



***flow***

Media Asset Management

Manage your media and optimize your production workflow from ingest to archive.

# flow

## Production Media Asset Management

With ever-growing production demands and increasing amounts of media assets, every production needs a sophisticated management toolset. With our heritage in shared storage solutions for broadcast and media, EditShare is uniquely positioned to understand these requirements and today our media asset management platform, Flow, is at the heart of many of the world's leading production facilities.

Flow provides a powerful suite of applications for creative control of your content during the production process, including remote editorial workflows. Manage and track media and non-media assets on your storage, from ingest through to archive, improving productivity and efficiency at every stage.

Flow creates a truly collaborative environment by providing access to content for all users, no-matter where they are, with real-time synchronization of metadata. Powerful pre-editing, logging and search capabilities allow parts of the production and post-production process to be moved out of the edit suite, offering wider access to content and a more flexible use of resources.

With an automation engine as part of the platform, Flow helps reduce the need to perform repetitive or complex tasks, enabling faster turnaround times with tasks such as transcoding and content delivery.

From assistants and editors, to directors and producers, Flow provides a comprehensive set of tools to enable a more collaborative experience on any production. Let Flow manage your assets and provide you with a true platform for collaboration, freeing up valuable creative time to make better content.



### ***browse***

Collaborate and manage media from ingest through to archive



### ***story***

Next generation editor for fast turnaround remote productions



### ***automation***

Automate complex and repetitive workflow tasks, including transcoding



### ***ingest***

Multi-channel capture of HD/SD-SDI or file-based sources



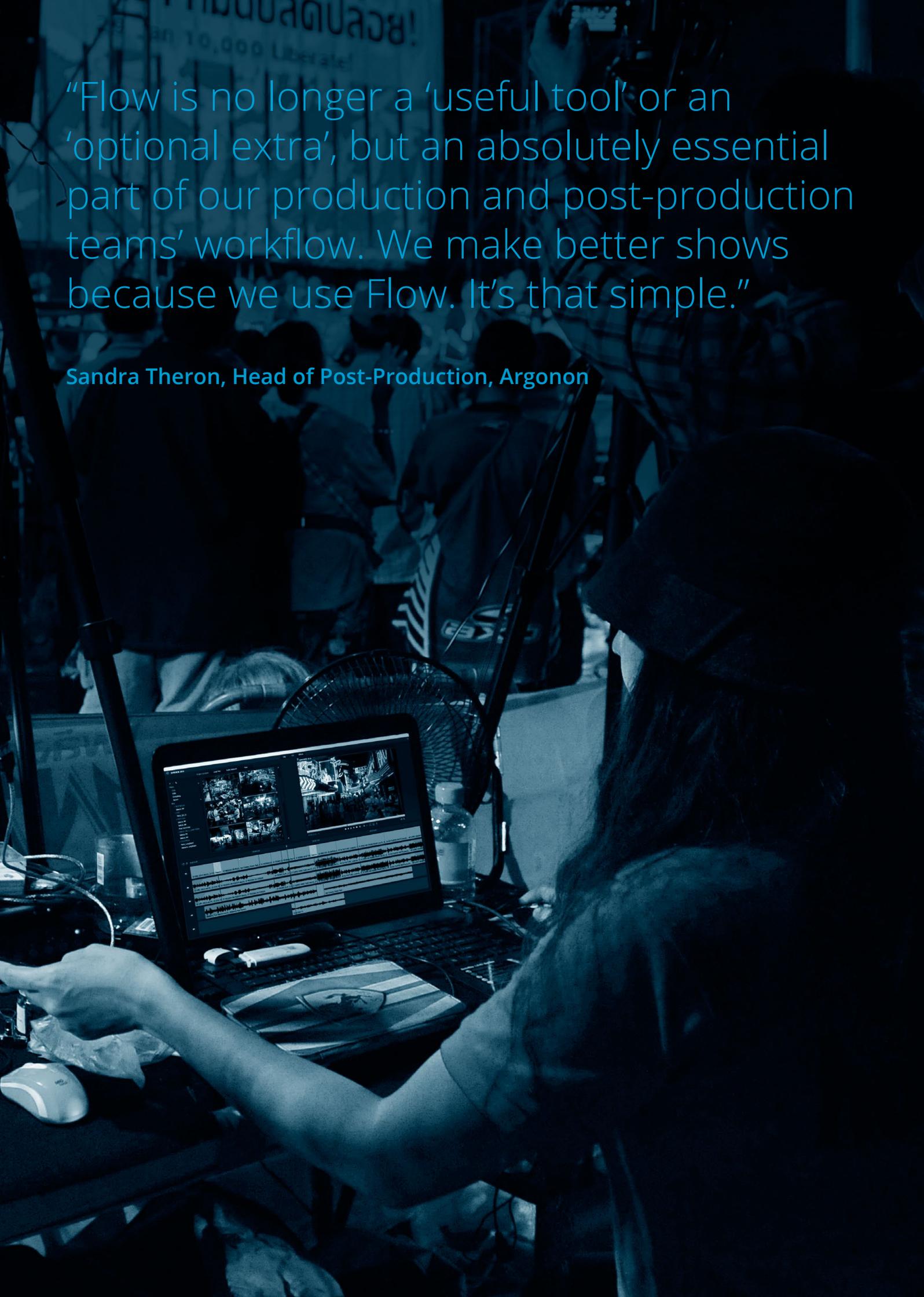
### ***airflow***

Secure and remote access to content from anywhere in the world



### ***logger***

Log live and recorded content with predefined metadata templates



“Flow is no longer a ‘useful tool’ or an ‘optional extra’, but an absolutely essential part of our production and post-production teams’ workflow. We make better shows because we use Flow. It’s that simple.”

