

kumulate



Azure

Intelligent cloud for M&E

MASSTECH

www.masstech.com

Kumulate and Azure provide the perfect platform to allow video creators, editors, publishers and distributors to harness the power and flexibility of Azure storage, processing and cognitive services as part of the intelligent content management and orchestration of Masstech's Kumulate.

Highlights

Pain-free LTO migrations

Migrate from LTO to Azure automatically, with no disruption to operations.

Extended storage across multiple tiers

Lightbox view of all media on all storage, including multiple instance association

Partial File Restore from any storage tier

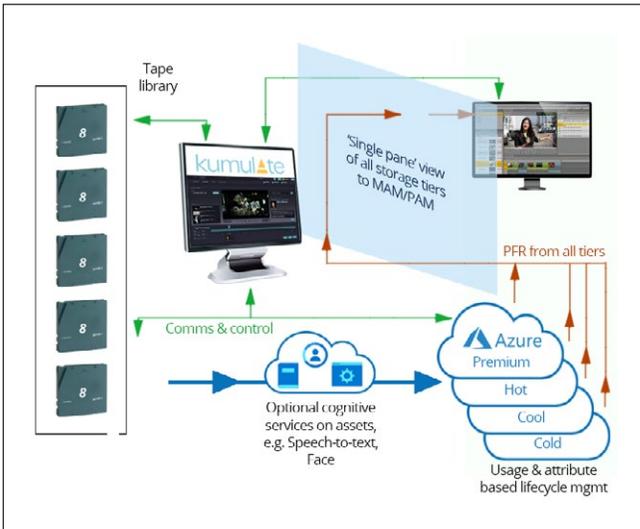
Restore all or only part of a video asset from any tier - premium, hot, cool, cold

Monetize exiting content with fully automated, integrated Cognitive Services

Add Speech-to-text, Face or any MS cognitive service to any workflow, including as part of an LTO migration

Application level integrations with Avid

And strategic integrations with all major MAM and PAM vendors



Pain-free migrations from LTO; Cognitive Services during migration; Partial File Restore from all storage tiers

Current on-prem LTO or disk based content can be quickly migrated to Azure with automated, disruption-free workflows; Kumulate then manages lifecycle of assets between Azure storage tiers dependant on attribute and usage patterns.

Older content typically has only scant and basic metadata associated with it. Moving this into a Azure storage avoids ever having to renew the version of tape it currently sits on but also opens the door for ML or AI enrichment to make that content more searchable and increasing the possibility of future monetization

Kumulate manages media and content in Azure-only or multi-tier hybrid cloud environments. Kumulate's ability to seamlessly offer a light table view of all inventory of media regardless of location means that users can take control of the speed and depth of incorporating Azure into their ecosystem. Planned expenditures can be mapped out without concern of how these locations will impact workflow and efficiency of execution.

Kumulate's powerful workflow orchestration module deploys cognitive services such as Face, Content Moderator or Speech-to-Text to add metadata to content, granular searches, using structured and unstructured metadata, including attachments such as scripts, still images and text documents, across local and remote sites, anywhere in the world.

Preview content in low-res proxies, view timelines, metadata and associated assets, and restore all or just part of a video asset using customizable segments and markers.

Name	SCM	EOM	Duration
Dean Hudson_1	00:00:25:13	00:00:26:19	00:00:01:06
Mika Myers_1	00:00:36:22	00:00:40:59	00:00:04:37
Romeo Mads_1	00:00:38:32	00:00:40:59	00:00:02:27
Tina Fey_1	00:00:48:12	00:01:00:07	00:00:11:55
Sarah Paulson_1	00:00:51:17	00:00:52:16	00:00:00:23
Hughes King_1	00:01:03:33	00:01:04:03	00:00:00:00
Chris Evans_1	00:01:03:33	00:01:04:03	00:00:00:00
Maya Rudolph_1	00:01:05:07	00:01:15:07	00:00:10:00
Unknown #5_1	00:01:15:07	00:01:16:20	00:00:01:13
Richard E. Grant_1	00:01:15:07	00:01:16:20	00:00:01:13
Unknown #6_1	00:01:15:17	00:01:16:20	00:00:01:03
Amy Poehler_1	00:01:17:21	00:01:32:15	00:00:14:54
Tyler Perry_1	00:01:32:16	00:01:33:17	00:00:01:01
Hughes King_2	00:01:33:17	00:01:46:14	00:00:12:21
Unknown #9_1	00:01:33:17	00:01:36:08	00:00:02:51
Unknown #1_1	00:01:52:42	00:02:16:02	00:00:23:14
Michael B. Jordan_1	00:01:46:14	00:01:57:21	00:00:11:07
Unknown #10_1	00:01:56:14	00:01:57:03	00:00:00:49
Sam Rockwell_1	00:02:08:24	00:02:11:02	00:00:02:02
Leslie Odom, Jr_1	00:02:08:24	00:02:11:02	00:00:02:02

Results from e.g. Azure's Face cognitive service are automatically loaded into Kumulate as segments

Kumulate and other Masstech solutions have been deployed into more than 250 Avid customer sites around the world. Avid Interplay MAM, Interplay PAM, MediaCentral, or Interplay Web Services - whatever the environment, Kumulate is integrated at application level, allowing Avid users to archive, locate and retrieve their content without leaving their Avid app. Azure, Avid and Masstech environments are already providing unrivalled levels of flexibility and storage optimization to some of the biggest names in M&E.

Discover more at www.masstech.com