



EditShareTM
the **smart** way to edit together

THE EDITSHARE VALUE PROPOSITION

Introduction

EditShare is more than shared storage – it is workflow and collaboration tools for creative teams. Since its launch in 2004, EditShare has been pioneering advanced file-based workflows and delivering best in class shared storage products for media driven companies the world over.

- EditShare is the first and only non-Avid solution to offer Avid Project sharing
- EditShare is the first storage solution to support 10 Gigabit Ethernet
- EditShare is the first to offer true Project Sharing for FCP
- EditShare is the first to deliver a Portable Shared Storage Solution

And this is just the beginning.

Andy Liebman,
FOUNDER AND CEO, EDITSHARE

www.editshare.com



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The Benefits of Centralized Storage

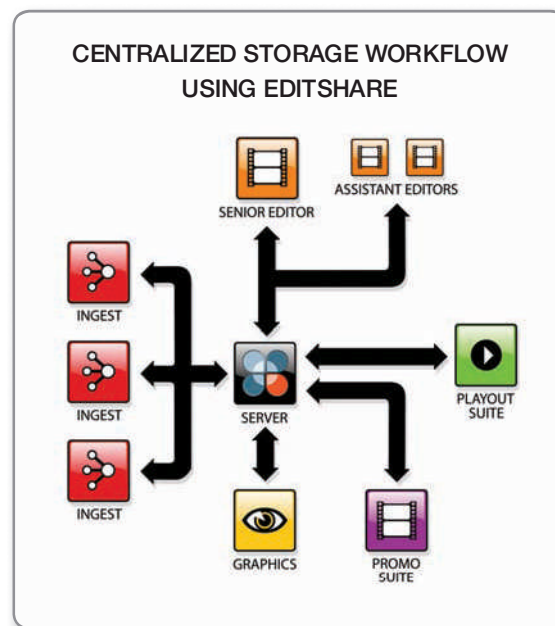
Centralized storage offers significant benefits to media professionals. Creating a central, media repository for sharing content can streamline workflows, eliminate production bottlenecks and create added value for your media assets. The right people have immediate access to the right content at the right time. Packages and projects are done better and faster.

Centralized storage, when combined with backups, protects valuable media assets while making them more accessible. The media, metadata and other essential information is stored as a file, making it available by searching in the content catalogue. All that's required is a "click" for access; much easier than transporting "hard" media like tapes, which are easily damaged and often misplaced. EditShare makes sure that "sharing" works to your advantage with media management tools to simplify the organization process.

In terms of workflow, centralized storage offers tremendous advantages. Digitization of the media into the system occurs only once. The content is immediately available to authorized users via the shared storage. Journalists or multiple editors, working on the same or different stories or film projects have instant access to the necessary materials. This is a huge cost and time-saver, eliminating the repetitious duplication common with stand-alone edit suites. Fewer ingest decks are needed, saving on hardware costs. The benefits grow exponentially when Avid and Final Cut Pro Projects can be shared – an exclusive EditShare feature.

EditShare's central storage also makes it much easier to repurpose media for web, mobile and other new media platforms. When files are placed in a "watch folder", off-the-shelf workstations can be used to retrieve and automatically encode any the content, packaging it in appropriate formats and for distribution to web or other service providers or for different units within the company.

EditShare leverages all the benefits of central storage and adds unique tools and protections designed specifically for media collaboration. EditShare... the smart way to edit together.



Standards Based Network Connectivity

Unlike many SANs (Storage Area Networks), which require expensive Fibre Channel cards and switches, all EditShare systems use standard 1 Gigabit Ethernet for connectivity – something you can find on virtually any modern laptop or desktop computer. That's plenty fast even for working at uncompressed SD resolutions – for instance, you can play up to four streams of uncompressed SD in Final Cut Pro, running in real time over Gigabit Ethernet.

In 2005, EditShare introduced 10 Gigabit Ethernet connectivity for video editing, making it possible for customers to work with many streams of uncompressed SD on any workstation connected to an EditShare server, and also to work in uncompressed HD. Thanks to economical copper Cx4 10 Gigabit connectors, you can finish your HD projects with EditShare, work in the highest possible quality, and do it at a very reasonable price. Make direct connections between EditShare and up to two workstations, or go through a switch to give many workstations 10 Gigabit access. For users who need long cable runs, we also support 10 GbE over Fibre.