**Sandra Theron, Head of Post-Production, Argonon**



# Collaborate and manage media from ingest through to archive

Flow Browse offers quick access to all your media and metadata with proxy files, providing flexible viewing access for all users on a project. Search, browse, view metadata, log, create sub-clips and add markers for a truly collaborative workflow. Organize media into Projects, Folders and Sequences and retrieve archived content from EditShare Ark or other 3rd party storage sources.

A simple cuts-only editor allows users to create sequences and drag into an NLE for finishing, with the NLE automatically re-linking to the high resolution media. Markers and other metadata will also transfer into the NLE.

Flow Browse also provides the ability to import and export metadata from other systems by dragging and dropping xml or csv files.



# Sid Lee Creates Efficient Multisite Workflow

Sid Lee is a creative services firm with 550 professionals working globally across offices in Montreal, Toronto, New York, Los Angeles, Paris and Amsterdam. The company creates transformative consumer experiences for brands – across all contact points – leveraging true interdisciplinary collaboration.

Sid Lee recently implemented the new EditShare XStream EFS platform in its main office and XStream ST storage servers in each of its regional offices, facilitating multisite access to its growing library of media assets. In addition to the integrated Flow media asset management component, the installation featured the latest AirFlow remote collaboration toolset, creating a private cloud to securely facilitate media sharing and collaboration between Sid Lee production sites in Montreal, Toronto, New York and Amsterdam.

Nicolas Forest joined Sid Lee as a technical director in 2010 and comments on the new infrastructure. “With Flow media asset management in our post-production arsenal, we can better manage assets across all offices and improve efficiency with the way we handle these assets, from point of ingest all the way to archive. Flow also allows us to better manage specific files. Metadata added to the master clip carries over to the transcoded clip, keeping a connection between the original and transcoded files. On the archive side, Flow can be used to restore only what we really need instead of restoring a whole media space. It’s incredibly efficient. We gain back both time and storage space”

Full case study: [editshare.com/case-studies/cs-sid-lee](https://editshare.com/case-studies/cs-sid-lee)

