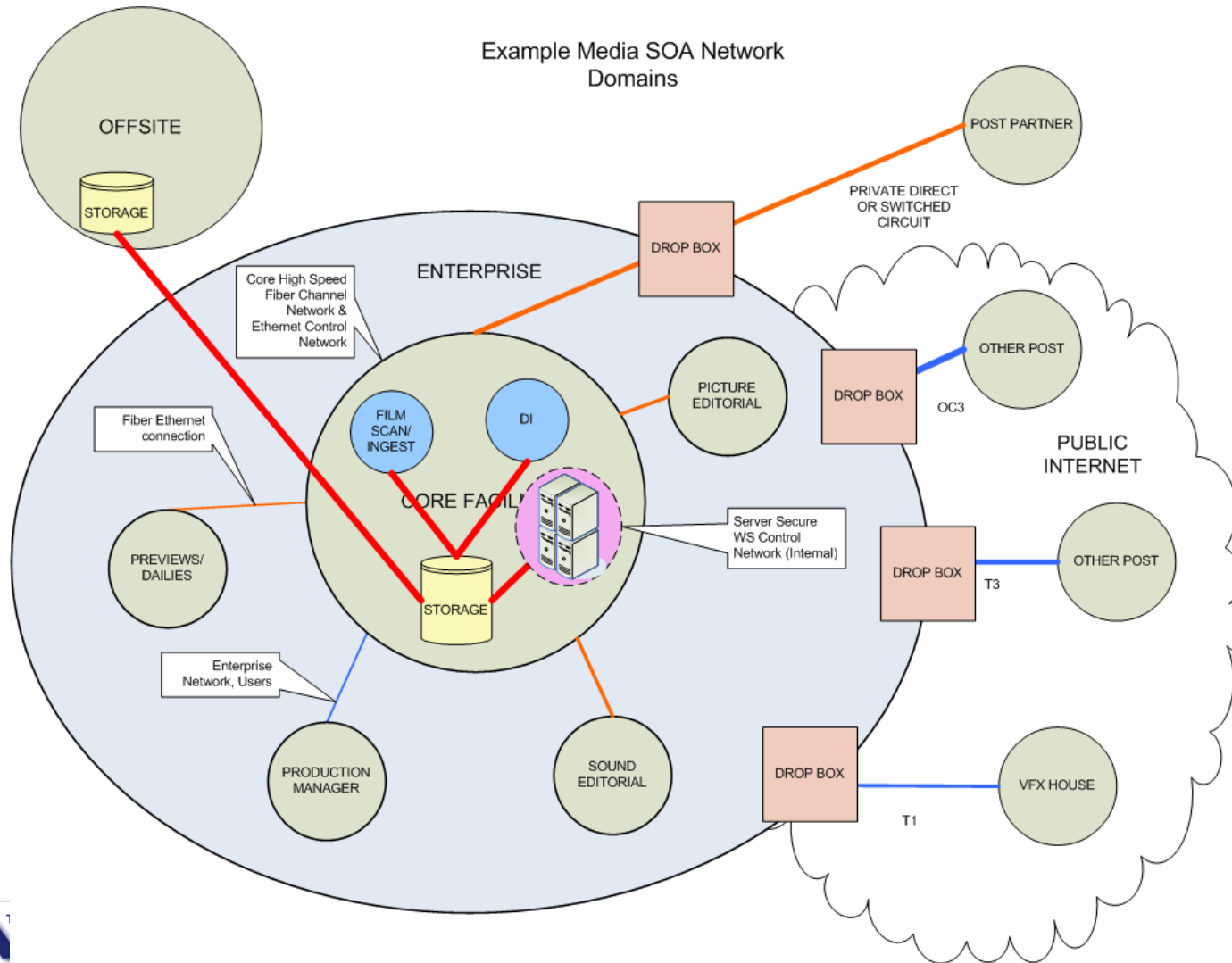


A “MEDIA BUS”

The traditional “SneakerNet” type of Media Bus process of using a data wrangler or assistant to copy content to tapes, disks, or other media and then carry it around the facility has reached its end of useful life.

