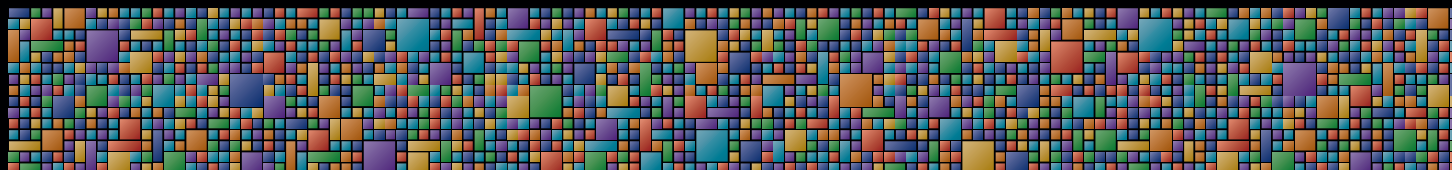




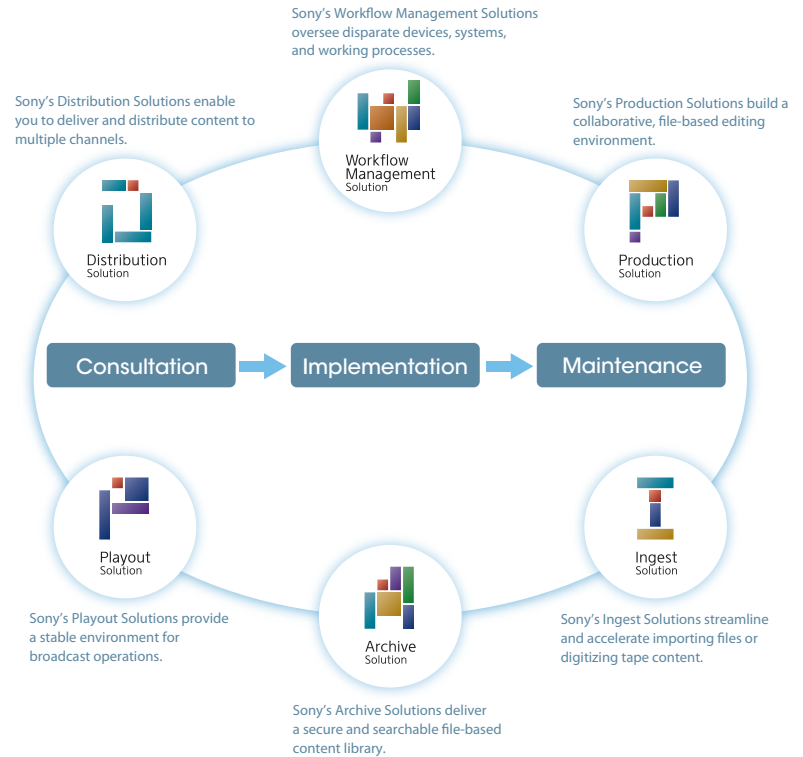
Media Backbone™ Solutions



A Group of Solutions for
File-based Content Creation Environments

Media Backbone Solutions

Now you can make file-based content creation faster and more responsive to your needs. You can reduce duplicated effort, increase creativity, and experience better management control. That's the concept behind a powerful portfolio of Sony offerings that we call Media Backbone™ solutions. They're based on Sony's unparalleled achievements in media industries, realized through engineering expertise, supportive third-party alliances, and the voices of Sony customers around the globe.



The Challenges of File-based Content Creation

Supporting Multiple Channels

With web streaming, broadcasting, and mobile channels, content distribution is diversifying even as competition among media content owners is escalating. You need to monetize your assets by leveraging all the potential distribution channels, and by repurposing your valuable assets quickly and cost effectively.

Unlocking Storage Silos

With the inevitable migration from tape- to file-based workflows, companies have often had to build their digital asset management systems piecemeal. After all, you can't suspend daily acquisition and distribution just to build asset management. Now merging every asset onto a single, seamless media bus has become a major challenge. Some assets are tied up by closed formats. Some media are provided only by a certain vendor. And some content is locked away in silos. Sony's technologies and expertise can help unlock these silos and increase the availability and reusability of your content.

Solving the Multi-vendor Puzzle

Today's content creation systems often assemble different pieces from different vendors. There's an incredible diversity of hardware and software for file-based content creation. And there's a huge variety of file formats, codecs, and recording media. This makes it difficult to find a solution for each individual permutation and combination. And the problem is compounded by the huge size of audio/video data files. Adequate solutions cannot be typically provided simply by adding conventional devices or software applications.

