Quantum®

Ensuring Quality Control Throughout Complex Content Workflows

Baton Content Quality Leverages StorNext 5 Platform

DELIVERING CONTENT QUALITY IN COMPLEX MODERN WORKFLOWS

The modern content workflow has become incredibly complex with multiplying content formats and sources, shrinking delivery deadlines, an ever-changing roster of delivery formats, and customers that are increasingly global.

This complexity in a modern, distributed workflow—as content is transformed from raw source files through multiple steps and for multiple markets—demands an integrated solution that can not only keep up with rapid changes, but ensure that content is ready for each new step in the process, meet quality standards, and even compliance standards for broadcast.

THE NEED FOR AN AUTOMATED QUALITY CONTROL PROCESS

At each step of content transformation and monetization, errors in format, picture, sound, or metadata information can lead to slowdowns, delays, or the release of sub-standard content, or even content that violates broadcast standards or regulations. Given today's rapidly evolving content workflows, checking content manually or in a serial process that introduces delays or stoppages of content production is not acceptable, either.

There is a strong need to not only automate as much of this content quality control process, but to make it parallel, and accessible throughout the entire content lifecycle from initial ingest through transformation, delivery, and monetization.

INTERRA SYSTEMS' BATON CONTENT QUALITY CONTROL

Interra Systems' Baton Quality Control and Verification tools have been developed to address these needs and automatically check content for errors, and can be used at every step of the content development workflow.

Baton, using either file-based event methods or API, can be called to check errors in content and confirm its readiness for the next step. Missing metadata, improper formatting, artifacts in conversion or transcoding, out-of-range levels of audio, and flashing video can all be intercepted by Baton. The solution is rounded out with a reporting, notification, and even a quarantine system to enhance a content workflow or extend the capabilities of a Media Asset Management system.
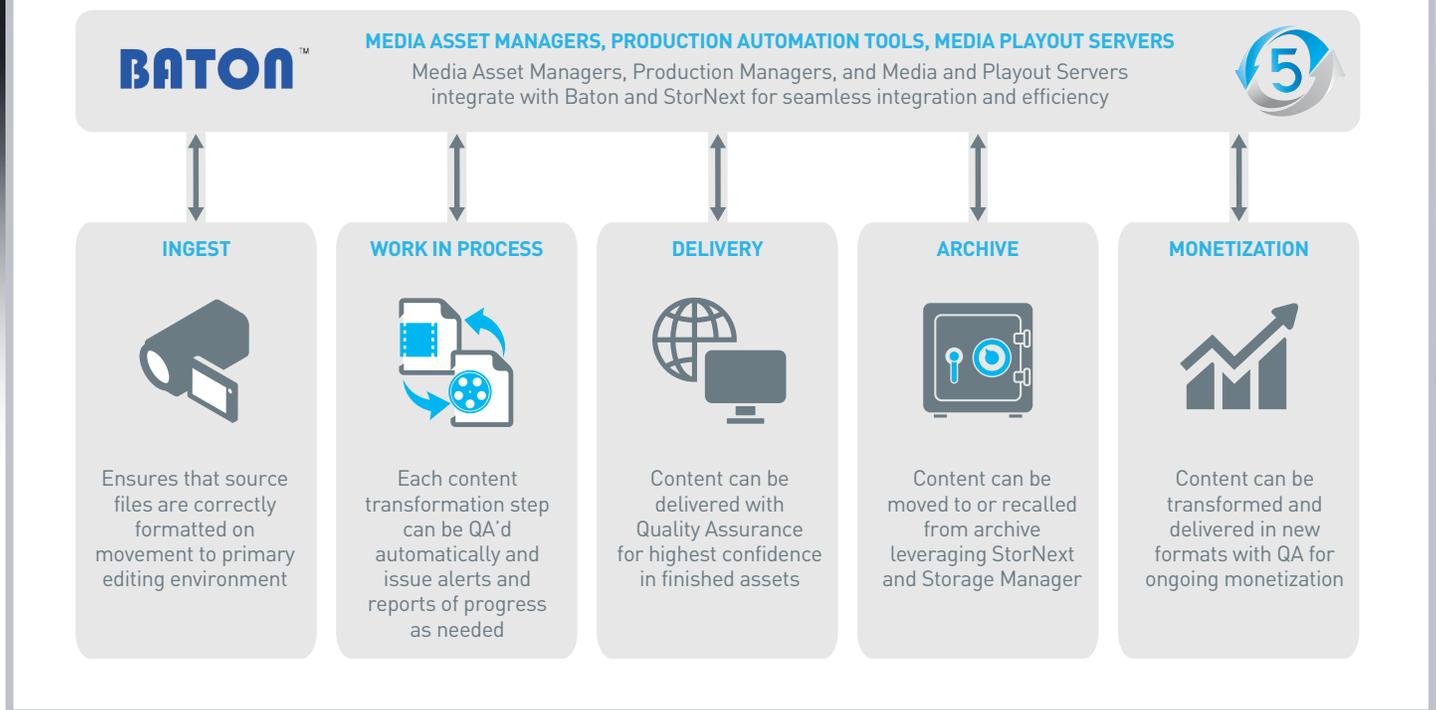
interra systems

