



HARDWARE INDEPENDENT MAM



# Flow: A new layer of intelligent media management for any storage pool

## Collaborative Media Management

EditShare Flow is a software-defined media asset management suite, designed to manage millions of media and non-media assets across multiple tiers of storage. Whether you're an edit assistant, producer or an online editor, Flow's unique workflow capabilities enables teams located across the globe to connect, communicate, and collaborate effortlessly with a comprehensive toolset for every team member. And as a software solution, Flow can be installed on your own hardware, offering the ability to scale as and when you need - from two users up to hundreds of team members.

Flow scans and indexes your storage devices, providing a single unified view of all your content regardless of where it is actually stored - online, nearline, offline (tape) or cloud, making it easier than ever to manage multiple pools of storage.

For production and post-production environments, Flow efficiently manages your content and seamlessly integrates with other content creation applications such as NLEs or Colour Grading applications. With support for any frame rate, format and scaling up to 8K, Flow can ingest, index, tag, organize, edit and deliver content from anywhere in the world. And with Automation, Flow can simplify the most complex of tasks by automating entire workflows.

## Simple Licensing, Easy Pricing

Flow works hard for you when you need it to. With our flexible concurrent licensing, Flow allows a facility to scale up and down when it's most needed. Available in three different editions, Flow is designed to work for the smallest of teams right up to large scale organisations - with pricing available in monthly, yearly or multi-year price plans. There's even an outright licence for those who simply want to buy it.

## Unique Features Include:

- ▶ Flow works on your hardware today
- ▶ Native drag and drop integration with Avid Media Composer Ultimate – including Sequences, Master Clips and Subclips. Full round-tripping between Avid and Flow Story.
- ▶ Native drag and drop integration with Adobe Premiere Pro CC – including Sequences, Master Clips and Subclips. Full round-tripping between Adobe and Flow Story. Includes new Adobe Premiere Pro CC panel.
- ▶ Native drag and drop of Flow Story sequences to Apple FCP X

## Flow Automation

Flow Automation removes many of the complexities of dealing with large amounts of content and provides a simple, but powerful, way of dealing with complex or repetitive tasks, such as batch ingest, transcoding, QC'ing or delivering content to third parties. With an intuitive node-based interface, Flow Automation combines pre-defined triggers and tasks to help you build workflows that can be used by other team members. And with a comprehensive job monitor and audit trail, you'll be able to keep an eye on every step of the process throughout your facility.

## Flow Story

Flow Story is content creation application aimed at fast turnaround environments, such as News, Sports and Reality TV. It provides editors and assistants with the tools to edit and package content for finishing, delivery or playout. With the added ability to edit content remotely at no extra cost, Flow Story is the ideal location editor. It includes upload and download features, real-time collaboration with other Flow Story users and all the tools you'd expect in a powerful and full-featured media management application. No extra cost or hardware is required for the proxy and remote editing capabilities. With a wide range of format support, including RED R3D, XAVC, Blackmagic RAW and DPX, along with industry standard production codecs such as Apple ProRes and Avid DNxHD. Flow Story can work seamlessly in real-time with any content - local or remote - on the same timeline.

## AirFlow

AirFlow turns on-premise storage into your very own private cloud. Accessed through a web browser, AirFlow is designed for review and approval, and other collaborative workflows and provides media sharing capabilities in a secure environment with full remote access from anywhere in the world. It is simple and intuitive and allows users to search, log, organize and review content, as well as upload and download content directly to and from on-premise storage systems.

## Online, Nearline, Cloud

Flow adds an intelligent software layer to your storage environment, helping you manage your content wherever it is - online, nearline, offline (tape) or cloud. Even if your content is on a device on the other side of the world, Flow lets you get to work on it straight away. Through Flow Automation, you can manage different storage tiers efficiently by moving content between storage devices on a timed or scheduled basis. Wherever your content is, Flow tracks it. And with native integration with other software and hardware platforms, Flow provides a wide range of options that allow your team to take collaboration to the next level.

## Flow Worker Nodes

Flow Worker Nodes offload intensive tasks from the main server and can be deployed to make better use of unused CPU resources in your facility. Scanning, Proxy File Creation and Transcoding can all be distributed for faster and more efficient workflows.

## Flow AI

Flow AI is a new AI-powered module featuring video (object/people) recognition and audio transcription services. With Flow AI, users can automate indexing of recognizable assets such as a celebrity or everyday objects as well as transcribe audio files into text-based transcriptions. The enriched video and audio assets can be easily and quickly searched and retrieved for use in production.

## Minimum System Requirements

- ▶ Ubuntu Server 16.04
- ▶ 4 CPU cores
- ▶ 8 GB RAM
- ▶ 64 GB Drive
- ▶ 1 Gb Network Interface