When you invest in EditShare, you have the assurance that EditShare's know-how and agility is protecting your investment against obsolescence. With new developments coming down the road, 10 Gigabit Ethernet is poised to soon replace Fibre Channel as the de facto standard for high performance yet cost effective networked storage. Rather than making a large investment in Fibre Channel networks, why not build your networked storage infrastructure with the technology of the future?



▲ CX4 10 Gigabit adapter



▲ Fibre Gigabit adapter



▲ Standard ethernet plus

The Ultimate in Media Sharing

All EditShare systems support *File Level Sharing*, which means that multiple editors can read and write to the same storage volume simultaneously. On the other hand, many SANs (Storage Area Networks) only support *Volume Level Sharing* – where on a given storage volume only one editor can have write access while others just get Read Only privileges. When you're working on a collaborative project in which many editors need to capture video and render work for the project, *File Level Sharing* is much easier and more powerful. Without *File Level Sharing*, each editor would need his/her own volumes to write to – and when you have multiple projects in production each with archive, music and graphics volumes and many editors working on them, *Volume Level Sharing* can force you to mount and keep track of dozens of volumes just to be sure that everybody can see the same media. On Windows machines, you can literally run out of drive letters and thus not be able to mount all of the volumes you need to see. So *File Level Sharing* is THE way to go.

Also, if you work with Avid non-linear editing applications, you should know that EditShare makes one of the few solutions that supports the sharing of Avid media files. Because of the way Avid manages its media files through a proprietary database system, Avid applications will conflict with one another if you connect more than one workstation to same storage volume – unless you have solution that understands how to deal with the Avid database files. The vast majority of “commodity storage devices” are not compatible with Avid media file sharing! If you try to use these devices, you are guaranteed to lose important data!



▲ *Simplified, sensible sharing*

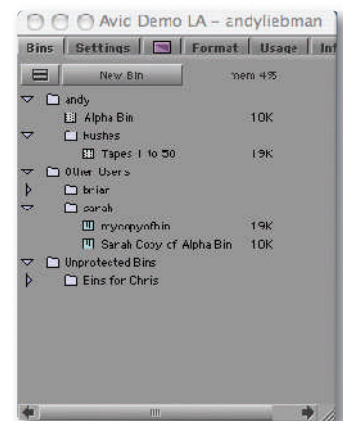
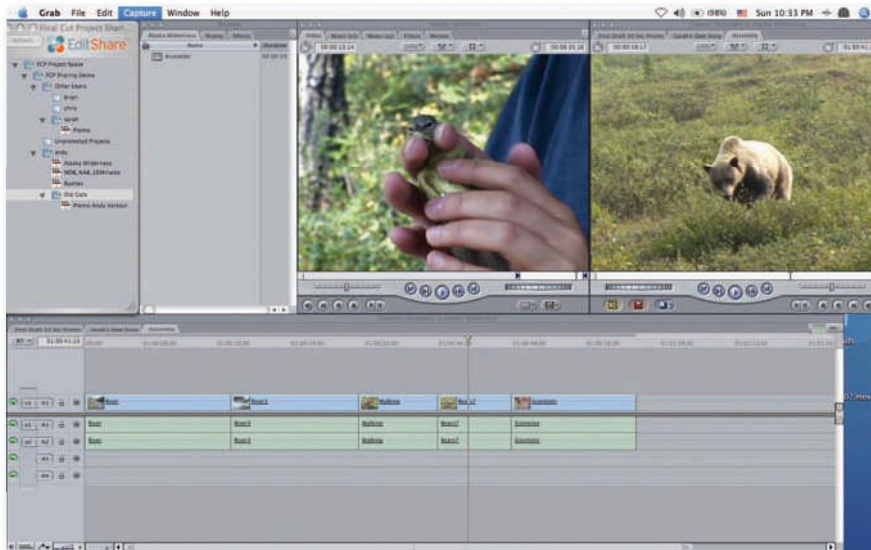
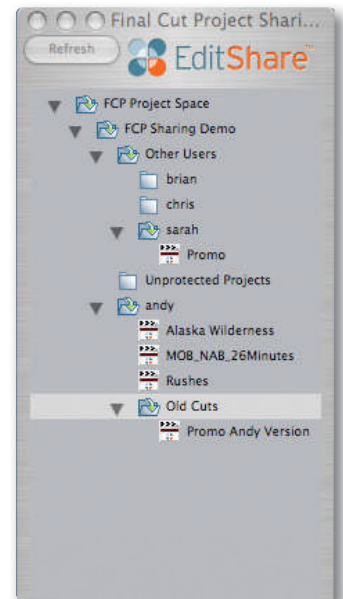
EditShare's Powerful Project Sharing Enhances Your Workflow

The creators of EditShare understand that “complete collaboration” requires more than just sharing MEDIA files. So that’s why we designed our storage solution so that it also integrates the sharing of PROJECT files.

