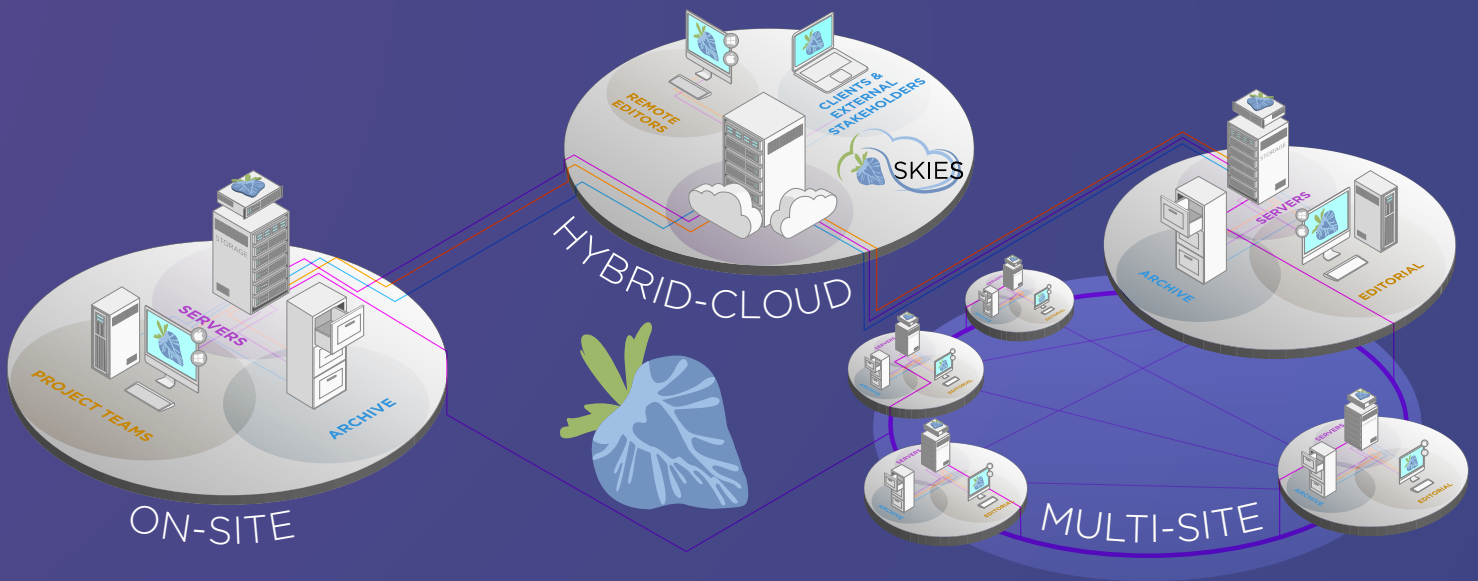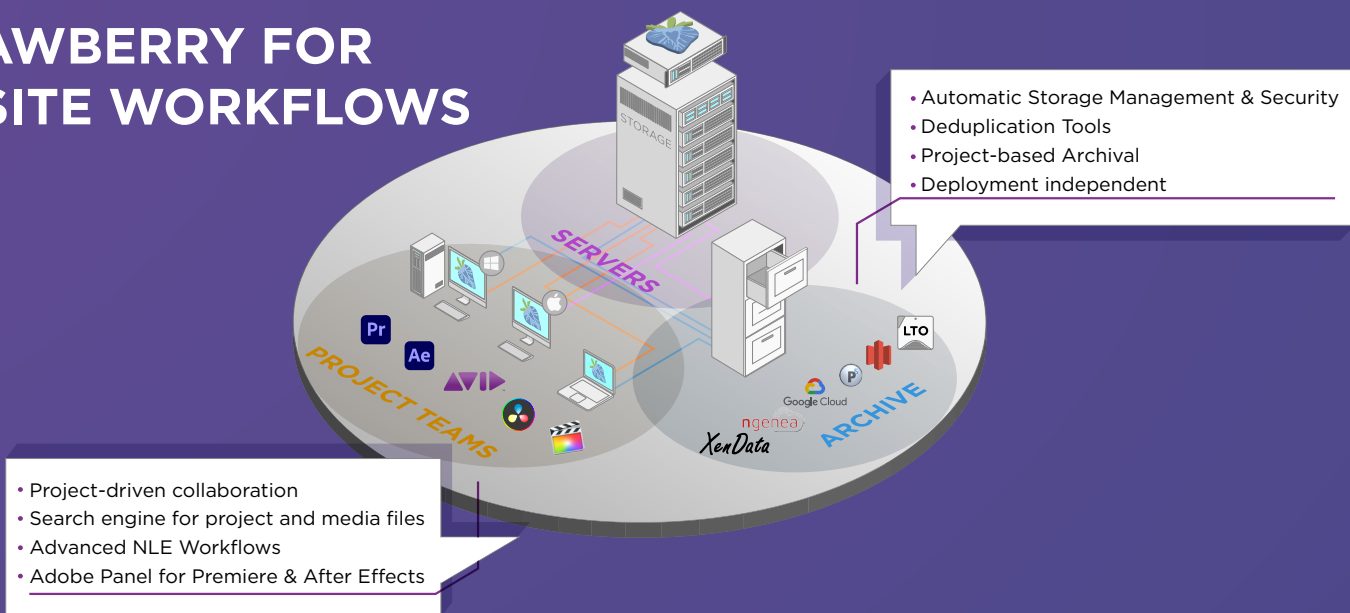**PROJECTIVE**

