



## Centerline Digital Evolves Workflow with Apace Systems

Centerline Digital is a modern marketing company leveraging heavily on video media as the new language of communication. With clients like IBM, GE, Citrix, Lowe's and Eaton, it's built to continually evolve...to be able to solve the most complex business and marketing challenges...to be one step ahead of the ever-changing "future of marketing." In order to achieve their goal, they have to use cutting edge tools.

For the past 20 years, this statement has been the cornerstone of the forward-thinking team at Centerline Digital, based in Raleigh, NC.

### Workflow Challenge

Matt Baldwin, Senior IT Manager at Centerline Digital, was facing the difficult challenge on how to efficiently integrate a multitude of various and ever changing diversified media ecosystem, including 4K content, into the local production workflow. Matt was also looking for a solution that would provide the creative team with the tools required to expand the number of projects Centerline Digital could produce simultaneously across heterogeneous media dataset and storages. He was not just looking for a MAM to manage assets. The workflow and collaborative production support was also integral in the decision-making process.

### Chosen Solution - postMAM Pro

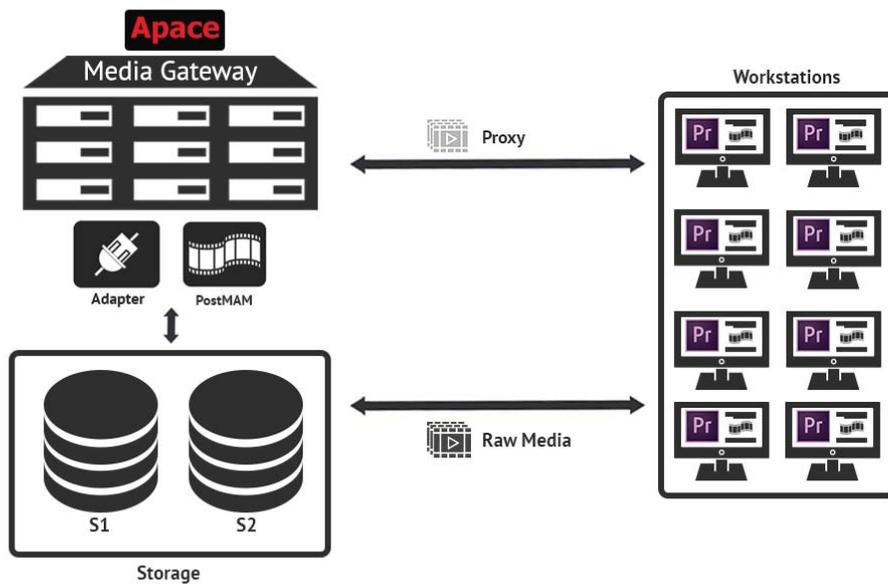
After researching several product offerings, Matt selected the postMAM Pro solution from Apace Systems. This enterprise media asset management solution solved multiple workflow requirements at Centerline Digital and offered the creative team these key features:

- Capability to edit with frame-accurate proxies and conform to the original raw content when the project is completed with a simple click. It's particularly useful for 4k/8k workflow.
- Media Gateway server platform to manage numerous media formats and different storage systems throughout the production process without repeatedly user training.
- Apace workflow automation engine to offer an automated processing of media ingest to consumption.
- Apace Unique Unstructured search capability of networked storage volumes with the Finder application without manual ingest and very large scale of media dataset.
- PostMAM Pro panel enabled within Adobe Premiere and After Effects allows the editor to easily locate, preview, marking and add chosen assets to a timeline, fully interoperable with Adobe apps.
- Heterogeneous scalability to manage the growing library of content used in various marketing campaigns.



- Automate ingest and produce proxies with user defined rules and metadata.
- Support and management of third-party storage through the Adapter application & Smart Connector.
- Web-based interface from postMAM Pro allows users to securely access content from anywhere.
- Instant peer, management, legal and customer review/ feedback via postMAM Channel. Overall workflow improves productivity greatly and adds flexibility for users.
- Distributed Scalability of the storage management, media asset management, and the combined synergy of a pre integrated solution at system and application software level.
- Prompt live technical support personnel to immediately address and answer any workflow or technical questions for the customer.

 **CENTERLINE DIGITAL**  
Media Gateway Workflow



## Centerline Digital Workflow Components

The workflow solution from Apace Systems comprises of a Media Gateway server platform that provides Centerline Digital users with a browser-based collaborative workflow and media asset management environment.

The Media Gateway is configured to include internal storage needed to store the low-resolution proxies and includes robust hardware components to manage the required workflow tools for Centerline Digital, including the postMAM Pro, Finder and Adapter applications.

Users can securely access content from any networked workstation, while editors enable the Apace panel application, which is embedded in Adobe Premiere and After Effects, and instantly display any networked media storage that postMAM Pro has indexed.

The Apace postMAM Pro solution creates low-resolution proxy files that are frame-accurate and integrate into the Adobe workflow. Frame by frame commenting and editing capability with the proxy file gives the user the ability to quickly create the edit decision list (EDL), and drop the content into the Adobe Premiere timeline. The user can easily switch between low-resolution and high-resolution content within the postMAM Pro application and conform to the original raw content when the project is completed.

Another advantage of choosing Apace Systems is the fact the company is based in the United States and can quickly address any support issues that may occur. Matt Baldwin was able speak directly to the technical team at Apace and discuss the best way to implement the postMAM Pro solution and train the users to confidently use all the features and benefits.

The complete end-to-end workflow at Centerline Digital is fully operational and continues to expand to support the challenges they face while bringing their ideas and concepts to life. It can easily expand to manage future growing storage need even with different storage systems.

With Apace Lego building blocks, Centerline is interested in further expansion with additional tools available like ODM (offline drive manager) for fast backup and anti-ransomware/virus, remote editing and potentially multi-site cooperation.