Thanks to EditShare’s patented bin-locking/project-locking framework, Avid and Final Cut Pro editors can instantly see, copy or revise the work of colleagues with the assurance that a bin, sequence or project will never get accidentally deleted or overwritten. This kind of sharing “fuels” the creative process, and is crucial for feature film editing, news editing, promo production, reality TV production, and any genre where rapid content creation is required.

EditShare’s Project Sharing feature works right inside your Avid application, and right alongside Final Cut Pro. Via a file-manager type interface, editors can clearly see all the bins and project files being used by all editors in their group. Bins and projects belonging to another editor are automatically opened “Read Only”, and control can easily be transferred from one editor to another.

EditShare is the only non-Avid solution that offers Project Sharing for Avid applications. And we are also the only solution – period – that offers simple straightforward project sharing for Final Cut Pro.



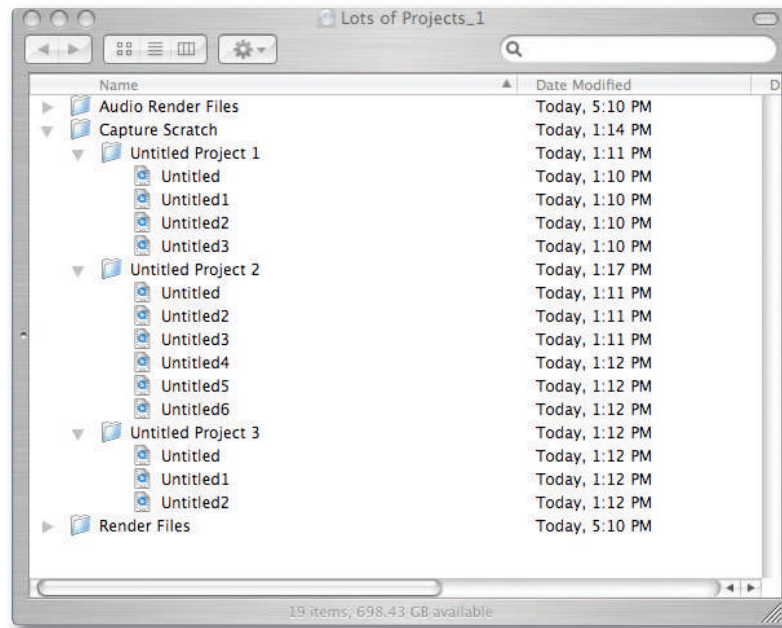
▲ *With EditShare, editors can clearly see and work with the bins, sequences and projects of colleagues.*

▲ *Full collaboration – Project Sharing for FCP (above) and Avid (below)*



Access Control and Rules Based Management

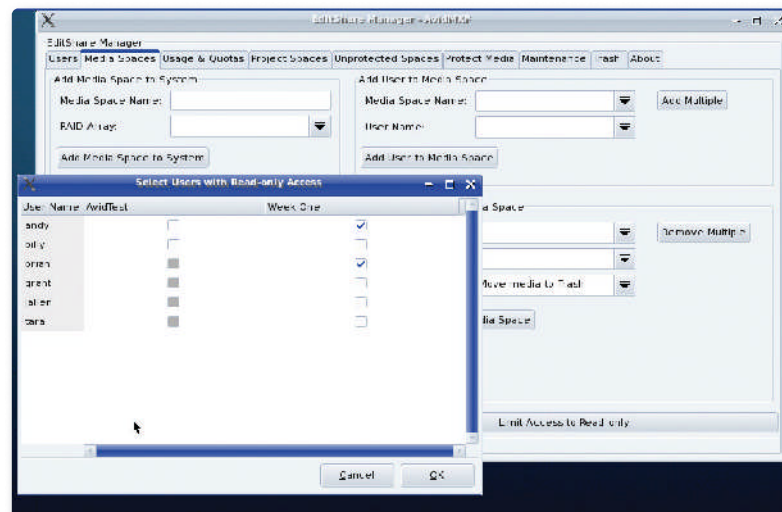
Storage solutions are not all created alike, and when you're thinking about purchasing a system to hold your valuable media assets – one that your editors will depend on to get their work done – it's important to consider organization and security. For instance, who will have access to what files? Who has permission to delete files? How will you prevent the media from multiple projects from getting mixed together? And how will you ensure that media files don't get renamed or moved once editors start using them in sequences?



