



## Apace turnkey workflow and MAM solution enhances efficiency Of HSN media production workgroups

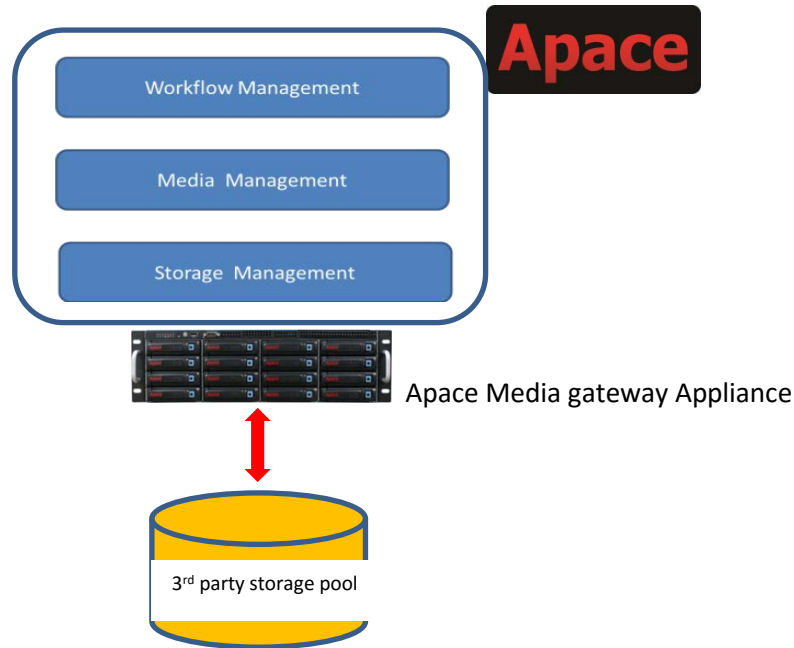
Home Shopping Network (HSN) as a fast paced TV based shopping channel needed an advanced media production workflow to streamline its product communication and advertising. The goal was to find the best possible Media Asset Management and Workflow Automation system as a one stop shop total solution to be deployed in the fastest possible time without disrupting its aggressive production requirements. As a marquee media communication company, HSN processes infomercial of thousands of advertised products on TV that needed to deploy a complete intelligent workflow on their current setup to be much more efficient with no disruption to work in progress. HSN investment into Adobe CC workflows further focused its search in identifying best integrated solution with Adobe production suite that will make its media editors, producers and marketing pieces using Adobe CC seamlessly import, catalog, search, archive, and consume production media as a media factory line. Each user had different but related need to the media and collaborating, with the star of the show being the product and its presenters.

**After a very diligent due diligence process, HSN chose Apace turnkey solution for the task at hand per following criteria:**

- a) Needed a solution that works out of the box and offers what was needed without customization and worked as Media Gateway appliance managing existing third party storage
- b) Needed a streamlined workflow that offered QoS and intuitive interaction with media data at media asset management and workflow automation
- c) Needed a solution that was integrated at the Panel level with Adobe CC products in use, Premier Pro CC, After Effects, etc.
- d) Needed a scalable MAM solution
- e) Had the ability to offer web based access to all media information and for adding markers that show up directly in Premiere
- f) Could integrate with minimum effort with their existing third party storage infrastructure and augment what they had for access to media wherever it was residing in their workflows.
- g) Automated MAM ingest and metadata tagging
- h) Supported for multiple camera formats (Canon C300/XF305, Sony XDCam, etc.)
- i) Needed proxy workflow working with existing project structures without change to workflow
- j) Needed proxy editing capability and seamless switch between Proxy and Raw
- k) Needed seamless support for existing Active Directory Authentication infrastructure
- l) Customizable

**Apace offering package to meet and exceed customer needs:**

Apace focused on offering a three layer value of Storage Management, Media Asset Management, Workflow Automation, all packaged in a media gateway appliance that direct bolted to current several hundred TBs of existing 3<sup>rd</sup> party production storage.



Unlike other MAM solutions, Apace intelligent storage management layers assures traffic routing with no bottleneck to storage access, Asset management offers intelligent and scalable search and workflow management offers complete workflow automation all in one!

*“Apace offers a complete out of the box solution for our needs in support of our Adobe CC workflows and we continue to benefit from their automated workflow in our facility”,* Said, Mr. Bob Collom, Director – Post production TVSS HSN. Apace offers customization to further improve HSN production time to market.

Apace is a southern California based company with expertise in video collaborative production, esp turnkey solutions for Adobe video production workflows. Diverse production lines assure a Lego block approach to meet any production requirement. Company solutions have been deployed over a decade at the global scale and its team is proud to have met and exceeded product and service needs of HSN as its valued customer.