SOLUTION BENEFITS

- Quality assurance in even the most complex and rapidly evolving StorNext® environments
- An important component of content and brand confidence
- Catches production errors quickly and reduces downtime
- Automated and parallel system to keep up with demanding workflows
- Ensures regulatory compliance for sound and flashing levels

EXECUTIVE OVERVIEW

Baton Quality Assurance and Verification tools in a StorNext environment are a critical step in ensuring content quality and confidence in rapidly evolving content workflows. As new sources, formats, CODECs, and delivery formats are added, Baton and StorNext can assure content quality and delivery as new challenges and opportunities emerge.

Figure 1. Baton works seamlessly with StorNext 5 to deliver end-to-end content management throughout each stage of content production.

BATON™

MEDIA ASSET MANAGERS, PRODUCTION AUTOMATION TOOLS, MEDIA PLAYOUT SERVERS
Media Asset Managers, Production Managers, and Media and Playout Servers
integrate with Baton and StorNext for seamless integration and efficiency

INGEST	WORK IN PROCESS	DELIVERY	ARCHIVE	MONETIZATION
Ensures that source files are correctly formatted on movement to primary editing environment	Each content transformation step can be QA'd automatically and issue alerts and reports of progress as needed	Content can be delivered with Quality Assurance for highest confidence in finished assets	Content can be moved to or recalled from archive leveraging StorNext and Storage Manager	Content can be transformed and delivered in new formats with QA for ongoing monetization

QUANTUM STORNEXT 5

Quantum's StorNext 5 has become the leading collaborative shared file system and workflow-optimized storage platform, chosen by the world's leading content and rich media producers. StorNext 5 enables extremely high-performance ingest and editing that are required in modern content production—especially with high-resolution content and large files—and also allows the addition of distributed clients to share this high-speed, collaborative access. With StorNext 5, Windows, OS X, and Linux clients can all participate in this workflow to deliver performance, scalability, and flexibility whether the content resides on high-performance ingest and work-in-process storage, highly reliable and dense extended online storage, tape, or cloud storage.

BATON IN A STORNEXT ENVIRONMENT

When deployed on Quantum's StorNext workflow-optimized storage platform, Baton intelligently leverages the scalability and flexibility of the storage infrastructure. At each step of content production, Baton can be tightly integrated to deliver highly parallel quality verification. No matter how the content production environment evolves to meet new challenges, Baton can be called to add value throughout the entire quality production pipeline.

Baton, when used in a Quantum StorNext environment, greatly automates and speeds these critical steps while giving content owners confidence in their content delivery and boosting brand assurance.

ABOUT INTERRA SYSTEMS BATON

- Content readiness, quality verification, regulatory compliance system and toolset

- Can be called at any stage to quickly identify content that is improperly formatted or transcoded, has missing metadata, or is not in compliance with rules or standards

- Integrates into content production workflows as a web service, file event basis, via API, or as an extension to Asset Manager, Production Automation, or Media Server software

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