Benefits of Media Backbone Solutions

Loose Integration on an Open Platform

At the core of Media Backbone solutions is the Workflow Management Solution. It is provided on an open platform and based on Service-oriented Architecture (SOA), a paradigm drawn from Enterprise-class Information Technology. Instead of replacing your substantial investment in current production tools and IT business systems, SOA loosely couples those tools and systems to achieve a breakthrough in workflow efficiency.

Flexibility

Sony establishes Media Backbone solutions on a standards-based, open platform, allowing integration with systems from multiple vendors.

Agility

Sony's Media Backbone solutions can provide systems you can easily and quickly customized according to your changing needs. For example, the solutions easily accommodate a change in approval procedure or a workflow difference between departments.

Scalability

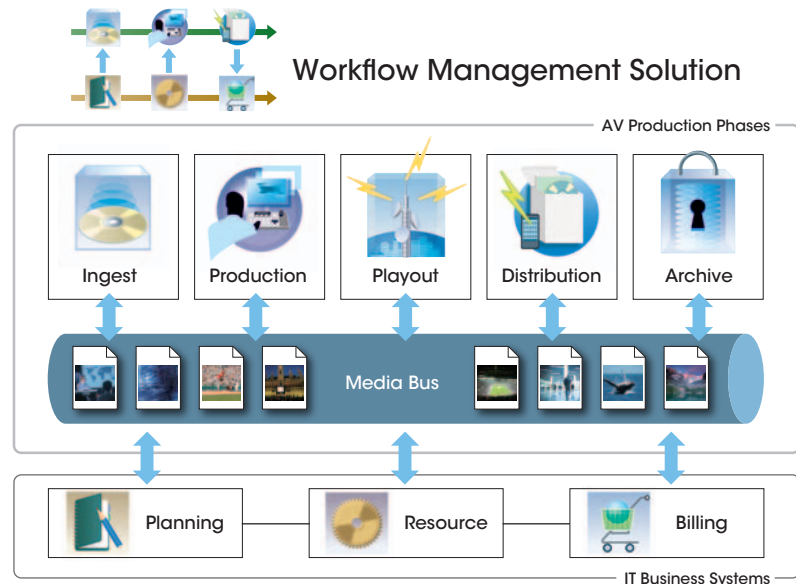
Media Backbone solutions are ideal for almost any size of installation - from small to large - and for practically any application, thanks to Sony's range of solutions and their inherent scalability.

Efficiency

The Workflow Management Solution provides an environment where you can find, view, and edit content across multi-vendor IT environments and multi-format AV environments. You can also automate workflow phases - from ingest to archive to IT business systems - using a variety of metadata and networks. Your workflow can encompass the approval process for each production phase and the accounting system you need when buying or selling content. Sony also helps you eliminate the need to transport physical media between departments thereby achieving a more efficient workflow.

Visibility

The Media Backbone system displays key elements of the schedule - from the progress of each project to an editor's operating time - on managerial "dashboard" screens. This makes it easier to find and remove workflow bottlenecks.



Sony's AV Expertise

Until now, a major challenge in workflow solutions has been the massive size and incredible diversity of audio visual (AV) files. Sony is uniquely qualified to meet this challenge. Sony's AV technology contributes quality, speed, and reliability.

AV-tailored Media Bus Management

Media bus management is a key feature of the Media Backbone Conductor. It provides a single, shared pool of virtual storage. Instead of making unnecessary and redundant local copies, users can access content whenever and wherever they want via a local area network.

Effective Content Management Through Metadata

Sony's Media Backbone solutions are built around metadata that enables far more powerful search and retrieval than previous tape cassette methods. Our solutions provide you variety of search methods like:

- by specific keyword such as date, file name, project name.
 - by specifying free text which covers all metadata for asset.
- You can instantly browse an asset's content on an ordinary personal computer, thanks to low-resolution proxy AV - another useful form of metadata.

You can also search by time code, to find the right frame of a particular scene. This is important for content creators who traditionally used time code for scene identification.

Media Backbone Core Products

Media Backbone Conductor

Media Workflow Management Software



At the heart of the Workflow Management Solution is Media Backbone Conductor. This software delivers an SOA-based platform that links virtually every aspect of workflow for content creators, broadcast and cable networks, movie studios, post houses and content distributors.

