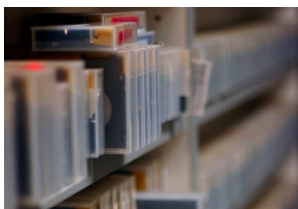


Reap the Rewards of MODERN ARCHIVING

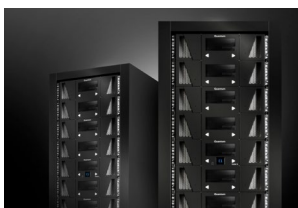


The Old World of Archiving

You no longer have to live in a world of storage closets filled with aging videotapes, external hard disk drives, optical media, or any other physical medium for storing data.

The rising demand for multimedia content has driven the production of more content at higher quality than ever before. Even when using the latest compression technologies, this higher-resolution content consumes more and more of your primary storage capacity. Moving older or unused content into a more cost-efficient archive can help overcome this challenge. However, for many video production companies and agencies, archiving has not kept pace with content production.

Needless to say, “archiving” your content on a shelf or in a closet is not the answer. You risk losing content you’ve spent so much time and money to create—and even if not technically “lost,” locating a specific piece of content can be a frustrating, time-consuming process. You need an archive solution that preserves content for the long term, but is easily accessible for reuse and remonetization.



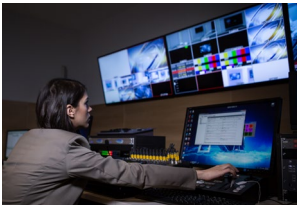
Tape-Based Nearline Archiving

In the world of modern archiving, it’s important to understand the difference between an archive versus a nearline archive. A nearline archive is an intermediate tier of data storage that removes manual intervention, unlike traditional archives, and allows for accessibility and visibility at a fraction of the cost of primary storage.

Tape-based data storage was introduced around the same time as videotape. The later development of data tape libraries and Linear Tape Open (LTO) technology enabled video teams to store large video projects on cost-effective tapes and access content rapidly. For more than a decade, LTO technology has proven so effective at preserving and protecting critical business data in the most demanding enterprise environments, while maintaining an affordable and open format, that it has become the de facto archive standard. Since its introduction, more than 280 million LTO cartridges and more than 5 million drives have been shipped.

Key benefits of tape-based nearline archiving:

- **Accessibility:** Quickly access archived files from within existing editing applications.
- **Visibility:** Easily find the files you need, unlike sorting through a closet full of tapes, drives, and optical media.
- **Reuse and remonetization:** Easily find previously created video content to incorporate into new content or repurpose.
- **Cost-effectiveness:** Off-loading video content to tape-based archiving frees up space on your primary storage, optimizing the capacity of your most expensive form of storage.



Why Modern Archiving is the Right Answer for Media and Entertainment

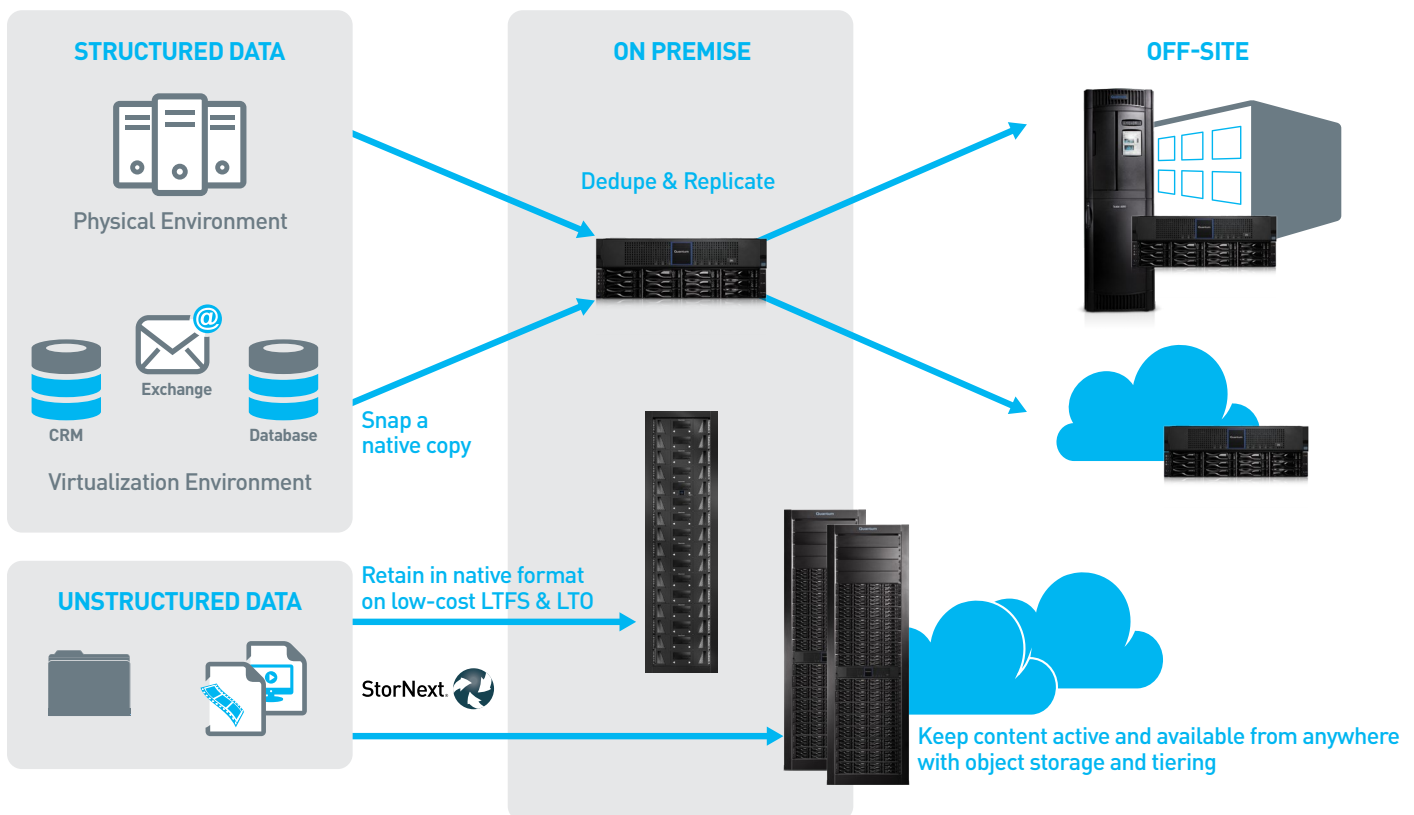
Video production professionals value their content, whether it was created five minutes ago or 10 years ago. With modern archiving solutions, they can protect their valuable content while gaining benefits that aren't available from traditional archiving solutions—access, visibility, remonetization, and cost savings.

Quantum's Tape-Based Archiving Solution

Quantum is the market share leader in LTO tape automation. Quantum StorNext® tape archives provide massively scalable storage with best-in-class data integrity for long-term data preservation at the lowest possible cost. StorNext tape archives enable you to preserve data for the long term without the cost, space, power consumption, and management of primary disk storage.

To learn more about Quantum solutions for modern archiving, visit www.quantum.com/stornextarchive or call 800-677-6268.

The New Archive Workflow



ABOUT QUANTUM

Quantum is a leading expert in scale-out storage, archive and data protection. The company's data management platform and tiered storage approach provide a unique combination of high performance, transparent access, and strong collaboration that enables media production professionals to address the challenges created by the demand to produce more video content at higher resolutions, easily archive content, distribute content in new formats, and globalize content. Learn more at www.quantum.com/corporate-video.

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