grass valley
A BELDEN BRAND

GV STRATUS

TOP REASONS TO BUY

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The GV STRATUS Video Production & Content Management System from Grass Valley, a Belden Brand, forms the most complete and versatile platform for media production. Developed to adapt to the rapidly changing business, operational, and technology needs of the modern media enterprise, GV STRATUS is a flexible, evolvable software-centric approach that changes the way creative talent works together to efficiently produce rich, high-value content.

1. GV STRATUS is the most efficient and complete set of tools for nonlinear media production

- Incorporates a growing number of tools to ingest files, video feeds and removable media, in order to search, browse, edit and annotate content, manage K2 assets, perform logging and transfer, control K2 record and play channels, build playlists and simple sequences, and prepare/package content for delivery to digital media platforms.
- Tools within the GV STRATUS framework can be adapted in an almost infinite number of combinations, meaning ultimate customization for studio production, play-to-air, news and many other broadcast and video production applications.
- Features a versatile workspace for studio and outside broadcast productions to efficiently manage and package content for use during or after an event.
- Spans the entire news production lifecycle, enabling access to shared assets and GV STRATUS tools whether working in the newsroom or in the field.
- Powerful content management tools enable efficient nonlinear workflows. Users can log important metadata, search for existing material, examine material and manage where to send it for shared use.
- Includes a fast-evolving set of processing engines and tools that can be configured into complete workflows to prepare and package content for delivery to digital media platforms.

Improve return on investment by deploying an agile, horizontally integrated framework for nonlinear production. Costs are reduced due to more efficient staff being proficient on a common set of tools for many different roles and workflows.

2. GV STRATUS production tools permit media companies to rapidly adapt to changing business, operational, and technology needs

- The adaptable framework provides a consistent and agile service-oriented model for efficient development of both internal and third-party software modules, and for rapid integration with best-of-breed technologies.
- While Grass Valley EDIUS can be used for both proxy editing (including voice-overs) and high-resolution editing, users also have a choice of other mainstream craft editors including Apple Final Cut Pro 7, Adobe Premiere Pro CC, and Avid Media Composer and NewsCutter. These editors can be integrated either by performing file transfers of both content and metadata, or edit-in-place when using a K2 SAN infrastructure with no transfer needed.
- Archive interfaces make content repurposing easy and practical. GV STRATUS can archive to Front Porch Digital DIVArchive, SGL FlashNet, Masstech and to generic FTP storage.
- A set of archive, conform and metadata management tools addresses the unique production needs of the newsroom. This functionality, when combined with AP ENPS, Octopus, Avid iNEWS, Annova OpenMedia or other newsroom computer systems (NRCS), permits users to access all of their GV STRATUS tools within the NRCS, streamlining the entire news production process.
- GV STRATUS provides the ability to export/import material in an automated fashion across global distances, with speeds far exceeding conventional TCP-based technologies. Grass Valley's collaboration with Aspera, an IBM company, and the integration of their Fast Adaptive and Secure Protocol (FASP) transport technology into GV STRATUS workflows, makes it possible to carry out collaborative media production on a truly global basis.
- With business agreements in place, selected third parties have access to a powerful web service API (RESTful web API) for rapid implementation of specific integration requirements or to develop other innovative production tools.

Reduce operational costs due to seamless integration with legacy or new systems. Capital expenses are reduced by effective system modification or expansion due to scalable and software-centric architectures. Lower costs of creating new programming due to efficient production helps grow revenue and profitability.

3. Uniquely intuitive user experience based on efficient, desktop-based interfaces, empowering users to configure their environment according to the tasks they need to manage

- Individual users can customize their own application workspace and decide what tools to use and how to arrange them on the screen in order to most efficiently accomplish their tasks.
- Users can propagate an existing workspace to other users on the network using the GV STRATUS "Send" message.
- Versatile, powerful, all-in-one combination of Navigator, Asset List and Inspector panels allows users to readily access Tools, Workspaces, Searches, Favorites, Assets, Devices, Monitors and Dashboards at any point in the production workflow.
- Tools providing each specific function are implemented as plug-ins within the GV STRATUS framework, resulting in exceptional software flexibility, performance and user experiences.

