



DIGITAL CONTENT ARCHIVE

MEDIA AND

ENTERTAINMENT

Key benefits

Consolidate and share content

With a common, scalable archive platform for all of your media assets, you can share content efficiently across many applications and access content easily to repurpose it as new business opportunities arise.

Protect assets

Replicate and protect content in another location to provide disaster recovery, redundancy or sharing with other business units.

Streamline operations

Accommodate the needs of production, engineering and IT with a digital content archive that enables your business with reliability, efficiency and affordability.

Achieve content lifecycle management

Choose devices that offer a wide range of retrieval speeds and costs of storage to support the lifecycles of your content.

Create hard and soft savings

Go digital to save money on storage, maintenance, floor space, shelf space and operating expense.

Enable your workflow, boost your bottom line

Digital technologies are now routinely used for content acquisition, filming, intermediates, dailies, gaming and distribution in many venues – studio, theater, broadcast, cable, news and sports. When you add high-definition for cameras, programming and conversion processes, however, storage issues for digital workflows can be daunting. Unless you choose a digital content archive.

A digital archive enables digital workflow. You can share content and access large numbers of assets cost-effectively. Plus, you can support your production process by retaining and reusing more work products longer. A digital content archive also contributes to your bottom line because you can save money, preserve assets and take advantage of new revenue opportunities.

Maximize "return on content"

Obtain a higher return on your investment in content when you simplify use and reuse, protect assets for the long term and plan sensibly for the future.

If you have different archive applications for different purposes – film production, dailies, origination, graphics, animation, script and document management – you're not alone. But this approach can be costly and cumbersome. With a common, scalable disk and tape digital archive platform from StorageTek®, you can share assets efficiently among different applications. With quick and easy access to content, you can exploit new opportunities in broadcast, cable, fibre to the home, satellite, Web feeds and cell phones.

With a digital archive, you can replicate content partially or entirely in another location for disaster recovery, redundancy or sharing purposes. You can protect your business viability and minimize potential disruption to your work process from natural disasters, human errors and facility disruptions.



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Connect post-production and broadcast operations

A StorageTek digital content solution bridges post-production and broadcast content islands. You can store high-resolution versions of content in the centralized content archive. Then, you can create metadata and low-resolution versions that are searchable through a media asset management workstation (MAM). After you locate the content you want, you can move the high-resolution version in digital form from the archive to the server and back quickly and easily.

Store and manage content in the highest resolution required. When content is requested from the archive by a post-production system or broadcast server, the StorageTek solution transcodes content on demand into the required resolution and format. As a result, you conserve storage resources and minimize cost.

Assess, design, implement with expert Professional Services

Minimize the risk and disruption to your business with a comprehensive assessment, followed by experienced design, implementation and maintenance. StorageTek unites the appropriate industry-leading partners to integrate hardware, software and services into a cohesive, customized solution. Our proven methodology and project management expertise contribute to a positive, customer-centered experience.

Take an integrated approach

StorageTek partners with best-in-class providers to help you implement an efficient archive solution that blends the technologies of film production, broadcast engineering and IT. Our partners, who have expertise in video servers, non-linear editing, newsrooms, archive management, asset management, network-attached storage, shared file systems, MAMs and more, enable us to integrate requirements at all content stages — capture, production, to-air and archive.

