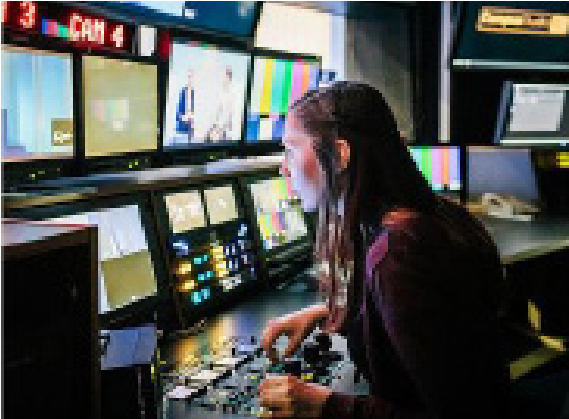# DIGITALGLUE HELPS HOLLYWOOD STUDIO IMPROVE POST-PRODUCTION WORKFLOW

A Vertiv Case Study

VERTIV.

DigitalGlue

ABOUT THE COMPANY

DigitalGlue provides equipment, integration, and software development for the production and distribution of digital video. The long-time Vertiv reseller analyzes clients' workflows to build optimized solutions for collaborative editing, automation, media asset management, storage, and archiving.

From contribution to distribution, the DigitalGlue team works with customers to efficiently deliver their programming via fiber, cable, satellite, and Internet Protocal television (IPTV), as well as over the top (OTT).

DigitalGlue designs, integrates, and supports systems based on today's needs, yet draws from years of real-world experience to engineer a technology path for tomorrow.

The company has been serving the broadcast industry for more than 15 years and works with one of the world's leading media and entertainment conglomerates that has a portfolio of more than 30 cable and broadcast networks, television production operations, a motion picture company, and many more businesses.

Background

Knowing that its long-term customer was dealing with end-of-life infrastructure, DigitalGlue worked in close collaboration with the premier motion picture and television production company to understand current and future business needs. DigitalGlue soon discovered that the company's studio in Hollywood, California, was seeking a way to keep up with increasing post-production demands without depleting capital expenditure funds.

Case Summary

Location: Hollywood, California

Vertiv Solution: Avocent® HMX 5000 Series IP-based KVM Switch

Critical Needs: DigitalGlue, on behalf of the Hollyood studio, sought equipment that supported today's video resolution quality while establishing a path for eventual migration to 4K broadcasting. To reduce disruption and save time and money, the studio specifically required a solution that would be compatible with the facility's existing CAT 6/7 ethernet cables and network switches.

Results:

- Zero-configuration networking simplified implementation by automatically obtaining the media access control (MAC) address of devices as they are attached to the network rather than working through the serial port to set up devices one at a time

- Switch times were reduced to less than a second greatly improving workflow

- Customizable hotkeys sped switching between favorite channels or frequently used systems for an enhanced user experience

- Productivity improved with the ability to access two different computing resources from one dual-monitor edit station

- USB extenders enabled the integration of Blackmagic Design DaVinci Resolve panels needed to perform color correction sessions

- The quality of the digital video at the workstation was improved due to encoding system with 1:1 pixel mapping

- System scalability supported growth by enabling hundreds of users to securely connect in real time with multiple servers and workstations

"The most compelling reason for choosing the Avocent® HMX 5000 over competitive solutions was its ability to use the facility's existing CAT 6/7 ethernet cables and network switches. Not having to pull new cabling throughout the facility saved an enormous amount of time and money. The cost savings made perfect sense. It was a clear winner over the competition."

– SEAN BUSBY, DIGITALGLUE PRESIDENT

Solution

Working with DigitalGlue, the studio determined that an upgrade to its legacy Avocent HMK KVM system would provide the added features and functionality needed to support current and future business needs.

"While the studio looked at several solutions, there was really no question which to go with once it realized all of Avocent's benefits," DigitalGlue President Sean Busby said.

The Vertiv solution was an easy choice for the studio based on having confidence in the current Avocent KVM solution, and in the local, on-site support it would receive from DigitalGlue if needed. As requested, the studio was able to use its existing CAT 6/7 ethernet cables and network switches when implementing the new system.

With the Avocent HMX 5000 Series KVM solution, day-to-day operations were both faster and simplified, supporting studio profitability. And because existing infrastructure was leveraged, the studio was able to adopt the newer KVM systems while also using legacy models. This allowed for a transition plan that met budget restraints.

"The Avocent HMX 5000/6000 KVM is highly scalable and configurable, which makes it so easy to connect multiple users to multiple servers and workstations. It's really an ideal solution for a large Hollywood studio," Busby said. "Other studios in this same film and TV market could easily benefit from this cost-effective, reliable and flexible solution."

Avocent HMX 5000 Series

CH-00078 (R04/19)