Operating costs are reduced due to higher staff efficiency, a more versatile workforce, and improved collaboration within teams and across the enterprise. Efficient production of more compelling and innovative content drives revenue enhancements.

4. The K2 infrastructure combined with GV STRATUS tools creates the most powerful, reliable, yet economical platform for nonlinear media production

- Organizations can configure GV STRATUS with the K2 infrastructure into customized media networks. Networked users can leverage shared services for file formats, proxy, EDL, playlists and metadata, enabling a collaborative model of media production. In this way, GV STRATUS optimizes workflows by consolidating roles for efficiencies, while at the same enabling team and cross-organizational collaboration.
- Organizations reap the cost/performance benefits of K2 servers and storage based on mainstream IT technologies. The K2 infrastructure is optimized via a software layer to manage QOS, real-time operations, latencies, large file size access and resiliency required in broadcast environments.
- K2 servers are designed for a broad range of production and broadcast applications and support end-to-end SD/HD workflows in DVCPRO, MPEG-2, AVC-Intra and DNxHD formats.
- Systems can easily be scaled in size and location, with support for up to 160 simultaneous K2 Summit ingest channels. Production companies can efficiently scale their GV STRATUS/K2 media networks up for capacity, channels, clients, file transfers and guaranteed bandwidth, delivering unmatched longevity and eliminating the need for significant repeat investment.
- K2 servers create low-resolution proxies on-the-fly, enabling users to work in proxy mode at every step in the production process. Feed ingest occurs within the server, with access to low-resolution files within seconds of the start of recording. The generated proxy is high-quality MPEG format and comes with up to eight audio tracks.

Improved cost/performance of IT infrastructure optimized for media results in lower CAPEX/OPEX and smaller environmental footprint. Operational risks are reduced with broadcast-tuned systems and targeted workflow applications that incorporate redundancies so there are fewer incidents of no content or incorrect on-air content. Brand image is enhanced with the high quality of on-air programming.

5. The inherent flexibility of the GV STRATUS software architecture enables cost-effective deployment, provisioning, maintenance and management

- With all tools integrated under one unified application, the GV STRATUS platform requires less software and hardware components to install and configure.
- Systems administrators can set read, write and delete permissions at a very granular level. Permissions can be set for user groups and individuals, applied to both specific assets and K2 bins, to improve system security within those bins.
- Network administrators can provision, maintain and manage GV STRATUS clients from a central server, resulting in operational savings. By simply downloading and deploying a single software component, new features from Grass Valley or third parties can be added and installed on a client-by-client basis.
- As media production workflow changes occur, administrators can assign the required tools to individual users based on roles and permissions.
- Administrators and users can create and save workspace layouts according to the tasks at hand.

With less hardware/software components in the system, organizations achieve a smaller carbon footprint and minimize their capital costs. Improved staff productivity and operational efficiency reduce operational cost due to the ability to centrally manage assets.

6. Complete portfolio of professional services for the design and deployment of complex projects, including integration and customer support services

- Consulting with Grass Valley Professional Services, users can specify and design workflow solutions for media access, production, packaging and distribution best suited to their unique production environments.
- Leveraging Grass Valley Professional Services expertise and proven project methodologies, users can select solution cell pre-configuration, installation, deployment and training services as part of their GV STRATUS solution.
- Users can define a dedicated Support Agreement designed to maximize system uptime, reduce total cost of ownership and help plan for long-term maintenance needs.

Investment and revenues are protected by working with a trusted partner with proven experience in design and deployment of nonlinear workflow solutions. Total cost of ownership is reduced by using expert and efficient support services.