▲ **Safety from over-writes and re-naming files.** Do your editors forget to name their FCP projects and clips, and then try to change the names later? EditShare can help you put order on this situation.

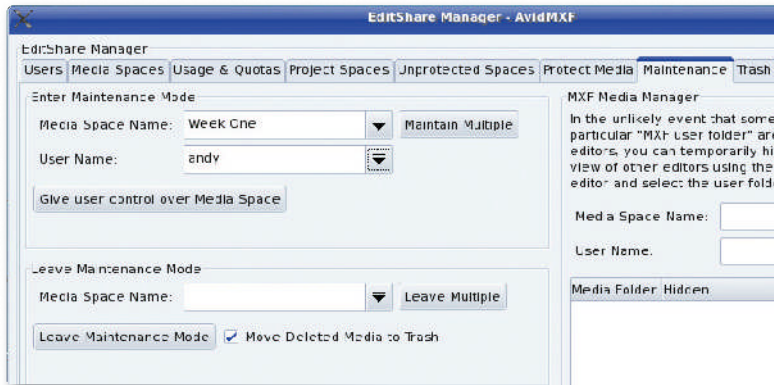
Many storage solutions simply provide you with a “big bucket” – often terabytes in size – into which you can dump lots of files. But then it's up to YOU to organize and protect them using cumbersome operating system tools.

EditShare, on the other hand, makes it easy to organize and protect your files. So easy that most of our customers simply rely on a senior editor to be the “System Administrator”. With EditShare, it's just a matter of a few clicks in our intuitive Interface to create separate “Media Spaces”, determine who has access to them, restrict access to Read Only, set limits on how many gigabytes can be put into a Media Space, etc.



◀ **Controls that match your workflow**

And then, EditShare gives you several options for protecting files once they are captured or rendered. You can let the editor who created the files continue to control them. Or you can protect the files so that nobody can modify or delete them – until you give control back to the user or put the Media Space into Maintenance Mode (which gives one user control over everything). These controls work on a “per Media Space/per User” basis – so you have extraordinary flexibility about how you run your operation. And when you use our Maintenance Mode to delete files, you always have the option to “delete to Trash” so that if you make a mistake, you can instantly recover the files you deleted.



🏠 *Multiple layers of protection*

Efficient Protected Storage

No matter how carefully a manufacturer screens hard drives and no matter how much they are tested before shipping, inevitably some drives will fail in the field. So, it's important that any storage solution have a way to protect your data in the event of a drive failure.

All EditShare systems are built around the world's most trusted and best performing hardware-accelerated RAID-5 cards. In brief, RAID-5 is an enhanced form of RAID-0 (often called "striping") which spreads out data across many drives to give you the combined speed of the whole group. With RAID-5, you sacrifice ONE drive's worth of storage per "striped set" to get redundancy. Every time you write data to your RAID set, the RAID-5 hardware makes a "parity calculation" and saves it to a special sector on one of the drives. Should ANY one of your drives fail, the missing data can be regenerated from the data that remains. Even with one drive missing, you can still operate at about 90 percent of full speed – both writing and reading. And as soon as you replace the failed drive, the system will automatically and quickly rebuild the RAID set to give you protection again.

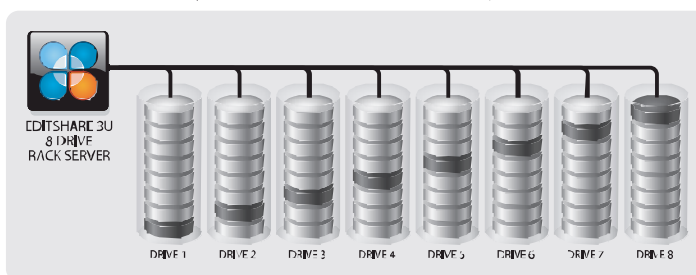
Don't ever let anybody tell you that RAID-5 systems are slow. A 16-drive EditShare system is capable of writing data at over 450 MB/sec, and can read data at over 750 MB/sec.

If you are comparing EditShare to other solutions, look carefully at the fine print. Some solutions only offer RAID-0 (striping) which doesn't give you any protection at all. While other solutions only offer "mirroring" for protection – which literally duplicates the same data on two sets of drives. When you turn on mirroring, you lose HALF of your effective storage. So, for example, if you have an 8TB system that uses mirroring, you will only get 4 TB of "protected storage". In contrast, when you purchase an 8 TB EditShare system, you will get 7.5 TB of "protected storage".