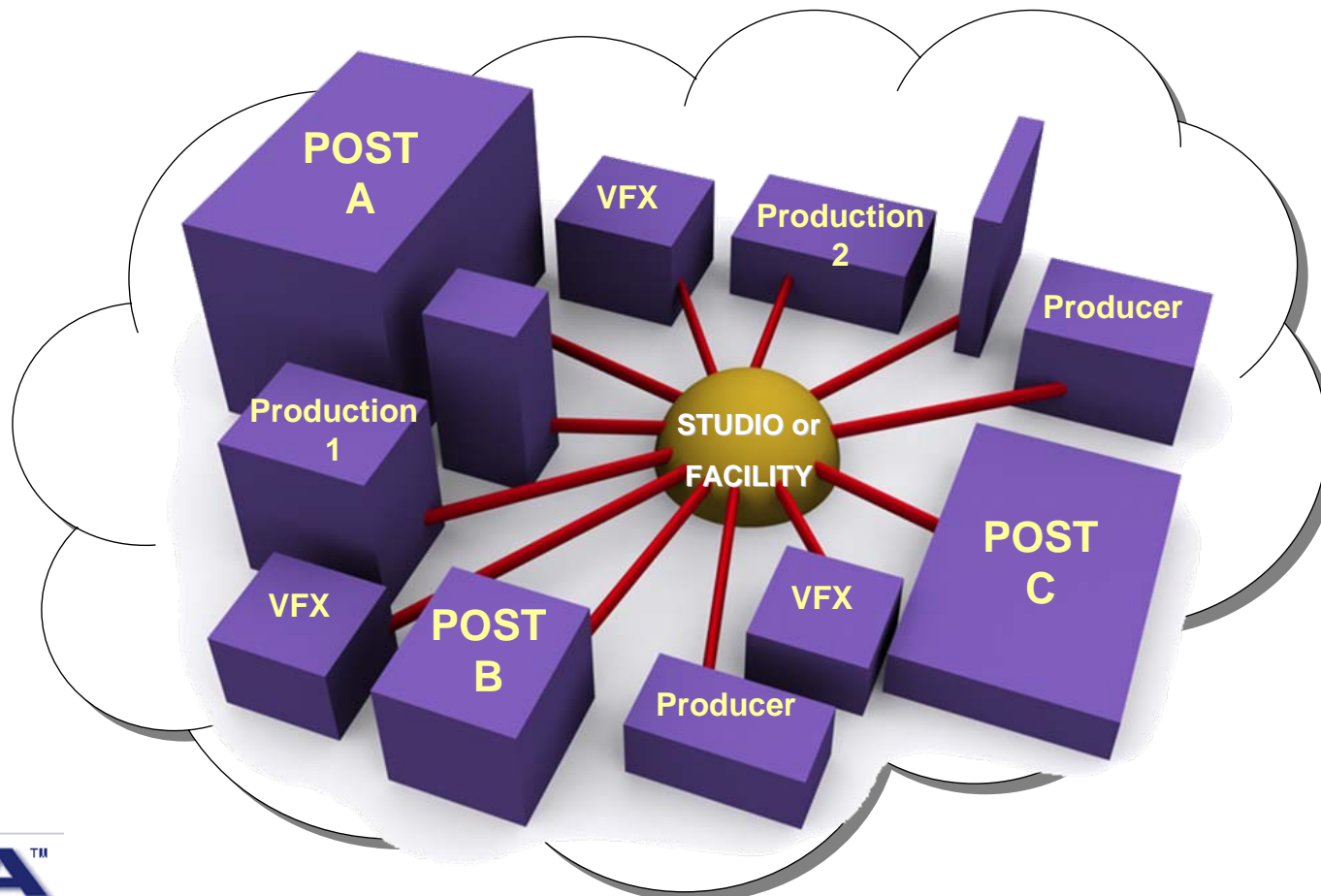
An SOA Media Bus uses an asset database, the network fabric, and central storage to intelligently perform all file related activities: access control, copy, rename, transcode, back up, send file, receive file, version, etc.