■ Customizable Workflow Process

You can establish process rules - for example, the order of ingesting, editing, approving, distributing, and billing - according to your particular workflow needs, establishing a unified environment for content creation and business applications.

■ Workflow Orchestration

When an operator finishes one stage of a job, Media Backbone Conductor automatically notifies the next person. This notification includes links to the content and related application, helping the next person to take the required action right away.

■ Media Bus Management

To orchestrate the movement of large-scale AV content via the data network, the Media Backbone Conductor provides job queue management. This effectively deploys a pipeline process for transferring content.

■ Dashboard

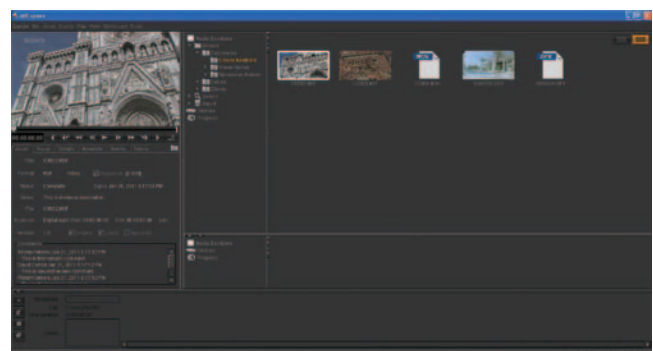
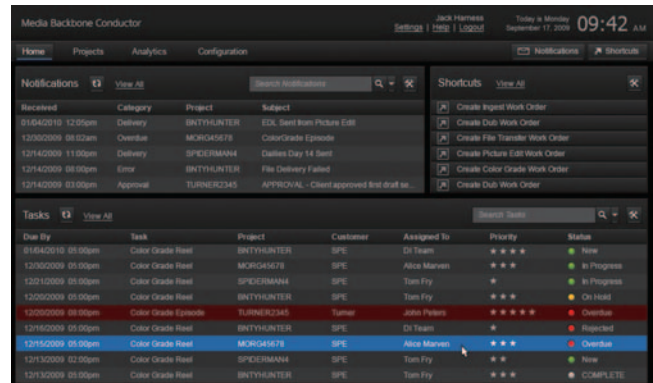
Powerful dashboard screens display the status of each task, allowing at-a-glance understanding of workflow bottlenecks. This dashboard can be used most effectively by setting key performance indicators (KPI).

■ MB Explorer

MB Explorer delivers many significant workflow benefits. It provides media and metadata previews, and media searches by keyword, and it also works in conjunction with integrated services for efficient operations. For example, if you preview content after the Quality Checked process, you can directly jump to any failed frame to review quality. By using MB Explorer, you can instantly launch new workflows.

■ Security

File-level security is provided by the Media Backbone Conductor. Based on access security settings, you can differentiate content that appears for each user or user group.



Media Backbone XDNEWS

Network Production System



The Media Backbone XDNEWS Network Production System integrates every aspect of the news production process. It integrates a fully networked workflow in combination with XDCAM field acquisition and XPRI® NS editors for remote editing. The result is a streamlined workflow tailored to the pressured news environment.



XDCAM Archive

Archive Management System



The XDCAM® Archive system is a self-contained library that is highly compatible with XDCAM file-based production. It provides both online and offline archive capabilities with online proxy data for effective search and browse.

■ Online HDD-based Storage

The XDCAM Archive system comes with hard disk drive storage for high-speed retrieval of frequently-used content. You can instantly transfer online content via standard Gigabit Ethernet (GbE).

■ Offline Shelf Archive

The XDCAM Archive system also provides an offline archive capability using reliable XDCAM Professional Disc™ media. A GUI-based search facility displays the location of media on shelves, so you get intuitive and quick retrieval of archived content.



Media Backbone HDXchange

Networked Content Management System



Production
Solution

The Media Backbone HDXchange™ Networked Content Management System provides a collaborative workgroup for nonlinear editors tied together by Gigabit Ethernet. This system supports a range of NLEs including Sony's own Vegas® Pro software as well as third-party systems such as Apple Final Cut Pro®.



Vegas Pro Software

Professional HD video, audio, and Blu-ray™ Disc creation



Production
Solution



Distribution
Solution

Vegas Pro 10 software offers an efficient and intuitive environment for professional audio and video production, including stereoscopic 3D tools and DVD/Blu-ray Disc creation.

With broad format support, superb video effects processing, and the most powerful audio tools available in a NLE, Vegas Pro 10 software delivers everything needed to produce outstanding results.