OVERVIEW: PROTECTION WITH STORAGE CONSERVATION

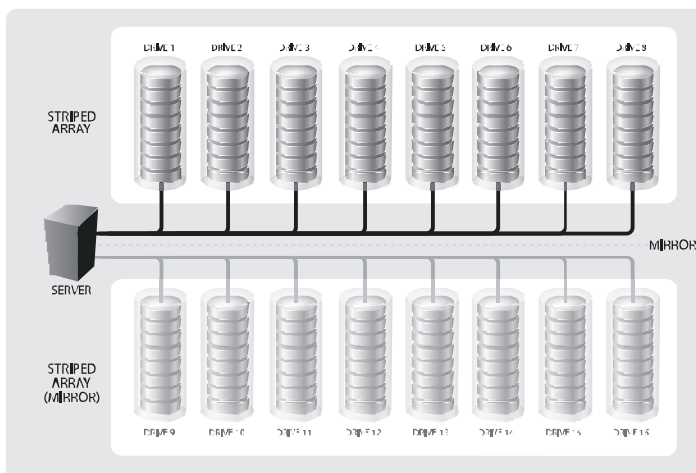
Depiction of 8 hard drives showing how the "parity information" is written on the disks

RAID LEVEL 5: Independent Data Disks with Distributed Parity Blocks – 8TB = 8 Drives



RAID 5:
Low ratio of
discs for parity,
efficient, high
volume storage

RAID LEVEL 0+1: MIRRORING RAID – 8TB = 16 Drives

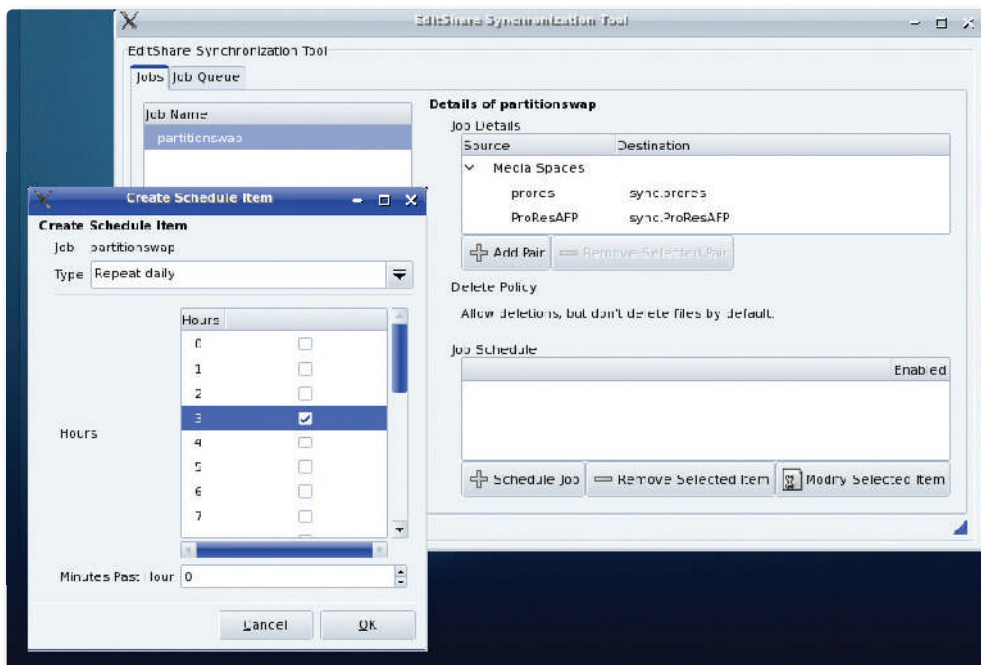


RAID1:
Mirroring cuts
your available
storage in half

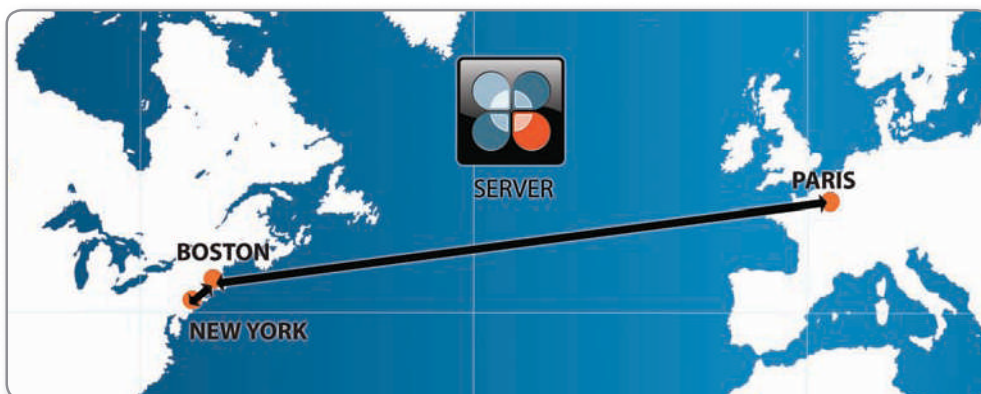
Integrated Synchronization / Backup Tool

