



Enabling High-Performance Cloud Storage and Collaborative Editing in AWS

Best of Breed Cloud Video Production

EditShare + AWS

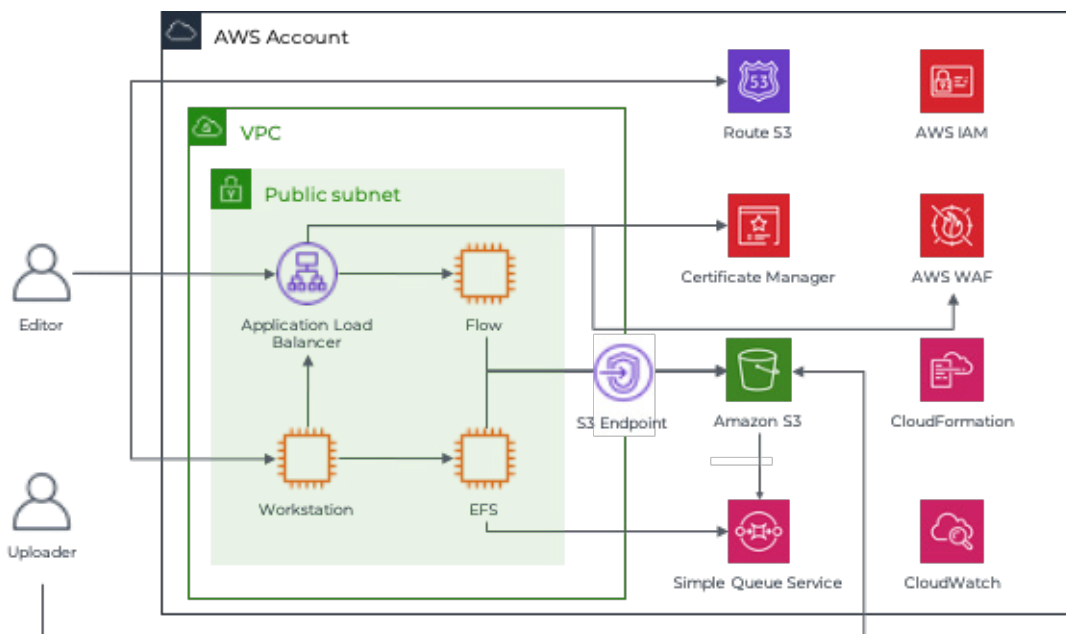
For over a decade EditShare has delivered high-performance, scalable shared storage solutions that enable media professionals to create outstanding content. Increasingly customers are seeking to migrate to more agile work environments, capable of fluctuating workloads and geographically dispersed teams. EditShare is satisfying this demand with EFSv.

EditShare's EFSv cloud-based platform provides collaborative storage and production asset management for use with third-party creative tools. Coupled with best practice security capabilities such as file auditing and best security practices, EditShare meets the needs of future-forward organizations.

EditShare EFSv

EFSv is cloud shared storage that delivers the benefits of EditShare File System while tailored specifically for public or private cloud environments. Because EFSv is designed for efficient use of both lower cost, object based storage and high-performance block based storage, it costs significantly less than systems that have been "lifted and shifted" to run on cloud environments. Yet it still has all the robustness and reliability of a proven EFS on-premise system.

EditShare's cloud approach provides the cost-effective scalability both workgroups and enterprises require to meet their agile environments. EFSv may be deployed as a single node on AWS, serving the collaborative



storage and bandwidth scaling needs of a small workgroup. For those organizations requiring more scale, EFSv can be deployed as an N+1 cluster which offers more bandwidth and storage scalability to support enterprises to support larger teams of content creation professionals.

Working closely with AWS, EditShare can ensure its solution meets all the security and resiliency organizations require when working with their most precious assets.

EditShare FLOW

EditShare FLOW provides video production media management. This light-weight, skinny MAM is focused on providing a video workflow environment with powerful core functionality and broad NLE compatibility that is right-sized out of the box to achieve easy implementation and instant efficiency. Through its open set of APIs, FLOW can also be tailored to your needs enabling effortless collaboration with other tools or systems.