XMPilot™ Solution for XDCAM File-based Workflow



Ingest
Solution

XDCAM file-based recording is a compelling choice for television news. The system offers remarkable new features using metadata, now including the XMPilot solution. This enables you to integrate metadata from the planning stage, even before shooting begins. As soon as a producer plans a story, the unique newsroom computer "slug," the name of the story can be emailed to the journalist's smartphone. In the field, this "slug" can be imported to the camcorder via Wi-Fi connection and written onto the Professional Disc media. When assets arrive at the station, they're automatically identified and associated with the correct newsroom computer slug.

XDCAM™

XMPilot

Media Backbone Support

Media Backbone Support is a comprehensive suite of services and maintenance offerings for Sony's Media Backbone Solutions portfolio including Media Backbone Conductor software, XDNEWS, HDXchange, and XDCAM Archive. These offerings are based on Sony's extensive knowledge and experience of supporting broadcast and production operations. Media Backbone Support includes software updates and system monitoring which, when combined, provide complete and total coverage. This enables customers to understand status and system health at any given moment in time. Media Backbone Support also contributes to predictive and preventative maintenance, minimizing downtime and ensuring quick system recovery in the unlikely event of failure.

■ Service Offerings

Media Backbone Support consists of service offerings such as a dedicated helpline, expert diagnosis, remote support, on-site support, on-site parts kit, advance parts exchange, product repair, vendor support management, software support, software version updates, system monitoring, and remote monitoring.

■ System Monitoring and Remote Monitoring

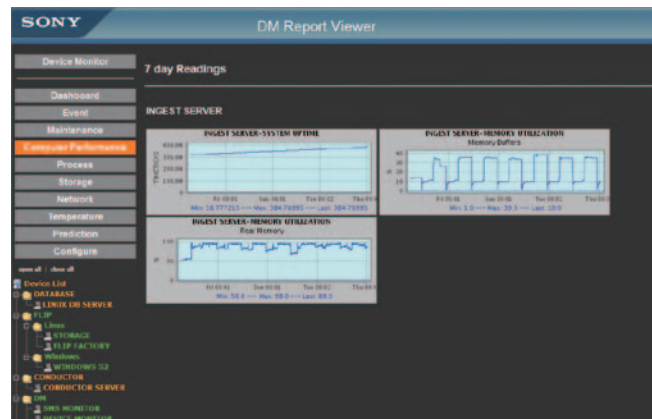
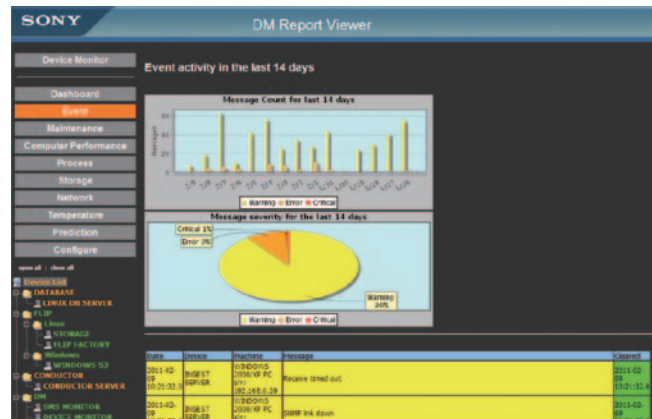
System monitoring offers system health checks for trouble prediction and resource optimization:

- Single-view dashboard to check current status of the entire system
- Reports including trend graphs of hardware and process performance, storage usage, network traffic, temperature, etc
- Error/warning and maintenance histories

Sony's remote monitoring, based on data acquired from the customer site, ensures quick, efficient remedial action can be taken to resolve many problem.

■ Support Platform

Media Backbone Support provides the fastest and best possible services available for a Media Backbone system, based on a support platform that includes a help desk, network operation center, field specialists, and factory specialists.



Talk to Sony

Implementing Sony's Media Backbone solutions begins with a clear understanding of your operations, your business agenda and your creative aspirations. That's why we should talk. Sony stands ready to work with you every step of the way, from consulting to implementation to maintenance.

Sony's Media Backbone solutions are born from Sony's unparalleled achievements in media industries, realized through engineering expertise, supportive third-party alliances, and the voices of Sony customers around the globe.



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The Sony Group has achieved integrated ISO 14001 certification throughout the world. Please contact your nearest Sony office for further information on certification coverage and certified manufacturing facilities.



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