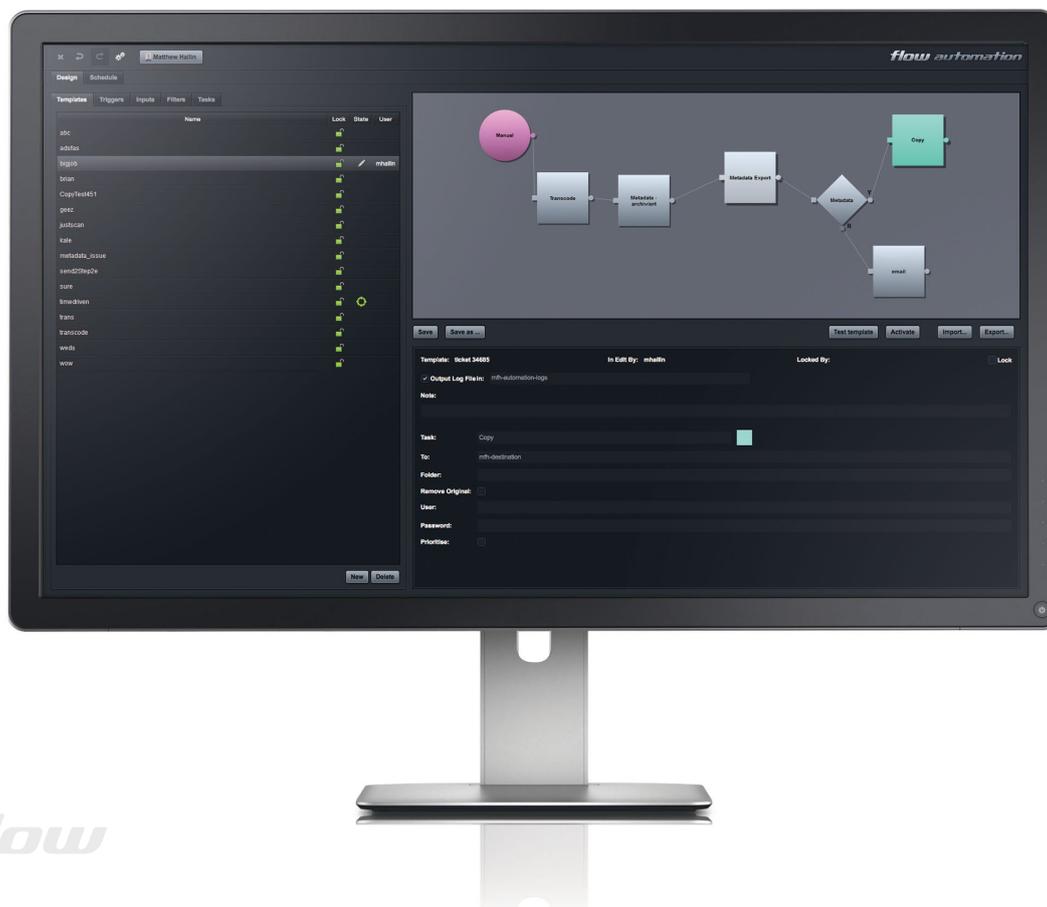


# Automate complex and repetitive workflow tasks, including transcoding

Flow Automation adds an additional layer of intelligence to your Flow system. Build custom workflows to automate repetitive tasks like copying, moving, deleting, transcoding and delivering media. Workflows can be triggered manually or automated with time triggers, metadata changes or watch folders.

Automated workflows are created by building templates using triggers, filters and tasks. An intuitive automation monitor displays all active workflows, current or pending jobs and a full job history.

Combined with Flow's comprehensive codec support, the addition of watch folders and distributed transcoding means that in many cases Flow Automation can take the place of dedicated 3rd party transcoding engines, reducing both costs and the complexity of deploying and integrating several third party solutions.





# Secure and remote access to content from anywhere in the world

Many productions now involve multiple collaborators at different locations and require the ability to share content securely outside of the facility. With current security and reliability of cloud-based technology prohibiting a full migration to cloud storage, AirFlow utilizes on-premise storage to provide users with remote access to their content.

AirFlow's intuitive interface lets you perform many of the same search, browse, logging and review functions available in Flow Browse, but from a standard web browser and from remote locations. It is ideal for non-technical personnel that need to review, comment on, and approve creative content in an easy-to use interface that requires no additional software installation. All changes are synchronized with other Flow users in real-time for a true collaborative experience.

Upload and download of high resolution and proxy files opens up further options for remote workflows with NLEs outside of the facility.