Media SOA Studio/Facility-Post Ecosystem

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Many types of Metadata

- Production Metadata – Camera, Roll, Scene, Take, Timecode
- Camera Metadata – Settings, Lens
- Color Metadata – LUTs, Color space
- Physical Metadata – Date, Time, GPS, X-Y coordinates
- Stereo 3D Metadata – Convergence, Inter-ocular
- File Metadata – Resolution, Size, Aspect, Compression
- Content Metadata – Script/Transcript, CC, People, Location

ACME TV STUDIOS
310-555-1000 OFFICE
310-555-2100 FAX

DIGITAL
CAMERA REPORT

DATE: 1/16/09

SHOW: END OF STEVE EPISODE # PILOT

DIR: TOLAN

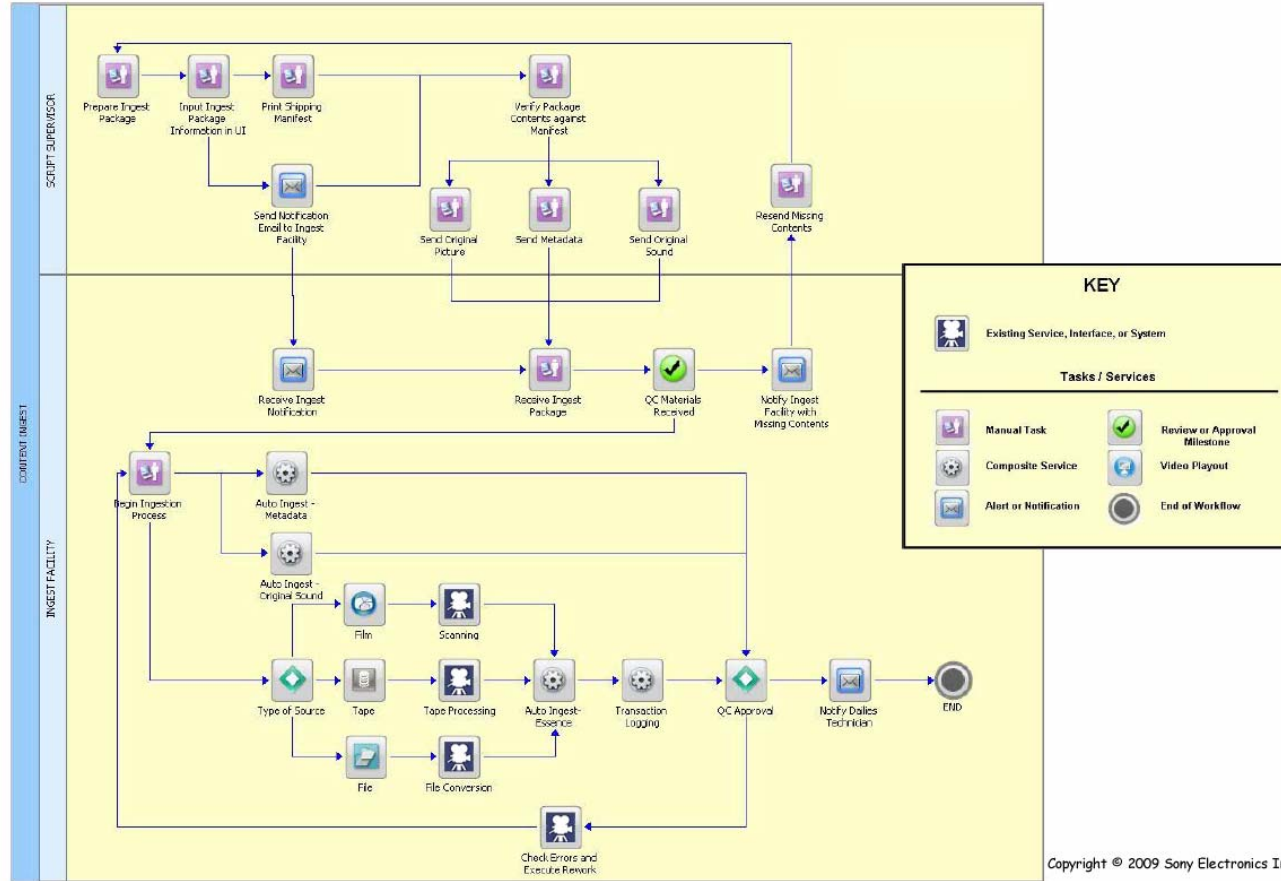
DP: WEAVER

REEL A4 SHOOT DAY 2

PLEASE CHECK AND INITIAL BELOW

SCENE NO.	TAKE	TIME CODE	REMARKS
17B	①	1/2	
	②	1/2	
	③		
17C	①	1/2	
	②		
	③		

Typical Workflow - Ingest



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Management Visibility

