Seamless, global production with artist access to media data, anywhere

aws partner network

Executive Summary

The production process for a feature film can span months or years and thousands of miles. Films can be shot in studio or on location, whereafter raw footage is sent to editors, animators, and colorists in an entirely different location to ensure scenes are captured correctly and carefully pieced together into the final product. To make it easier for global movie studios and production companies to collaborate on the same file sets across the media production process, [RE]DESIGN created their "Artist Anywhere" offering. Using Vcinity's seamless remote data access capabilities, the "Artist Anywhere" platform allows globally dispersed studio teams to quickly, securely, and remotely access media files from anywhere in the world, expediting production processes while maintaining Motion Picture Association's (MPA) industry standards for data management.

Customer Challenges

Many major studios and the teams that support their production processes (e.g., pre-production, production, and post-production) are often globally dispersed. For instance, a studio based in Los Angeles, California may utilize a pre-production art department that's working fully remote across the globe, a production team that's shooting on-set within one country, and a post-production team preparing for vendor turnovers and visual effects (VFX) execution in another country.

Large datasets managed across this process are stuck in data silos, unintentionally created by geographically dispersed users and locations. Shot in high resolution, such as 4K or 8K, hundreds of hours of raw footage (terabytes in size) need to be shared across the production process—but sharing this content historically requires data transfer or syncing solutions that lack performance. Not only does this approach introduce delays into post-production timelines (due to slow transfers of hundreds or thousands of files that need to be shared with global editors), but also exposes pre-published content to security risks, such as content piracy, corruption, or loss.

Vcinity Solution

To make it faster, easier, and safer for geographically dispersed production stakeholders to share media files, the [RE]DESIGN Group created its "Artist Anywhere" managed service offering that compliantly connects crew members, artists, and vendors across a global supply chain to media content through a common data platform. For the "Artist Anywhere" platform to increase productivity and collaboration across content creators in multiple locations, they needed a way for global users to securely access large, validated media files in near real time.

[RE]DESIGN Group turned to Vcinity to increase the efficiency of its data availability while maintaining compliance with the MPA's best practices and

About the customer

[RE]DESIGN

A Hermosa Beach, CA-based innovation-focused business and technology consulting firm offering an "Artist Anywhere" platform which enables Media & Entertainment companies to seamlessly deploy and scale a remote production pipeline.

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"Vcinity enables us to leverage both our private cloud and public cloud to extend our pipeline to any global region and user, within a matter of hours. Our platform enables content owners to reduce lead times by two weeks for completing a project resulting in substantial cost savings. For example, for a tent pole production, we've estimated the savings to be $7M. In terms of data management and automation, we see a 10 to 1 reduction in manual coordination of data."

Joseph Sanginario CEO,

control frameworks for securely storing, processing, and delivering digital film assets. Vcinity's technology allows for remote data access in real time without waiting for slow data transfers or synchronization of file systems through a storage array or cloud-based replication. It integrates seamlessly across public and private clouds, data centers (such as its Los Angeles, CA hub), and edge locations (such as contract editors outside main offices), which extend a common "Artist Anywhere" data platform to artists across four continents. Now, for instance, an editing team in London, England can securely access and work on media content stored in Los Angeles, California in near real time without creating or moving additional copies of large files. Not only does this increase productivity of the film production process, but drastically reduces file storage and transfer costs while automating workflows.

Figure 1. RE]DESIGN used Vcinity's technology to move their workload to the cloud. Vcinity allows globally dispersed studio teams to "reach in" and remotely access historically siloed data as if it was stored locally. Here, users running Amazon EC2 Windows and Linux workstations across the world against data sitting in Los Angeles

Impact

Now, when studios choose "Artist Anywhere," they get a cloud collaboration platform tailored for content creators, integrated with a complete production pipeline, and aligned to [RE]DESIGN Group's cloud/SaaS security framework for studios that require MPA compliance. Using Vcinity technology to remove the performance constraints of transferring and manually coordinating media files has allowed content owners to reduce lead time to project completion by an average of two weeks. The ability for global users to access data through a common data hub reduces data transfer and storage. This drives significant savings in production costs of the order of millions of dollars. For instance, enabling global, real-time data availability to pre-production, production, and post-production teams have saved an estimated $7M on a major production. With Vcinity technology, "Artist Anywhere" empowers artists, who are truly anywhere—making it faster and easier for studios and content creators to bring magic to the big and small screen.

About Vcinity

We empower organizations to operate and innovate more efficiently—seamlessly connecting people and applications through real-time, globally-connected data. Our highly innovative data connectivity technology is purpose-built to accelerate time-to-insight and make data more cost-effective and eco-friendly for everyone, regardless of size, industry, or location.

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