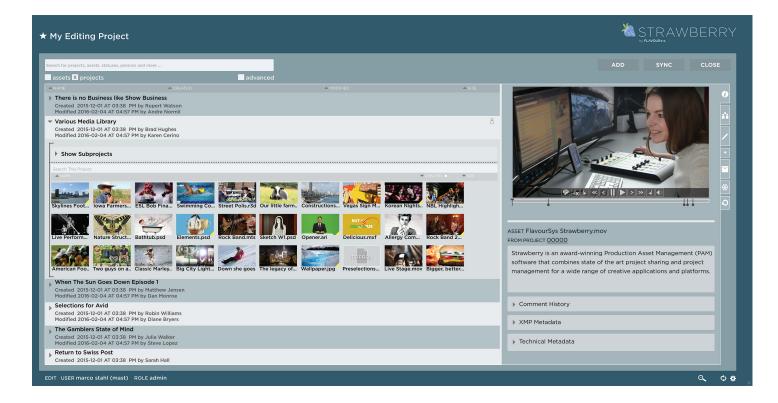
## **STRAWBERRY**

## Next Generation Production Asset Management



'With the Srawberry workflow, several different people can work on the same footage for the same spot simultaneously from any software. That gives our editors great flexibility to use the application they feel is best to complete the job while working from the SAN. This speeds up turnaround to get more done in a timely fashion,'

Steve Kennedy, VP Director of Engineering at Doner

'We had tried our hand with MAM before, but it was getting in the way of the editors, so they didn't want to work with it. We decided a more transparent approach was necessary.'

John Dollin, Arsenal Media Group

PROJECTIVE's award-winning Production Asset Management (PAM) system, Strawberry, is designed to help productions with their creative project workflows. Strawberry solves storage management and collaboration issues that are pervasive in chaotic post-production environments, saving time, reducing duplication on the storage, and speeding up delivery. The creative talent no longer has to deal with storage or workspace management, freeing them to focus on being creative. They also receive powerful search and viewing functionality so they quickly find what they need. The technical team also benefits with powerful tools to organize and manage the flood of incoming footage; controlling access, purging rushes, and archival become a snap.

Storage-agnostic, and compatible with all major creative applications, Strawberry enables productions to select best-of-breed IT infrastructure with the creative application they wish to use, all with sophisticated project collaboration and remote editing workflows. Broadcasters, post-production facilities, advertising agencies, film schools, sports clubs, and more all use Strawberry to help them produce compelling content more efficiently.

### PROBLEM

Content production is inherently chaotic. Production storage is constantly flooded with new content, and only by staying organized can IT resources keep up. Often media management manual, and maintaining processes are consistency is impossible. Editors fear losing access to their media, and don't have time to focus on media management. Teams lose time searching for footage and graphics, so they make copies and work outside of the standard structure. Time is lost and the storage always runs full.

Also, there's many different roles that need to work together: editors, designers, producers, directors, and more, both inside and outside of the editing suite. Providing feedback or previewing, or simply keeping track of project status can be difficult and time consuming. Strawberry addresses these issues by focusing on the project.



'There are two types of Storage: New Storage and Full Storage. Strawberry helps our customers break this cycle.'

Rupert Watson, Jigsaw24

## SOLUTION

Strawberry automatically organizes the central storage on a project basis, then presents editors or designers with a "Project Mount", based on preset templates, when they open a project. These templates ensure a consistent starting point, but the creative team still has flexibility to work as they see fit. And because Strawberry is managing the central storage, content and entire projects can be shared by linking: eliminating copying and making the storage much more efficient.

Since creative talent doesn't directly interface with the project storage, access can be easily controlled, improving content security, and of course can be linked to Active Directory or LDAP environments.

Strawberry also puts powerful search and proxy viewing features at the users fingertips, so that users spend less time looking for footage and more time editing it. Even customers who already have asset management solutions also benefit from Strawberry's project-based and user-centric features.

## WHICH DO YOU NEED? MAM vs PAM

Media Asset Management systems (MAM) with their rich metadata and rigid processes are well suited to long term archival and repurposing of finished assets

Production Asset Management systems (PAM) are better suited for producing finished content. PAMs should help unify the different aspects of production: from preparation and capture through editing iterations to approval.

Strawberry's unique project based approach helps the team to be more productive and is often used in conjunction with MAM.

# **HIGHLIGHTS**

## PROJECT MOUNTS

Delivers projects, organizes storage

Project Mounts are a revolutionary approach to production storage. Editors or designers open a project in Strawberry and are presented with a virtual volume for their project. Just like the old days of plugging in a USB drive. This virtual space can be preset to include project files and standardized folder structures, eliminating guesswork and manual prep time. Users can work freely in the Project Mount and Strawberry automatically synchronizes to the central storage. Finished? Close the project and the Project Mount disappears. The central NAS remains organized and other users can link to that content, reducing waste.



## APPLICATION INDEPENDENT

Your project. Your storage. Your application. Your choice.

Strawberry frees productions to select creative tool and IT infrastructure independently, making productions future-proof.



## ADOBE INTEGRATION

More than just a panel. Strawberry automatically manages the storage, adds project sharing and powerful search tools. Strawberry also ensures the dreaded "Media Offline" error is a thing of the past.

## COMMUNICATIONS SYSTEM

Keep everybody up to date in the team

Strawberry's new Communications System simplifies interaction between users, keeping everybody up to date about their Strawberrymanaged projects, assets and workflow tasks. Users can subscribe to notification alerts with the click of a button or by using the autosubscribe feature. Users can also receive alerts about their projects and assets which can even be tailored news feeds. Markup Strawberry-created proxies to simplify review.