BRINGING STRUCTURE TO POST-PRODUCTION

Projective's flagship solution Strawberry automates structure and security to enterprise post-production facilities, broadcasters, and creative agencies. It combines the needs of IT professionals to efficiently manage tiers of storage, with the needs of the creative team to locate assets within defined projects. Strawberry solves the issue of exploding storage while simultaneously tracking files within the context of projects. This ensures media files are not lost, mismanaged, or duplicated indefinitely. Thanks to the project-based structure all media files are automatically organized, ensuring content can be found and shared, so editors spend more time editing than managing media.

Whether on-premise, off-premise, hybrid, or even in a global multi-site environment, Strawberry provides a platform that enables structure at scale in post-production.

FEATURE	BENEFIT
AUTOMATED STRUCTURE	Users spend less time with media management and the storage is "protected" from unauthorized access and duplication.
PRODUCTION ASSET MANAGEMENT	Strawberry creates proxies for preview and remote editing. Users can communicate through content with markers and built-in approval workflows.
DEEP NLE INTEGRATION	Provides users Adobe plugins to easily access projects and media from Premiere Pro and After Effects. Enables Avid-style bin locking on standard IT storage.
ACCESS CONTROL AND SECURITY	Full user management with access rights control at both project and storage level ensures content security, especially for freelancers. Integrates into AD and LDAP.
REMOTE WORKFLOWS	Intuitive & secure tools for remote editing & review and approval workflows. Utilizes hybrid-cloud for borderless collaboration.
UNIFIED ARCHIVE	Provides easy-to-use archive tools with integrations into cloud. Enables visual search for production and archived content from a single interface.

STRAWBERRY FOR ON-SITE WORKFLOWS

STORAGE

SERVERS

PROJECT TEAMS

ARCHIVE

LTO

Google Cloud

ngenea XenData

- Automatic Storage Management & Security
- Deduplication Tools
- Project-based Archival
- Deployment independent

- Project-driven collaboration
- Search engine for project and media files
- Advanced NLE Workflows
- Adobe Panel for Premiere & After Effects

"Strawberry can be used as an on-premise solution bringing together the needs of both IT infrastructure and post-production. Its enterprise-level workflow engine implements structure across the entire post-production process, with deep-rooted integration into many professional creative applications. This allows users to work more efficiently while saving the organization time and money."

STEVE KENNEDY | VP DIRECTOR OF ENGINEERING, CAHOOTS STUDIOS

PROJECT

PROJECT-DRIVEN TEMPLATE

Project-driven templates guarantee consistency, eliminating guesswork and prep time while providing unified structure for editors, designers, producers, freelancers, and external stakeholders.

COLLABORATION

Strawberry provides a platform for all stakeholders in a production to contribute and comments are tracked and automatically become searchable metadata.

AUTOMATIC STORAGE MANAGEMENT & SECURITY

Strawberry automatically organizes both the ingest and editing storage, so that access can be granularly controlled and freelancers only see the material they should be editing.

SEARCH ENGINE FOR PROJECT AND MEDIA FILES

Strawberry's asset management features allow media files to be instantly searched and viewed from any storage platform within the facility, whether it's online, nearline, cloud or from an archive platform.

ADVANCED NLE WORKFLOWS

By creatives, for creatives, Strawberry is deeply integrated with leading creative applications, including from Adobe and Avid. Project sharing, bin locking, and rough cut and remote editing are all possible. And the Adobe panel means that users never need to leave their application environment.