## CASE STUDY

# Bringing Reliability to the Unpredictability of Reality TV

Synonymous with reality TV, Endemol's 2015 production of *Wild Island* was set in a remote location off the coast of Central America. The German-produced series, supported by MoovIT production services, featured 14 ordinary citizens left to their own devices to survive on an uninhabited tropical island with no food or water for 28 days. With six cameras covering the action and antics, the production team, who were located on a neighboring island four hours away by boat, brought an EditShare XStream EFS with integrated Flow MAM to wrangle the 20 to 30 hours of footage they received per day.

Critical to the editorial review process was EditShare's AirFlow, which allowed production staff in Cologne, Germany to connect to the "Wild Island" storage server via the internet. The team in Germany was able to review the proxy files and, if necessary, download the high-resolution files locally, make notations and edits and then upload for the on-location team. "AirFlow was a great add-on for us," on-location team member David Merzenich, manager at MoovIT, says. "It allowed a lot of people located in Germany to actually watch and comment on the clips and even the sequences we created on location. In the end, it was a huge time saver and allowed us to be much more creative with developing the show."

Full case study: [editshare.com/case-studies/cs-wild-island](https://editshare.com/case-studies/cs-wild-island)



# Next generation editor for fast turnaround remote productions

Flow Story is the first in a new generation of content creation applications for collaborative and remote workflows. With a heritage steeped in non-linear editing and end-to-end video workflows for broadcast and media, EditShare has utilised the engine of the award-winning Lightworks editor to create Flow Story, a powerful and intuitive editorial application. Unlike traditional NLEs, Flow Story provides remote and secure access to on-premise stored media directly through any internet connection.

With full integration with EditShare storage, MAM and video server solutions, Flow Story is aimed at fast turnaround environments such as News and Sports providing journalists and production teams the ability to package content for finishing, delivery or playout. No extra fees or upload times for additional 'cloud' storage; just amazing content delivered in a fraction of the time, anywhere in the world.





## Multi-channel capture of HD/SD-SDI or file-based sources

Flow Ingest provides a powerful solution for getting video and audio materials into the Flow asset management environment, with support for both multiple channels of HD/SD-SDI ingest and flexible file-based ingest. Each ingest channel can produce up to two high-resolution media file formats in addition to a proxy file in real-time.

Flow Ingest never ties up your workstation during the ingest process. With dedicated Ingest Servers located elsewhere on the network, Flow Ingest provides the ability to log and work during ingest, and with 'Edit While Capture' support you can be editing media inside your NLE almost instantly.



## Log live and recorded content with predefined metadata templates



Flow Logger is a purpose-built client application dedicated entirely to logging live feeds or existing file-based media. It allows fast and consistent entry of predefined metadata through customizable fields and templates. Whether you're producing sports events or reality shows – or even logging documentary footage – Flow Logger lets you design simple templates with standardized categories, keywords, names and pictures of key characters or players.

# EditShare integrated media production platform

For over a decade EditShare has delivered highly scalable shared storage systems that enable media professionals to deliver outstanding content. From live production, to post and broadcast, EditShare storage solutions have been at the heart of creative workflows. Along with companion asset management and archiving solutions, EditShare's media storage and management tools have increased productivity across broadcast and media enterprises around the globe. At the heart of this integrated EditShare production environment is Flow, designed to manage your media from ingest to archive.

## XStream

The XStream shared storage range enables the worlds leading creative facilities to collaborate and deliver content on time and within budget. From capturing media in the remotest locations to managing petabytes of data for the largest media organizations, there is an XStream storage system for every scenario.

## Geevs

Geevs Broadcast Servers have been crafted to challenge a wide range of demanding workflows including simple ingest, complex newsroom integration (MOS), live sports replay & highlight, multi-camera studio ingest with edit sequence and 24/7 scheduled play-out.

## ARK

Whether you need to keep a backup copy of your media and project files, or you want to permanently archive onto lower cost and more energy efficient storage, there is an Ark Disk or Ark Tape solution for any workflow.

*flow*

**Production MAM**

Tag : Automate : Transcode : Collaborate

**Geevs**



**XStream**



**ARK**

**Video Server: Ingest & Playout**  
Broadcast : Production : Sports

**Intelligent Shared Storage**  
Enterprise : Facility : Location

**Backup & Archive**  
Nearline Disk : LTO Tape



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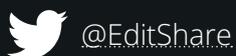
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