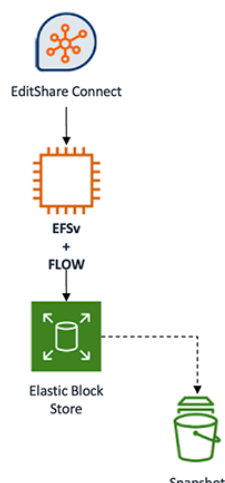
EditShare's FLOW provides the services to ingest, index, manage, automate and share video assets across workgroups in an intelligent and controlled environment. Designed specifically for production workgroups, FLOW assists editors by creating proxy revisions of all content, includes a timeline editor for story compiling and AirFLOW, a review and approvals tool.

Creative Tool Support

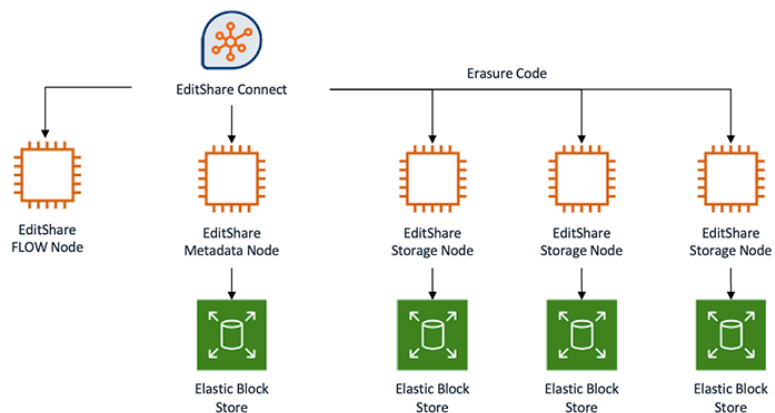
EditShare provides pre-configured workstation AMIs (Amazon Machine Instances) optimized to support non-linear-editor (NLE) applications and provide connectivity to the EFSv storage and FLOW media management. These AMIs are based on AWS Cloud Editing templates and are pre-configured with additional software to support virtualized editing and remote desktop access.

Sample EFSv Configurations in AWS

Single Node System



Clustered System



Optimized for Cost Effectiveness

As content creators began migrating their video editing to the cloud, they have sometimes been challenged by costs. Storing and accessing high-quality assets for cloud-based editing often relied on more expensive EBS block-based storage. NLE's require this for both performance reasons and because it provides the file-system requirements the applications expect. Storing large content libraries within block-storage is not cost effective for all enterprises, and consequently many production teams stayed loyal to on-premise solutions.

EditShare's Seamless Proxy Editing feature solves these issues by putting high-resolution files into cost-effective S3 object storage while making those files appear as if they are on a normal mounted block storage file system.

To enable these cost savings, FLOW creates lower-resolution proxies, storing them on a much smaller EBS volume, instantly accessible with low latency by the NLE. As an extension of FLOW, a panel within the NLE presents the location of both high-resolution and proxy versions. Editors can toggle back and forth between versions any time they wish. They can edit against proxies but can always view the high-resolution content at any time. A quick hit of the render button then allows the editor to view the final project. No copying, no cumbersome workflow steps, no mistakes and infrastructure cost savings of up to 70%.

Remote Access

In addition to supporting cloud-hosted workstations, EFSv can support creative professionals working in their remote office,

home or other off-site location. EFSv works over any secure VPN connection for file-system access to both high-res and proxy materials.

In addition, using Seamless Proxy Edit is especially helpful when bandwidth to the remote location is a concern. The user can work with lower resolution files for the majority of the editing process and toggle back and forth between proxy and high-resolution for specific scene checks as required.

Cloud Best Practices

One of many primary advantages of working with AWS is the ability to leverage existing investments in AWS services to meet the security, scale and media services offered to their customers.

The EditShare EFSv platform takes advantage of AWS's scale of resources to provide cost-effective video production environments. Deployable against a range of EC2 platforms, EFSv can be optimized to provide the specific needs of a workgroup without over-provisioning and wasted costs.

For security, EditShare has worked with AWS to deploy proven IAM, firewall, monitoring, and other services to ensure enterprise class security and manageability.

EditShare EFSv on AWS

EditShare proven experience with thousands of creative professional organizations throughout the world ensures we can provide those solutions creative professionals required. Working closely with AWS we now expand these capabilities to an evolving world and into the new normal.