Avid Media Composer users can work with generic shared storage, an integrated feature into Strawberry that implements bin locking, ideal for Avid workflow collaboration.
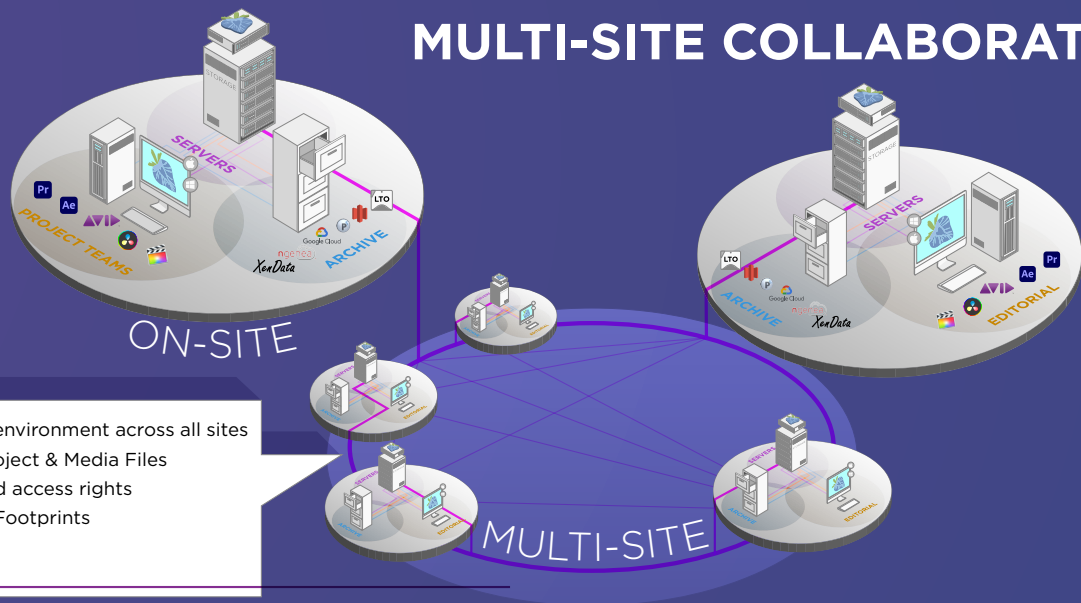
DEDUPLICATION TOOLS

Sharing assets between projects via linking reduces waste and "media offline" errors. On top of this Strawberry actively employs file-based deduplication to seamlessly find copies and remove them.

ARCHIVAL

By managing everything as a project, archiving or retrieving projects is a very simple administrative task as a one-click process, with quick search and scrub functionality for users to retrieve exactly what they need.

STRAWBERRY FOR MULTI-SITE COLLABORATION

ON-SITE

MULTI-SITE

- Single unified production environment across all sites
- Seamless replication of Project & Media Files
- Standardized structure and access rights
- Reduction of On-Premise Footprints
- No single point of failure
- Unified Archival

Global organizations struggle with consistency and structure across disparate locations. Projective's Strawberry multi-site solution provides a framework to accelerate global collaboration and empower multi-national organizations to take advantage of their scale. Projects can be efficiently managed across the entire organization, on-premise hardware footprint can be optimized, and global content security is improved.

