MOG partners with Archiware to improve production workflows from ingest into archive

Portugal, September 01– MOG, the leading provider of MXF and centralized ingest solutions, and Archiware, a leading provider of data archive solutions have currently establish a technology partnership in order to deliver complete solutions for the broadcast industry, covering production workflow processes from ingest into archive.
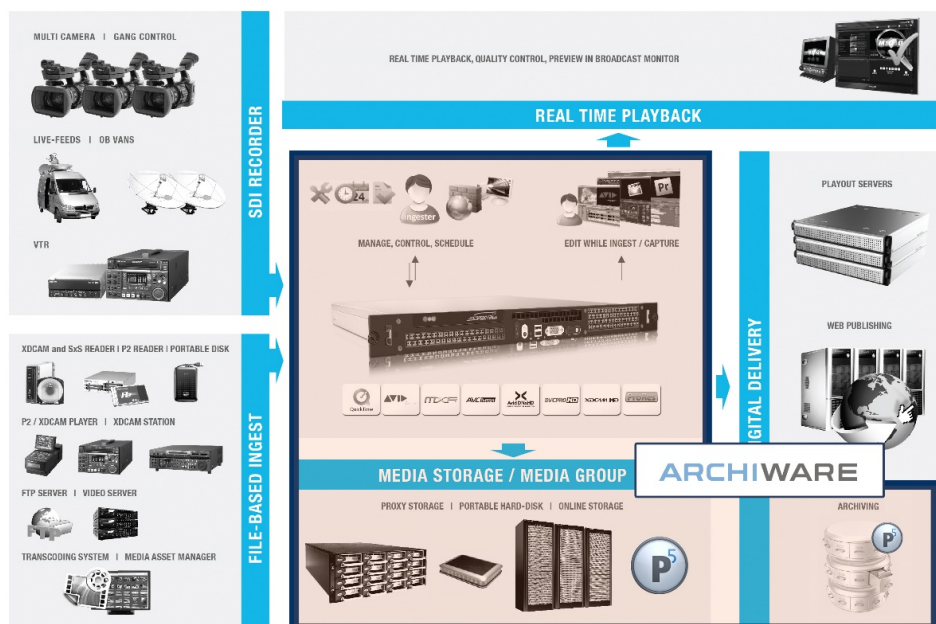
MOG Technologies offers an array of solutions for customers that struggle with multi-format and multi-vendors workflow environments. The mxfSPEEDRAIL product-line covers every step of the production workflow, from capture, to playback, passing through transcoding and file conversion, enabling the user to unify its production workflow.

Archiware P5 allows users to synchronize, backup and archive data on Mac, Windows, Linux and Solaris operating systems, with four modules: P5 Synchronize to clone data between different locations or from Xsan or SAN, P5 Backup to save data from servers to disk or tape-based backup, P5 Backup2Go to back up desktop and laptop data to disk, and P5 Archive to migrate data offline to disk or tape.

By combining mxfSPEEDRAIL with P5 Archive, customers will be able to achieve the maximum efficiency on their production workflows. The result is an easy, robust and scalable solution.

Using mxfSPEEDRAIL, users can perfectly ingest media contents, either band-based or file-based; automatically tag the files with a powerful metadata annotation engine; transcode and encode the media contents in all professional broadcast formats; and even create Hi-Res and Proxy versions of the media, having the media files immediately available for on-the-fly editing.

mxfSPEEDRAIL will ingest the media content into the editing environment while sending the contents together with metadata and proxies into P5 Archive. Subsequently, Archiware will provide the best method to manage this information through its intuitive interface, as well as create space on high performance storage. The system will keep all the important archive data easily accessible and perfectly organized, reducing the risk of data loss and avoiding the hassle of constantly having to increase storage. P5 will display the proxies and metadata files generated by mxfSPEEDRAIL, allowing the user to easily manage its contents, browsing and searching anything, at any time, and enabling easy repurposing of archived content.

mxfSPEEDRAIL / P5 Archive main advantages:

- mxfSPEEDRAIL creates HI-RES and Proxy versions of the ingested files while P5 Archive enables to browse Media with Previews/Proxies;
- mxfSPEEDRAIL has a powerful annotation metadata engine for tagging media files, while P5 Archive easily searches metadata;
- mxfSPEEDRAIL enables archival workflows for file-based content, HD SDI/SDI feeds and tapes, directly into P5 Archive, with metadata enhancement and proxy creation;
- mxfSPEEDRAIL and P5 Archive enable easy identification, organization and access to archived materials, achieving better workflows for content repurposing.

About MOG

Based on open industry standards and offering state-of-the-art technology, MOG has been establishing itself in the market as the worldwide supplier for both Centralized Ingest Solutions and MXF Development Tools. For over a decade, MOG has been helping worldwide broadcasters and technology providers to increase the overall performance of its workflows while migrating for file-based environments, ensuring high interoperability between systems and formats.

MOG aims to exceed media challenges and to break the workflow boundaries by delivering fully interoperable solutions to the broadcast industry.
For more information visit: **www.mog-technologies.com**

About Archiware

Headquartered in Munich, Germany, and privately held, Archiware is a manufacturer of data management software for backup, synchronization and archiving. Archiware P5 software is platform independent and aimed primarily at media and production companies. The latest product line includes
   - P5 Synchronize - Replicate data to ensure high availability
   - P5 Backup - Back up server data to disk and tape
   - P5 Backup2Go - Back up desktop and laptop data to disk
   - P5 Archive - Move or migrate data offline to disk and tape
For more information, visit **www.archiware.com**

Press Contact:
Archiware GmbH
Julia Ries, Marketing Manager
Sonnenstr. 27
80331 Munich
www.archiware.com
jr@archiware.com
+49 89 319 084 98