The latest versions of EditShare now include a powerful Synchronization Tool that lets you copy media files to a second or even third EditShare server – for Archive or Backup purposes, or to maintain multiple copies of your media in different locations where the same files can be used by additional groups of editors. So long as you have a persistent network connection between server locations (for example, a LAN, a VPN or private corporate WAN), your servers can be on different sides of town, or on different sides of the world. With the Synchronization Tool, you can: SELECT just the Media Spaces you want to copy; SCHEDULE exactly when you want copying to occur; and SET the exact BANDWIDTH to be allocated for copying. You can add media files in more than one location and automatically transfer them to the additional locations, and if you schedule transfers to occur on a continual basis you can even achieve a near real-time mirroring of your data.

Thanks to the Synchronization Tool, it's never been easier to transfer data from an EditShare Field at a remote location to a larger Rack Mounted EditShare back at home base. And with the introduction of EditShare's new Archive Units, moving your data to lower-cost storage is a breeze.



Smart duplication – Where and when you want it



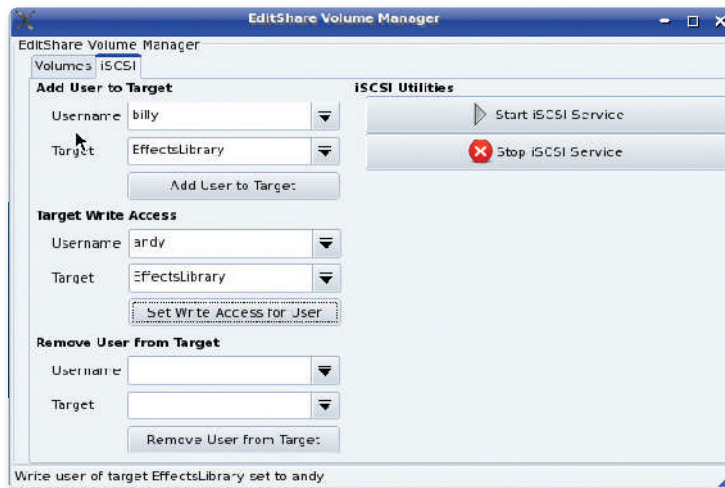
EditShare servers can connect anywhere in the world

iSCSI Option

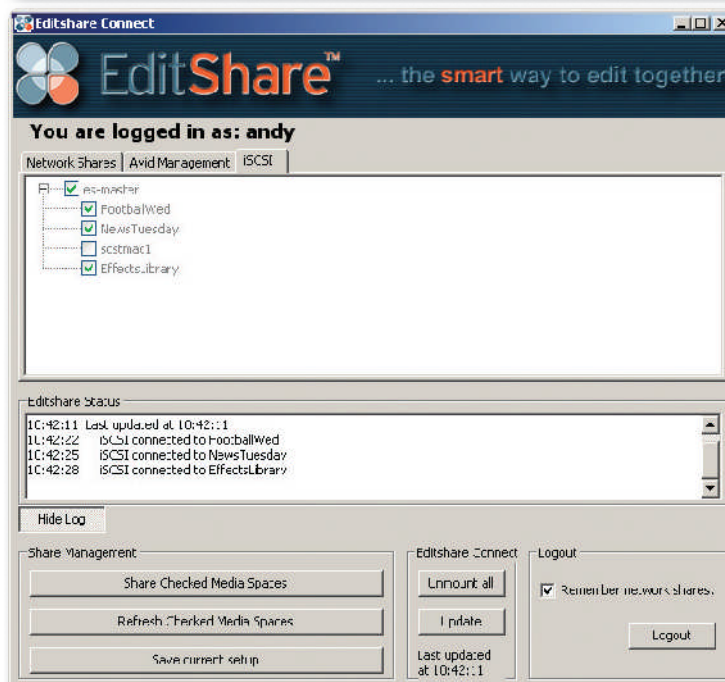
EditShare Systems are renowned for their powerful but simple NAS design (network-attached storage) that provides extensive server-based file management and that allows Macs, Windows and Linux workstations to all write simultaneously to the same volumes. NAS, however, is not compatible with a few key applications that are frequently used in the content creation industry. For instance, Digidesign ProTools and Avid DS Nitris can read from – but cannot write to – NAS storage because they require direct “block-level” access to their storage in order to write. So that you can use your EditShare system with these specific applications, we now provide you with an option to reserve a portion of your RAID space for iSCSI.