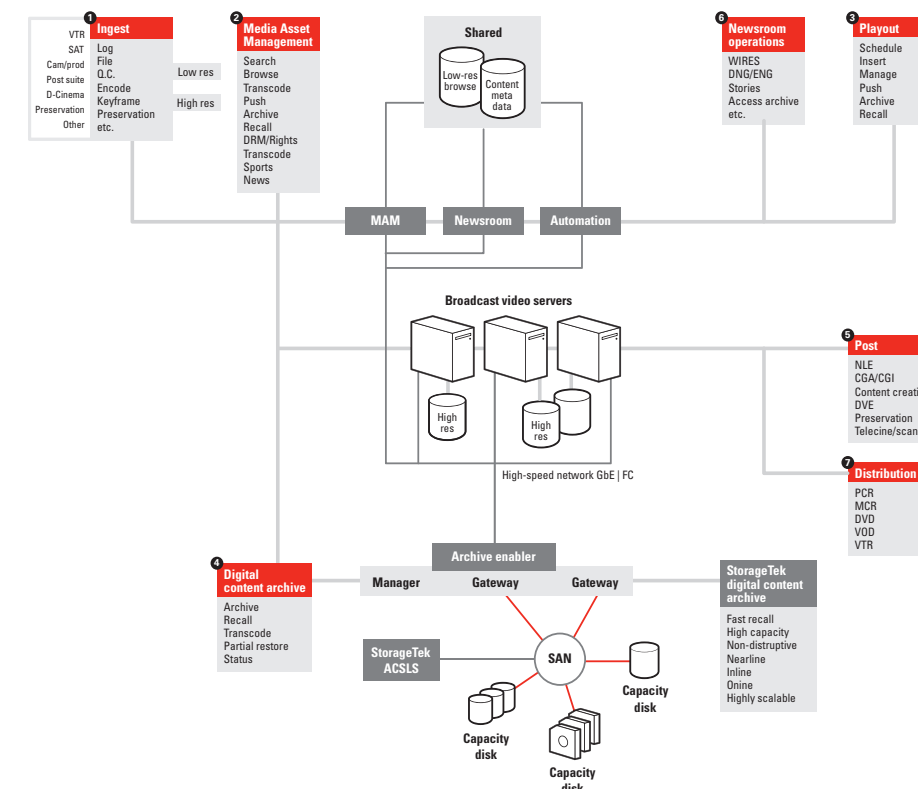
Manage content according to lifecycle practices

Because digital content is used differently at different points in its lifecycle, it's important to have a range of products and services that cover a range of performance and cost. With StorageTek, you can design a solution that matches your business, workflow, revenue and budget constraints.

Best practices for content lifecycle management encourage a tiered approach that includes online, nearline and offline storage. Store current, frequently used content on fast-access, more costly disk devices to permit real-time editing, transmission and so on. Store infrequently-used older content on automated tape library systems that provide slightly slower access and significantly lower cost.

Maintain a scalable, reliable archive over time

With a flexible storage solution that includes software, disk, automated tape libraries and tape drives, you can easily adjust your archive to fit changing business, content and work process requirements. StorageTek solutions are suitable for any size and type of media/entertainment facility. And you can feel confident about your decision for years to come thanks to StorageTek's longevity in the industry and its established reputation for reliability, service and support.