The Global Event Log saves every single usercontent interaction, allowing admins to regularly review activity on the system.



## WORK FROM CHROME

Get the entire production involved and free up overbooked editing suites. Review, log, subtitle, annotate, or comment on assets from Strawberry's web interface. Create rough cuts from a web browser using Preditor. Empower users to drive simple workflow tasks.



## CONTEXTUAL SEARCH

Find your assets based on their project context. Easily scrub through previews of content. The liahtning-fast search framework filters results instantly, putting an overview of your entire storage environment at your fingertips. Spend less time searching and more time working!

## UNDER THE HOOD

The Strawberry Server software runs on Linux, either on dedicated hardware or virtualized, and manages POSIX-compliant networked storage. Strawberry Clients (OSX or Windows) are installed on the creative workstations, and other networked users (internal or VPN) can access from a standard web browser interface.

## WELL CONNECTED

Editors use Strawberry to open and share projects then work normally. The client application is a browser-based interface, all HTML5 web technology that is OS and device agnostic, so that the look and feel is the same from a browser or client. Strawberry is created for production, with a focus on managing media assets and projects.

### STRAWBERRY'S MAIN FEATURES

### INSTANT SEARCH AND AUTOMATIC METADATA GENERATION

Stop waiting and start working. Strawberry enables productions to quickly get content into the editing projects and easily archive or purge old projects. Workflow tasks can be driven by users, eliminating delays and improving turnaround time.

- · Window to Content: Strawberry's internal proxy encoding framework, combined with intuitive interface gives an overview of the entire storage, both archive and online, so you can easily scrub through previews of content
- · Contextual Search: Project based metadata means assets are viewable based on their project context. Removes need to tag raw footage and better suited for post production workflows
- Editor Driven Workflows: **Empowers** users to drive simple tasks like archival, retrieval, or transcoding. Less time lost waiting

#### STORAGE **OPTIMISATION** AND **SECURITY**

Because Strawberry automatically organizes the storage on a project basis, productions see many important benefits:

- Editors or Designers can link to projects and content, dramatically reducing waste on the storage
- Pre-set Templates guarantee a consistent project structure, eliminating guesswork and prep time
- Creative team no longer wastes time with media management, media availability is massively improved
- Controlling Freelancer access has never been easier; security is increased
- Archiving or deleting old projects doesn't remove content where it is still in
- Easier integration to external applications like ingest, transcoding farms or MAM.

All of this on best-of-breed, IT-standard NAS or SAN storage.

### DEEP ADOBE & AVID INTEGRA-TION

The Strawberry Adobe CC panel is the fastest and easiest way to access all Strawberry managed media and projects from within your Adobe creative application. Using Avid? Strawberry provides Avid style bin locking for all your Media Composer® projects.

- · Editor does not have to leave the Adobe Creative applications (assets and projects at fingertips)
- Adobe panel can automatically import unmanaged (local) media into central storage to prevent offline media situations
- · Project sharing & Avid style bin lock-
- Multiple users can access the same project and media files simultaneously without risk of accidental overwrites or deletions
- · Files can easily be linked from one project to another without duplication that helps to optimize storage utilization

### **OPTIONAL FEATURES**

#### **PREDITOR**

Innovative Browser-Based Rough-Cut editing tool. Enables non-editors to tell a story from their desk.

freeing up the suite for the hard stuff. Sequences can automatically imported into editorial applications.

#### WATCH FOLDERS

enable easy integration to external tools and apps, and also helps manage the flood of incoming content.

#### **HIGH AVAILABILITY**

option allows for a second Strawberry server in passive mode to act as redundant backup for the primary server.

### COMMUNICATIONS SYSTEM

simplifies interactions between users, keeping everybody up to date about their projects.

### **TECH SPECS**

Strawberry is a software only product, but runs on any storage of your choice. Minimum system requirements for Strawberry:

| SERVER                                   | CLIENT                           | STORAGE supports                           | CERTIFIED<br>APPLICATIONS          | CERTIFIED<br>STORAGE VENDORS    | SUPPORTED<br>FILE SYSTEMS |
|------------------------------------------|----------------------------------|--------------------------------------------|------------------------------------|---------------------------------|---------------------------|
| RHEL 7 or newer<br>Centos 7 or newer     | macOS 10.11, 10.12, 10.13, 10.14 | StorNext, HyperFS or the XSAN file systems | Adobe Premiere<br>After Effects    | Bright Technologies  EMC Isilon | BWFS<br>HyperFS           |
| 48GB RAM and<br>500GB onboard<br>storage | Windows 7, 8, 8.1, 10            |                                            | Avid Media Composer                | Hitachi                         | EXT4                      |
|                                          | `                                |                                            | & newscutter  Avid Pro tools 10 or | NetApp Object Matrix            | GPFS<br>HFS               |
|                                          |                                  |                                            | higher                             | Quantum                         | OneFS                     |
|                                          |                                  |                                            | Final Cut Pro 7 and 10             | Qumulo                          | StorNext                  |
|                                          |                                  |                                            | Davinci Resolve                    | Rohde & Schwarz DVS             | XFS                       |
|                                          |                                  |                                            | Cinema 4D                          | Scale Logic                     | XSan                      |
| ABOUT PROJEC <sup>*</sup>                | TIVE                             |                                            | Silveria 12                        |                                 | ZFS                       |

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PROJECTIVE is dedicated to revolutionizing how content production happens. By focusing on the creative user and offering innovative technical solutions to production storage problems, PROJECTIVE offers a fundamentally different approach to creative workflows and editing projects. Strawberry is used by broadcasters, production houses, ad agencies, film schools, and sports clubs worldwide.

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