iSCSI is a protocol that exports portions of your storage over the network and makes it look like raw SCSI drives to your workstation. iSCSI runs over the the exact same Ethernet-based network that’s used to connect to standard EditShare Media Spaces – and with the latest version of our client program “EditShare Connect”, you can easily find and connect to iSCSI volumes. Multiple users can simultaneously access the same iSCSI volume, but as with many other SANs (storage area networks), only one user can have Write access to a given volume.

For most applications, you are much better off using standard EditShare Media Spaces. But now we provide you with the flexibility to use your EditShare with any application, no matter how unusual its storage requirements.



◀ EditShare’s client program “EditShare Connect” makes it easy for editors to mount iSCSI volumes.



◀ Easy administrator UI for configuring iSCSI connections.

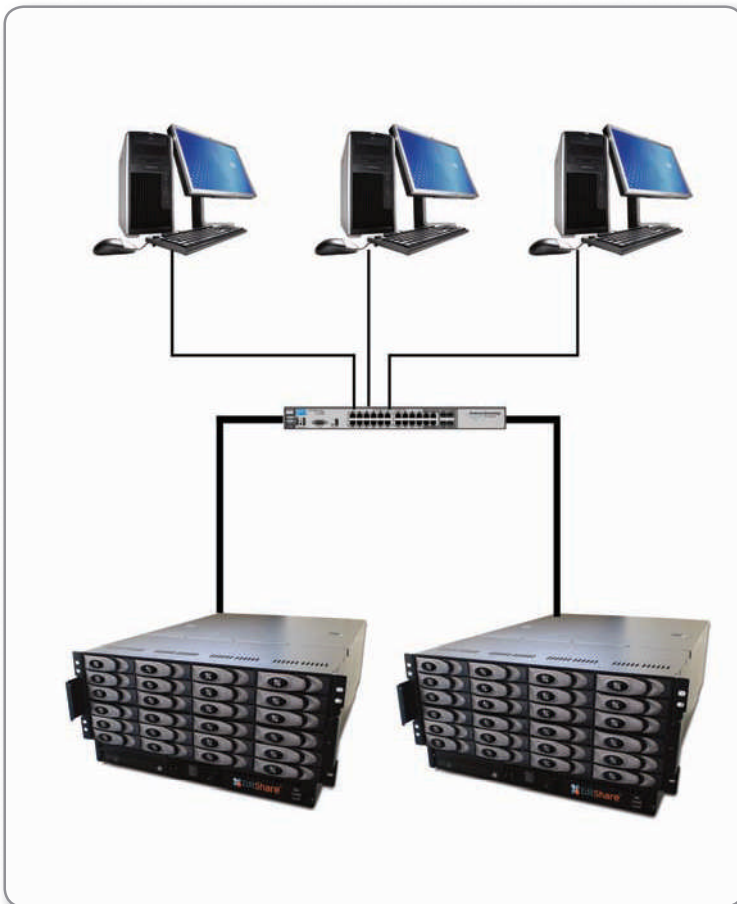
ESA Scalability

A natural question that everybody asks when they consider shared storage solutions is: “Can the system grow as my needs grow?” EditShare has always offered customers the option of buying a server chassis that is only half full – so for some customers, buying a bigger chassis than they need now and filling empty drive bays later is a great way to future proof their investment.

But if you are contemplating a really large system, you’ll be glad to know that with EditShare’s Extreme Scalable Architecture (ESA), expanding your storage up to 100 or 200 Terabytes – or beyond – is no more complicated than purchasing additional “expansion servers” and plugging them in to your network. Expanding the “ESA way” not only gives you more storage, but if you divide the workload sensibly between multiple servers, with each additional server you can double the number of users and streams that can be supported.

Administrators manage all master and expansion storage units through a single unified GUI. And thanks to our Windows and Mac OS X Login Clients, users won’t even be aware that there are multiple servers on the network.