SINGLE UNIFIED PRODUCTION ENVIRONMENT ACROSS ALL SITES

Multi-site enables a single unified production environment across geographic locations. It can take the entire storage infrastructure, users, and projects within a distributed organization, and virtualize them as a single federated environment. Multi-site facilitates instant search and proxy viewing across all sites simultaneously.
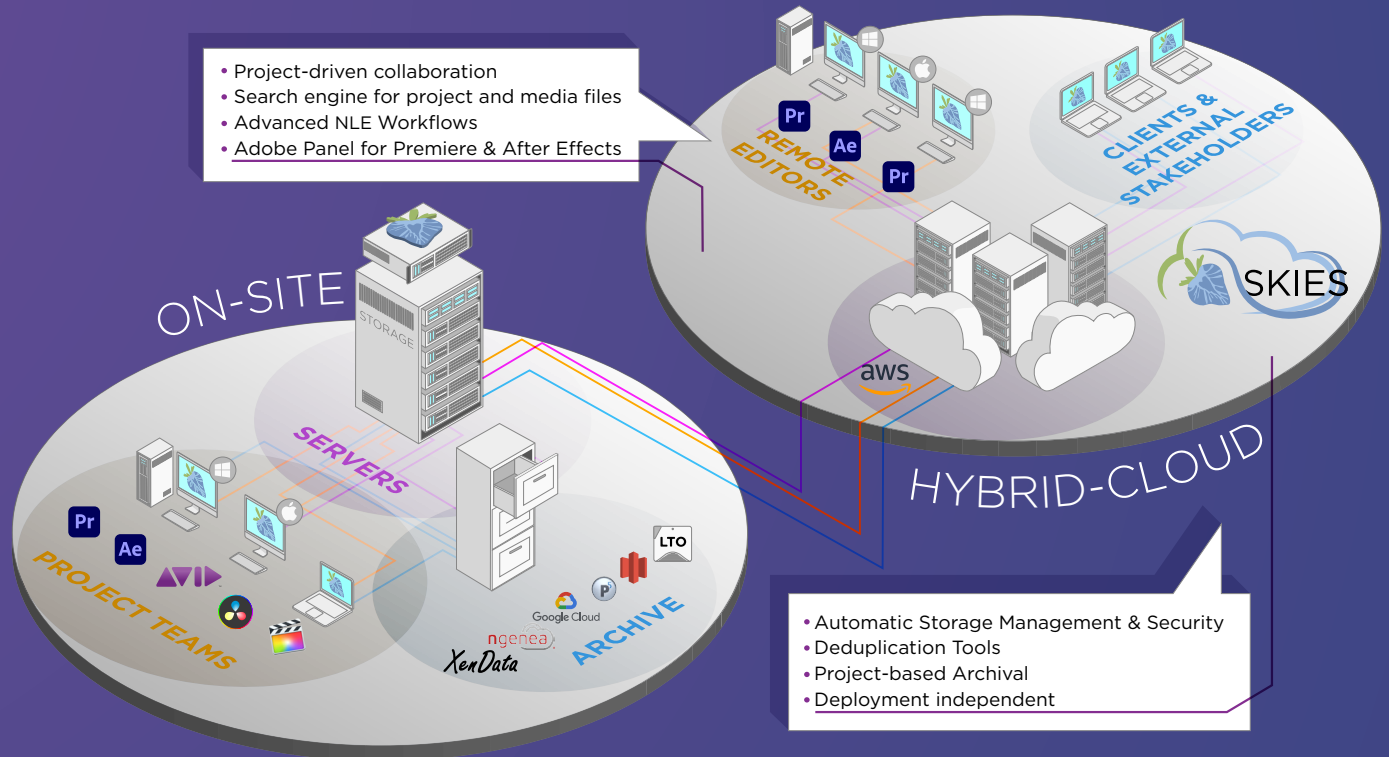
STANDARDIZED STRUCTURE AND ACCESS RIGHTS

A major benefit of Strawberry is to standardize the process and enforce structure in the post-production chain. With the multi-site architecture, this benefit becomes even more compelling. Global engineering teams can centrally control access across worldwide production hubs. Content security is drastically improved.

SEND WORK TO WHERE THE RESOURCES ARE

With this technology, a project is not limited to a single site, workflow, or storage platform.
Sites with spare capacity can pick up the slack for overburdened locations. Entire project packages, including project files and structure can be seamlessly moved. Follow-the-Sun workflows become possible, and global organizations can take advantage of their scale.

UNIFIED ARCHIVAL

This innovative multi-site architecture means facilities get a single unified archival across sites. Imagine a central cloud-based archive of not just assets, but all project-based content for every site; with a single pane of glass search of the production island, other production sites, and the global project archive. With Strawberry this becomes possible. As projects are self-contained, archiving them is a single click action, even if files are distributed across different physical sites and storage platforms.

SKIES FOR REMOTE COLLABORATION

- Project-driven collaboration
- Search engine for project and media files
- Advanced NLE Workflows
- Adobe Panel for Premiere & After Effects

ON-SITE

SKIES

HYBRID-CLOUD

- Automatic Storage Management & Security
- Deduplication Tools
- Project-based Archival
- Deployment independent

Skies is a hybrid-cloud infrastructure that unifies on-premise and cloud resources. It brings together remote workers and external clients, with the on-site IT infrastructure and project teams. It accelerates collaboration, from logging and tagging to review and approval and remote editing, without the need for VPN access or upload to a separate cloud platform. No technical expertise is required, and it is highly secure by design.

REMOTE WORKING

Skies enables remote working from anywhere. It allows editors to use Adobe Premier Pro and After Effects via a plug-in. This removes heavy demands on connectivity, and offline edits can be achieved with seamless support of proxy workflows, with ease of relinking and conforming against high-res files.

REVIEW AND APPROVAL WORKFLOWS

Skies includes "Review & Approval" functionality that enables directors and producers to give timecode accurate feedback on all Strawberry-managed media assets from anywhere in the world. They don't even need to upload or download large files to get feedback, approval, logging, or subtitling workflows started. This not only saves a lot of time but keeps all feedback within a single platform.

SECURITY BY DESIGN

When working in the cloud, security is critical. Skies offers multiple layers of security, including state of the art connection encryption. Strawberry also creates encrypted streaming proxies that serve as the basis for review & approval and editing workflows.

PROJECTIVE