Flow Features Matrix	Basic	Advanced	Enterprise
<i>Supported Storage</i>			
EditShare, Avid, ELEMENTS, Facilis, Generic SAN, Isilon, LumaForge, NFS, QNAP, Quadrus and Synology.	✓	✓	✓
Support for BlackPearl, Wasabi, Generic S3, Cloudian, Amazon S3, Amazon Glacier, Archiware, Backblaze, Microsoft Azure, Helmut FX, StorageDNA and Masstech FlashNet archiving	✓	✓	✓
<i>Scanning in Flow and Integration with NLEs</i>			
Scan and analyse image formats (AI, ARRIRAW, BMP, CIN, DNG, DPX, EXR, JPEG, PNG, PSD and TIFF)	✓	✓	✓
Scan and analyse audio formats (AIFF, MP3 and WAV)	✓	✓	✓
Scan and analyse Image sequence formats (ARRIRAW, BMP, CIN, DPX, EXR, JPEG, PNG and TIFF)	✓	✓	✓
Scan and analyse Devices and Structures (P2, XDCAM EX, XDCAM HD, GFCAM, CanonXF, JVC, AVCHD, Ikegami, DCF eg, GoPro, Flip)	✓	✓	✓
Scan and analyse MXF (OP-Atom and Op1a), AVID H.264 Proxies, QuickTime (MOV), AVI, H.264 MP4, MPEG2 Program, Stream, MPEG2 Transport Stream, MPEG2 Raw Sequence, MP4, Canon XF, Panasonic P2, R3D (RED), XDCAM-EX MP4 and XDCAM MXF	✓	✓	✓
Scan and analyse other non media files to log basic details of files such as .pdfs, spreadsheets, project files etc.	✓	✓	✓
Sequence integration with FCP X	✓	✓	✓
Integration with Adobe Premiere – including Sequences, Master Clips, Subclips and Ranged Markers	✓	✓	✓
Integration with Avid Media Composer – including Sequences, Master Clips Subclips and Ranged Markers	✓	✓	✓
<i>Metadata Management and Logging</i>			
Display technical clip metadata (file format, codec, frame size, duration, data rate, etc.)	✓	✓	✓
Display user defined customisable clip metadata	✓	✓	✓
Enter clip descriptions, mark clips as good, create subclips, add individual markers or ranged markers	✓	✓	✓
Configurable tile or list views, with flexible grouping, sorting, searching and filtering capabilities	✓	✓	✓
Unlimited custom metadata logging fields	✓	✓	✓
Advanced search criteria	✓	✓	✓
Advanced customisable filtering	✓	✓	✓
Manually log clips from a video or audio file while it plays	✓	✓	✓
Mark events within a clip, search for markers or ranged markers	✓	✓	✓
Audio transcription (via Automation) producing ranged markers of the speech detected	-	✓	✓
Video analysis (via Automation) analyses and logs video automatically based on the contents within the video itself	-	✓	✓
<i>Flow Video Playback and Transcoding</i>			
Stream clips remotely or locally, in a viewer or full screen	✓	✓	✓
Jog-shuttle control of playback using standard JKL keys	✓	✓	✓
Transcode files remotely and send files to central storage from remote locations	✓	✓	✓
Native R3D file playback with decode quality and colour settings	✓	✓	✓
Create, edit, play, simple cuts only editing	✓	✓	✓

Continued...

Flow Features Matrix	Basic	Advanced	Enterprise
<i>Flow Video Playback and Transcoding</i>			
Create, edit, play, advanced editing and publish for review and approve to NLE	✓	✓	✓
Generate and manage proxy files for remote editing and playback	✓	✓	✓
Generate and manage mezzanine files for remote editing and playback	✓	✓	✓
User defined quality settings for proxy generation	✓	✓	✓
HTTP streaming of proxies	✓	✓	✓
<i>Flow Server</i>			
Perform complex searches on storage to find media matching the criteria	✓	✓	✓
Compatible with XML, Flow XML, FCP XML, CatDV XML, Sports Code XML and EVS XML for metadata field mapping	✓	✓	✓
Compatible with AVID NEXIS and SMB storage mounting	✓	✓	✓
Web based administrator client (Control) for configuring and managing the server	✓	✓	✓
Flexible server licensing, scaling up or down with simple licensing	✓	✓	✓
Scan storage connected to Flow to add to the database and create proxies	✓	✓	✓
Adobe Premiere Panel support	✓	✓	✓
Single Flow site Flow installation	✓	✓	✓
Up to three server installations allowing for worker nodes on other dedicated hardware	-	✓	✓
Up to fifteen server installations allowing for worker nodes on other dedicated hardware	-	-	✓
Five Flow site installations for syncing data between sites in different locations	-	-	✓
Standby disaster recovery functionality	-	-	✓
<i>Client User Interface and General Functionality</i>			
Media file management (delete, move, copy), drag and drop import and publish	✓	✓	✓
Download Hi-Res/Proxy media to work offline	✓	✓	✓
Upload Hi-Res/Proxy or Transcoded media remotely	✓	✓	✓
Publish to social media Vimeo and YouTube directly from the sequence timeline	✓	✓	✓
Access to stock media providers Audio Network and Pond5	✓	✓	✓
Customisable client features and functions define what users can see and access	✓	✓	✓
Timeline editing, trimming, VFX, audio levelling, titling,	✓	✓	✓
Access to AirFlow via an internet browser	✓	✓	✓
Web based client for logging, review and approve workflows	✓	✓	✓
Add voice over files to complex sequences and send local files to the central storage	✓	✓	✓
Add real-time FX to sequences and publish them to flattened media files (H.264/MP4, .MOV, .MXF, AVC-Intra, XAVC-Intra, XDCAM HD, XDCAM EX)	✓	✓	✓
Flexible licensing with EditShare ELS platform	✓	✓	✓
Integration with EditShare's AQC solution QScan	-	✓	✓
External triggers for starting pre built automated tasks	-	✓	✓
Automated workflows (Transcoding, Watch Folders, etc)	-	✓	✓
Automated 'SendTo' task allowing syncing Metadata, Proxies and Hi-Res media between Flow sites	-	-	✓
Flexible licensing with EditShare ELS platform	✓	✓	✓