EditShare’s ESA design is much more powerful than simply attaching additional storage out the back of a single server – for instance, using an external RAID device – because with THAT approach all data has to pass through a single server. And compared to Cluster File Systems – which distribute data across multiple “nodes” or “chassis” – ESA is much simpler, and simplicity generally equals reliability. Plus, with EditShare ESA, you also have the option of mirroring entire Media Spaces on a separate server. If you have ultra critical data that can’t be down even for a few seconds, having a failover server with the same data is unbeatable.



🏠 *Infinite, distributed expansion; no down time.*

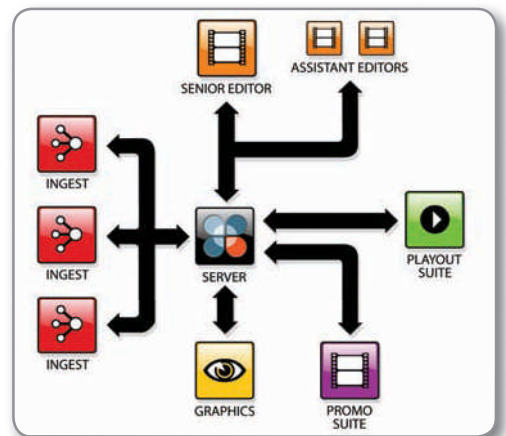
Media Professionals Worldwide Rely on EditShare's Flexibility for Collaborative Workflows

FILM, PRODUCTION, REALITY TV

Collaborative editing improves the workflow for independent film editors, feature film producers and post-production companies. Repetitive tasks like ingest and logging can be assigned to assistants while craft editors focus on the creative elements. EditShare provides superior collaboration tools to help you when you are faced with critical time and budget demands. British-based APT Films counts on EditShare. The upcoming epic *Australia* by producer Baz Luhrmann is currently in production using EditShare. At companies like Antix Productions in the UK, Brain Box Productions in the U.S and many more, EditShare is an essential part of their workflows.

REALITY TV

Time is the enemy for these productions – very tight schedules with short turn-arounds “to air”. Volumes of rushes, multiple story lines, multiple characters, over long time frames – just a few of the difficulties. EditShare makes all the difference for Reality TV producers. Often working through the night, the editors rely on EditShare and put it at the hub of their work environment. Without collaboration, there'd be no end in sight. Shows like *Big Brother* in Germany and Australia, *Dog the Bounty Hunter* and *The Gravity Games* in the U.S, and Canada's *The Next Great Chef*, all benefit from EditShare's collaborative workflow.

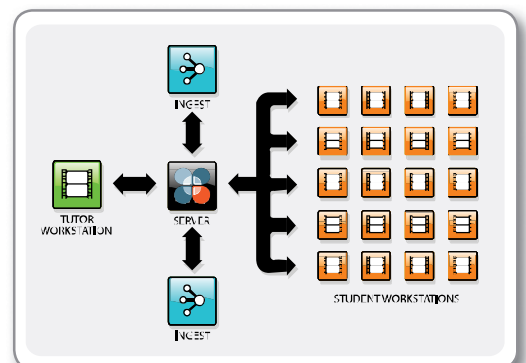


BROADCASTS: NEWS AND PROMOTIONS

Immediacy is key for broadcasters. Media and Project Sharing lets journalists quickly prepare and reversion their stories from several content sources right at their desktops. Creative Services departments leverage their skills when sharing ingested TV episodes, graphics and previewing work as it's assembled for time-sensitive promos, teasers and local inserts. ION Media Networks, the largest station-group in the US, has centralized all its Creative Services using EditShare to achieve a complete “file-based workflow” – in which files reside on EditShare starting from ingest through editing to MPEG2 encoding and on to transfer to a playout server without ever touching videotape.

EDUCATION: SCHOOLS AND UNIVERSITIES

In teaching environments, EditShare is the “media hub” allowing multiple students to work simultaneously from shared video spaces with overwrite protection. Easy administration and set-up is particularly important as classes turn-over on a semester basis. Many schools also use EditShare for their in-house video and broadcast operations. New Zealand's South Seas Film & Television, Rutgers University, UCLA, and Florida State are on EditShare's education roster.



SPORTS

EditShare gives professional and collegiate sports teams the flexibility they need for producing high-end, quick turnaround content. Our shared storage means each producer has immediate access to what he needs – whether it's creating highlight shows, previews, season wrap-ups or replays during the game. Coaches also have instant access to review player performance and team tactics. EditShare is in the lineup for The Portland Trailblazers basketball team, the Montreal Canadiens hockey team, the Chelsea Football Club (UK) and West Virginia Mountaineers football team.