Digital broadcast workflow

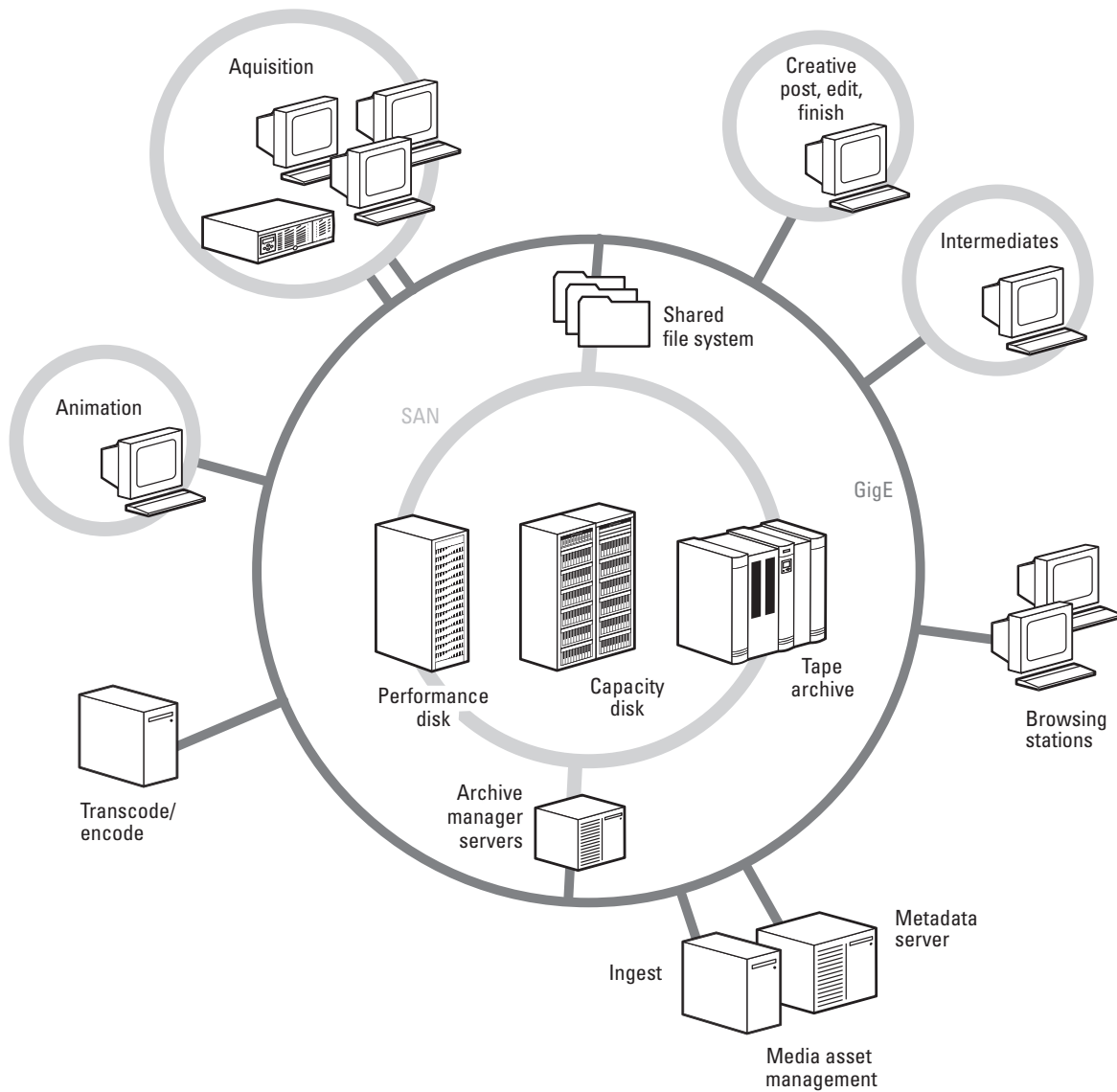
Engage the storage experts

StorageTek, a leader in the storage industry for over three decades, has been providing digital archive solutions to the media and entertainment industries for more than 10 years. More than 120 StorageTek digital content archives operate in stations and station groups as well as in public broadcast, post production and news operations worldwide.

StorageTek is the only storage company that categorizes archives based on business operations and content flow — post-production, digital cinema, e-gaming, transmission, news, sports and so on. Our innovative technology, combined with our No. 1-rated customer-support organization, results in the most reliable high-performing archives in the world.

With more than 7,000 employees in 55 countries, StorageTek delivers the service and support you need, wherever your business takes you. Additionally, we expand our presence through a worldwide distribution network of qualified, trained resellers and distributors.

For more information about digital content archive solutions, send an e-mail to EntertainmentSolutions@storagetek.com.



ABOUT STORAGETEK®

Storage Technology Corporation (NYSE: STK) is a \$2 billion global company that enables businesses, through its information lifecycle management strategy, to align the cost of storage with the value of information. The company's innovative storage solutions manage the complexity and growth of information, lower costs, improve efficiency and protect investments. For more information, visit www.storagetek.com, or call 1.800.275.4785 or 01.303.673.2800.

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